

# LOGISTICS IN EXPORTING FRESH FRUIT AND VEGETABLE

## INTERVIEW WITH MAHMUT YARMAN

Interview by Tarsus Ticaret ve Sanayi Odasi

### CASE STUDY: CE IN LOGISTICS – MOVEMENT OF GOODS

Mahmut Yarman



Mahmut Yarman is the owner of Yarman International. The company is specialized in cultivating and exporting fresh fruits and vegetables.

Our unique approach prioritizes people and planet health. We cultivate chemical-free produce on our land and through a network of contracted producers, supported by our expert agronomists. Our team provides comprehensive training to ensure optimal harvesting practices. Our dedicated logistics team efficiently transports produce to our facility for meticulous packaging. We export to diverse markets worldwide, with a primary focus on Western European countries.



### LOGISTICS IN YOUR ORGANIZATION, AND WHAT HAPPENS TO FRUITS AND VEGETABLES AFTER THEY ARE HARVESTED?

Maintaining the quality and minimizing waste of fresh produce is a complex task influenced by numerous factors, one of the most important of which, is weather. To preserve freshness and nutritional value, we prioritize efficient handling and transportation.

We employ a two-pronged approach to transportation: refrigerated vehicles for long-distance transport to our facilities, and ventilated vehicles for shorter, high-volume routes. By minimizing field exposure time, we reduce the risk of heat damage, bacterial growth, and premature spoilage. Particularly sensitive fruits like strawberries, cherries, and figs require immediate cold chain implementation.

To address the specific needs of regional products like peaches and nectarines, we strategically located our facility in the heart of the production region. We also utilize advanced cooling technologies, such as HydroCooler systems, to rapidly cool produce before transportation, ensuring optimal freshness.

To maintain optimal quality, we minimize heat exposure throughout the supply chain. The average transit time from field to facility ranges from 1 to 2 hours, with harvesting typically taking 15-20 minutes. To reduce field exposure, we prioritize efficient harvesting and rapid transportation. By utilizing smaller vehicles, we minimize loading times and expedite the transfer of produce to controlled environments. This approach helps preserve freshness and extends the shelf life of our products.

## **DO YOU HAVE ANY ADVICE FOR OTHERS WHO MIGHT BE INTERESTED IN ADOPTING A MORE CIRCULAR APPROACH TO THE MOVEMENT OF GOODS?**

Whether we call it circular trade, circular economy, or circular logistics, the core principle remains the same: minimizing waste. This is not just an environmental concern but also a significant economic issue. By embracing a circular economy philosophy, we can reduce waste, conserve resources, and drive sustainable growth. To implement circular practices, we must prioritize innovation and learn from successful examples. Numerous companies and experts are already pioneering this approach. By collaborating with these organizations and seeking guidance from knowledgeable individuals, we can accelerate our transition to a more sustainable future. Innovation extends beyond technology. Optimizing operational processes and fostering a culture of innovation within your team can drive significant change. By sharing your goals and providing training, you can empower your employees to adopt more circular practices. State-affiliated technology parks and R&D stations can provide valuable support, offering expertise and resources to drive innovation. Local organizations, such as chambers of commerce, can also offer guidance and connect you with relevant experts. Local institutions, such as the Mersin Chamber of Commerce and the Tarsus Chamber of Commerce, offer valuable support for businesses seeking to adopt circular practices. These organizations can connect you with experts and guide you on accessing state-funded programs designed to promote innovation and waste reduction. Remember, every step towards waste reduction brings us closer to a circular economy. By embracing innovation and sustainable practices, we can create a more sustainable future for our planet.

## **CAN YOU GIVE US AN EXAMPLE OF ANY TECHNOLOGY OR INNOVATION YOU HAVE ADOPTED TO BE MORE CIRCULAR?**

Circular logistics is integral to our commitment to a sustainable future. By minimizing waste and optimizing resource use, we contribute to a more circular economy. Fresh produce, particularly fruits and vegetables, is susceptible to significant waste. To address this, we have implemented several strategies.

Proximity to source: we prioritize sourcing from nearby producers to reduce transportation time and minimize the impact of environmental factors.

Innovative technologies: we explore and adopt emerging technologies to extend product shelf life and reduce waste.

We are inspired by the integrated models seen in America and Spain, where production facilities are located adjacent to agricultural land. This streamlined approach minimizes transportation distances and reduces the carbon footprint.

## **IS THERE A SUFFICIENT INFRASTRUCTURE FOR YOU TO ADOPT A CIRCULAR AND SUSTAINABLE APPROACH TO TRANSPORT?**

While Turkey boasts a robust logistics network, there is still room for improvement. Refrigerated transportation is a significant advantage for maintaining product quality during domestic transport. However, as we expand our global reach, we recognize the need for even more sophisticated logistics solutions to ensure the quality of our products throughout their journey.

**Yarman International  
prioritizes people and planet  
health**

**Minimizing transportation  
distances**

**Minimizing waste**

**Minimizing carbon footprint**