



Sabri Ülker Food Research Institute Foundation (SÜGAV)



2012
Annual Report

About SÜGAV

Sabri Ulker Food Research Foundation (SÜGAV) was founded in 2009 with the aim of improving public health by contributing to Turkish society's knowledge about food, nutrition and health, and in doing so, fostering improvements in public health.

Our Vision

To be an independent, scientific, non-profit, reliable, respected organization contributing to societal awareness of food, nutrition, and healthy living.

Our Mission

To follow scientific work, legislation, and practices on a national and international level, and to carry out and support every kind of work in partnership with relevant institutions and organizations such as universities and public and civil organizations, to see to it that society can obtain accurate and reliable information about healthy nutrition and healthy foods, and to provide educational opportunities in these areas.

The main topics identified by our foundation as it creates a roadmap for achieving its main goal are as follows:

- Presenting useful information obtained from reliable worldwide and nationwide information sources, for the benefit of the public
- Promoting healthy foods, nutrition, and lifestyles
- Supporting new research, educational programs, and other enterprises in the field of food and nutrition

Our Ethical Values

- Our foundation shall operate in a completely free, transparent, and independent fashion.
- Every member of our foundation is free to express his/her own personal views on the subjects of food, nutrition, and health, and is free to ask questions and make comments.
- Our foundation is a non-profit, independent organization.
- Our foundation shall decide on programs which address the needs of society, without focusing on anything commercial.



From the President of our Foundation

M.Oltan SUNGURLU

President of the Sabri Ülker Food Research Institute Foundation,

2012 was a precious year for us...

The Sabri Ülker Food Research Institute Foundation (SÜGAV) was founded with the aim of making scientific contributions to the Turkish people's knowledge of food, nutrition, and health, and in doing so, fostering improvements in public health.

Our foundation, which works on a non-profit basis with the aim of improving public health, is an entirely independent, impartial, and scientific institution. In this endeavor, by addressing an important need in our country, we strive to be a trusted, landmark institution.

Nutrition has always been of the utmost importance for a healthy life. The positive impact of sufficient, balanced nutrition upon health and lifespan – as well as the harm done by insufficient nutrition or excessive intake of food – is an indisputable fact. Therefore, our foundation closely follows national and international developments in the areas of food, nutrition, and health, and strives to share these developments with professionals in the sector, with our consumers, our educators, and our students of all ages. All our efforts seek to foster transmission of the most up-to-date information in nutritional science, in a simple, open, and comprehensible manner which will benefit everyone.

The SÜGAV web site (www.sugav.org) is our most important means of communication. We share the most up-to-date information in nutritional science with the people through our booklets, bulletins, and our website, as well as our Food Bulletin, published once every three months.

In 2011, we were the first Turkish foundation to participate (as the 11th member) at the protocol signed for the ENF (European Nutrition Foundations Network), a network which includes Europe's most long-established nutrition and health foundations. As of that year, we began to share our experience, as well as the most up-to-date information which can be offered for the benefit of society, on this platform. With the protocol we signed with EUFIC (the European Food Information Council, the most important organization of its kind in Europe), one of the most significant steps was taken in furthering our international partnership. From now on, in partnership with EUFIC, we will provide support in making the most up-to-date information on food and nutrition available in Turkish, both in our country and for our community living in Europe.

As the Sabri Ülker Food Research Institute Foundation, we have made it our duty to see to it that our children develop habit of sufficient, balanced nutrition. Accordingly, following upon the partnership protocol signed with our foundation on May 9th, 2011, we began a valuable education program, which we have called "Balanced Nutrition," in the 2011 – 2012 school year in four pilot provinces (Istanbul, Izmir, Gaziantep, and Trabzon) under the auspices of the Ministry of Education, with the valued contribution of the Ministry of Education's Elementary Schools General Directorate. The project, which is being implemented in partnership with the Ministry, will reach all school children throughout the country within three years.

The content of the project has been planned with the intention of making it Turkey's most comprehensive and sustainable healthy nutrition project. Our basic message is: "You can eat everything as long as it is balanced. Only thing to do is to learn how to balance." Our education program in healthy nutrition, "Balanced Nutrition" will reach 200 schools, and 400,000 students, teachers, and parents, in the 2012 – 2013 school year.

In our efforts to raise a healthy generation throughout the country, society's attention to these matters is of crucial importance. You can surely appreciate that it requires education to help children acquire habits of sufficient, balanced nutrition, to aid in their mental and physical development. During the new school year in our pilot schools, our valued teachers will teach lessons about sufficient, balanced nutrition.

