

COMPARATIVE ANALYSIS OF FOOD AND AGRIBUSINESS
MARKETING SYSTEMS

Şafak Aksoy, Trakya University
Erdener Kaynak, The Pennsylvania State University

Abstract

The primary objective of this paper is a comparative examination of export orientated food and agribusiness marketing systems with specific reference to fresh fruit and vegetables. The empirical investigations comprise case studies of BELGIUM, CHILE, CANADA, NEW ZEALAND, TURKEY, and SOUTH AFRICA. A general framework for the export orientated food marketing system is described and success criteria for firms operating in such a system are proposed. Two main groups of factors underlie the performance of export orientated food marketing systems. The first group incorporates external and internal factors such as geographic location, natural resource endowments, physical and non-physical distance to recipient markets, and government involvement (externals); organisational structure and ownership of firms and objectives and motivations to export (internals). The second group of factors comprise marketing management components. Relying on these findings, seven quantitative and qualitative criteria for success are proposed.