



Research Article

**THE ROLE OF AGRICULTURAL PRODUCTS IN ESTABLISHING GASTRONOMIC  
IDENTITY**

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**Abstract**

The purpose of this research is to determine the role of agricultural products in creating gastronomic identity. For this purpose, the agricultural product potato, which is mostly grown in Niğde province in Turkey and given importance to its production and development, has been evaluated in terms of gastronomic identity. The research was carried out with the help of interview questions by telephone between 1-10 July 2021. As a result of the research, the participants chose the Niğde potato in terms of gastronomic identity; contribution to the development of gastronomy tourism, increase in agricultural production, sustainability, and economic contribution. They stated that due to the climate and soil structure of Niğde province, Niğde potato is different from other potatoes in terms of taste, variety, nutrition, and health. For the protection and sustainability of the Niğde potato, they stated environmental protection and soil analysis, finding a market for the farmers, improvement studies-supervision and support to the farmer. In addition, to highlight the Niğde potato as a gastronomic identity; They made suggestions on advertising/promotion, festival, gaining popularity/branding, and the need for support from local governments.

**Keywords:** Gastronomic Identity, Agricultural Products, Niğde

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