On our website www.yemektedenge.com (the most important informational tool of the "Balanced Nutrition" education project), we reach our teachers, students, and parents. In the 2011 – 2012 school year, more than 50,000 registered users actively visited our website. We have started sharing all developments concerning our "Balanced Nutrition" education project via our E-bulletin, published once every three months.

2012 was a very precious year for us. Our foundation will continue supporting public health by preserving the scientific framework and the partnerships developed through the valued contributions of our Science Foundation.

Sincerely,

M. Oltan Sungurlu

1. The “Balanced Nutrition” Education Project

In 2012, in partnership with the Ministry of Education’s Elementary Schools General Directorate, we successfully put into practice our foundation’s “Balanced Nutrition” education project, devised with the aim of helping to develop healthy nutritional habits in primary school age children. In the second half of the 2011 – 2012 school year, we began to implement the project in 40 chosen schools in Istanbul, Izmir, Gaziantep, and Trabzon. In the first half of the 2012 – 2013 school year, we reached 400,000 students, parents, and teachers in 200 schools.



We put the “Balanced Nutrition” education project – our foundation’s first large project – into effect with the valued contributions of our Science Foundation, under the leadership of the Ministry of Education’s Elementary Schools General Directorate. We implemented the first step of our “Balanced Nutrition” educational program, “Training for Teachers,” in Ankara, between March 26th and March 27th of 2012, training a total of eight teachers appointed by the Ministry, from four different provinces. Our teachers had the opportunity to learn up-to-date information about, and approaches to, nutritional science from Prof. Dr. Tanju Besler, Dean of the Faculty of Health Sciences at Hacettepe University, and a member of our Science Council.

We informed the public of the latest developments in our “Balanced Nutrition” project in a press conference we held on April 17, 2012, in Istanbul. The following people participated at the press conference, which was hosted by Dr. Zeki Ziya Sözen, a member of SÜGAV’s Science Council: Funda Kocabıyık, the Ministry of Education’s Elementary Schools General Directorate; Prof. Dr. Tanju Besler, a member of the teaching staff of the Department of Nutrition and Dietetics at Hacettepe University’s Faculty of Health Sciences, and also a member of SÜGAV’s Science Council; and Roy Ballam, the Educational Program Director of the British Nutrition Foundation (BNF).

Funda Kocabıyık, the Ministry of Education’s Elementary Schools General Directorate, stated that the aim of the “Balanced Nutrition” project was to assist children’s acquisition – for the sake of their physiological and psychological well-being – of habits of sufficient, balanced, quality nutrition, in order to lead long lives. Kocabıyık added that, by enhancing information, attitudes, and skills – on the part of teachers, school principals, and school staff – regarding sufficient, balanced nutrition, it would be possible to provide higher-quality educational service.

In the provinces of Istanbul, Gaziantep, Trabzon, and Izmir, which had been chosen as pilot provinces, we conducted the training of teachers at our pilot schools on the following dates: March 31, April 14, April 15, and April 28. As a result, we succeeded in bringing “Balanced Nutrition” materials to the teachers in our pilot schools. Teachers from 40 schools in four provinces who came for this training had the chance to learn about these educational materials from us and from the project coordinators in the provinces.

Our Activities

Following upon this teacher training, we reached 20,000 children with our “Balanced Nutrition” education project, which began to be implemented in 40 schools in four provinces. With the feedback we acquired from the teachers working in our pilot schools, we began the new school year with the goal of having the project we had developed reach 400,000 children, parents, and teachers in 200 schools in Istanbul, Izmir, Gaziantep, and Trabzon in the 2012 – 2013 school year. Before beginning to implement the project within the schools, we acquainted the teachers taking part in the training with the teacher’s handbook, the project’s messages, presentations, exercises, and class activities. Following the training of teachers at our pilot schools, children in the 8-10 age group (2nd, 3rd, and 4th grade) began to receive education in the “Balanced Nutrition” project. In accordance with the calendar developed for the “Balanced Nutrition” education project, the project is carried out in our pilot schools for one hour a week throughout the school year, for an annual total of 32 hours.

We are carrying out the assessment and evaluation of the project through the “Self Check” questionnaire, the best nutritional profile program developed in Turkey. The “Self Check” program, which reveals a person’s nutritional habits according to his/her consumption of various foods and beverages, as well as his/her lifestyle, is the most comprehensive questionnaire employed in our country. The program adds a point for certain nutritional habits, and – based on the total number of points – offers suggestions about healthy nutrition which are specific to that person. The aim of the program is to help reveal a person’s nutritional habits based on his/her food choices. A person using this program can easily notice changes in his/her nutritional behaviors, or may start to consume certain healthy food products more often. The “Self Check” program assists consumers’ understanding of the relationship between nutrition and health. The “Self Check” program has a scientific framework, and was adapted for Turkey with the support of the Department of Nutrition and Biochemistry of the University of Hohenheim, as well as SÜGAV’s Science Council. Before commencing the education of the children and teachers whom we reached with our “Balanced Nutrition” education project, we implemented the “Self Check” program – which produces a nutritional profile according to the frequency of consumption of food products and beverages – as an initial test. At the end of this year, in which the project was implemented, we will administer the same questionnaire once more to the same group of students and teachers, and afterwards will state their nutritional habits by region, age group, and sex, thus obtaining the most comprehensive set of nutritional profile data in Turkey.

To obtain more information about the “Balanced Nutrition” project, you can visit the websites www.yemektedenge.org and www.yemektedenge.com.



Our Activities

2- Our Public Activities in the Year 2012

As the Sabri Ülker Food Research Institute Foundation, we have been participating in organizations whose goals overlap with those of our foundation, and explaining our foundation and our projects to them.

The Istanbul Health and Nutrition Biennial

The Istanbul Health and Nutrition Biennial, organized by the Turkish Diabetes Association, the Obesity Research Society of Turkey, the Diabetes Foundation of Turkey, and the Dieticians' Society of Turkey, which takes up an important mission as the first of its kind in our country, took place in Istanbul between February 9th and February 11th 2012, on the topic "Public Health and Nutrition." Nearly 700 participants followed the various events at the Biennial with interest; it received support from 11 universities, in addition to the organizations which organized it. During the Biennial, 61 speakers (scientists, NGOs, public institutions and organizations, and representatives of the food sector), each an expert in his/her own field, put forth their approaches on a scientific basis, at symposia, conferences, and round tables organized under headings such as "Strategies for Fighting Diabetes and Obesity, Threats to Public Health in the World and in our Country"; "Public Health and Nutrition"; "Nutrition and Health Policies"; "Trends in Nutrition and Health"; and "Initiatives in the Nutrition-Health-Physical Activity Industry." On the last day of the Biennial, at the closing session entitled "Hand in Hand for our Quality of Life and Health," our Science Council member, Prof. Dr. Temel Yılmaz, stated the importance of providing correct information to the media on the subjects of nutrition and health. On the first day of the Biennial, Begüm Mutuş, representing the Coordination Committee on behalf of the Sabri Ülker Food Research Institute Foundation, gave a presentation of our foundation's education project, "Balanced Nutrition," with a detailed description.

8th International Nutrition and Dietetics Congress

The 8th International Nutrition and Dietetics Congress, dealing with the latest innovations and developments in the field of nutrition and dietetics, was held between April 4th and April 8th, 2012 in Antalya, with the participation of scholars, industry representatives, and students. The opening of the congress occurred with a detailed introduction to our foundation, and a presentation on our education project, "Balanced Nutrition," by Dr. Zeki Ziya Sözen, a member of SÜGAV's Science Council. During the congress, by means of our "Balanced Nutrition" stand, we had the chance to acquaint visitors with our foundation, our main activities, our project, and the questionnaire program "Am I Properly Nourished?", which we used in the project as a pre-test and post-test measurement tool. Over a three-day period, 450 people visited the "Balanced Nutrition" stand. SÜGAV brochures, booklets, and "Balanced Nutrition" education materials were shared with the participants.

Our Activities

ICEC (International Counseling and Education Conference)

ICEC (International Counseling and Education Conference) 2012 took place on March 3rd and 4th 2012 at the Taşkışla Campus of Istanbul Technical University, with the participation of educationalists from 67 countries. Dr. Zeki Ziya Sözen, participating at the conference on behalf of the other members of the Science Council of the Sabri Ülker Food Research Institute Foundation (SÜGAV), shared the education project “Balanced Nutrition” – implemented by SÜGAV with the partnership of the Ministry of Education’s Elementary Schools General Directorate – with the attendees. In his presentation on the education program “Balanced Nutrition,” which garnered great interest on the part of scholars, Dr. Zeki Ziya Sözen gave detailed information about SÜGAV and its special project, “Balanced Nutrition”; he also answered questions about the Balanced Nutrition Project commencing in 40 pilot schools in Gaziantep, Istanbul, Izmir, and Trabzon.

Education about Balanced Nutrition in Football Villages

This year, education about balanced nutrition was provided at the Football Federation of Turkey – Ülker Football Villages by educators from the Sabri Ülker Food Research Institute Foundation. In the TFF- Ülker Football Villages set up in seven villages, educators from SÜGAV provided information to children regarding sports nutrition and nutrients, in 1.5 hour education sessions. During these interactive exercises, the children both enjoyed themselves, and also learned about balanced nutrition. In connection with this event, information was provided about the “Balanced Nutrition” education project at a press tour held in the province of Nevşehir.

SÜGAV supports the “500 Butterflies Take Wing” Project

The Sabri Ülker Food Research Institute Foundation, which reached 400,000 children this year through its “Balanced Nutrition” education program – devised together with the Ministry of Education for primary school students aged 8-10 years old – supports the “500 Butterflies Take Wing” project, implemented by the National Directorate of Education of Gaziantep Province through a protocol signed on November 27th, 2012. By providing aid and guidance to families experiencing financial difficulties, the project aims to include their children in preschool education; through the project, SÜGAV will educate parents about sufficient and balanced nutrition. In the “500 Butterflies Take Wing” project, SÜGAV will organize nutritional education for families throughout Gaziantep whose children are attending preschool; it will also organize seminars to increase nutritional awareness on the part of teachers working in preschool institutions.



3- SÜGAV Food Bulletins

With the aim of keeping the public informed, our foundation publishes a Food Bulletin every three months, presenting scientific information obtained from landmark institutions in the areas of food, nutrition, and health, for the benefit of society.

The contents of the SÜGAV Food Bulletins published in 2012 are as follows:

Food Bulletin Number 4

- The “Balanced Nutrition” Education Project
- The “Am I Properly Nourished?” Program
- GAV, a Member of the European Nutrition Foundations (ENF)
- Getting to Know our Main Information Sources: BNF

Food Bulletin Number 5

- Press Conference on the Education Project “Balanced Nutrition”
- A Program to Reduce Excessive Consumption of Salt in Turkey (2011-2015)
- Reduction of Salt in Bread
- Getting to Know our Main Information Sources: TÜBİTAK

Food Bulletin Number 6

- Health Proclamations Approved by the European Commission
- EFSA’s Scientific Opinion Concerning Mineral Oil Hydrocarbons in Foods
- The Development of Research Technology in 1511-TÜBİTAK Priority Areas, and a Program to Support Innovative Projects
- Getting to Know our Main Information Sources: WHO

Food Bulletin Number 7

- 400,000 Children are Learning about Sufficient, Balanced Nutrition with the “Balanced Nutrition” Education Project!
- The “Action plan for the implementation of the European Strategy for the prevention and control of noncommunicable diseases (2012-2016)”, Published by the World Health Organization (WHO).
- Discover the Benefits of Breakfast

Food Bulletin Number 8

- Diabetes
- A Program to Prevent and Control Diabetes in Turkey
- 10 Facts about Nutrition

4- The SÜGAV Web Site

SÜGAV shares the activities it performs, and the scientific developments it hears of from reliable institutions, with professionals in the sector, consumers, educators, and students of all ages, via its website. The SÜGAV web site has been in operation since March 2011, at the web address www.sugav.org. By entering your email address into the section of the website called “Stay Informed,” you can follow our bulletins, and the most up-to-date developments shared on our website, on a regular basis.



EVERYTHING WE DO IS FOR A BETTER LIFE

Vision

To be an independent, scientific, non-profit, reliable, respected organization contributing to societal awareness of food, nutrition, and healthy living.

Mission

To follow scientific work, legislation, and practices on a national and international level, and to carry out and support every kind of work in partnership with relevant institutions and organizations such as universities and public and civil organizations, to see to it that society can obtain accurate and reliable information about healthy nutrition and healthy foods, and to provide educational opportunities in these areas.



SABRİ ÜLKER
GIDA ARAŞTIRMALARI
ENSTİTÜSÜ VAKFI

SABRİ ÜLKER GIDA ARAŞTIRMALARI ENSTİTÜSÜ VAKFI

Editör: Dr. Mehmet Köse
KISIKLI MAH. FERAH CAD. ÇEŞME SOK.
NO: 2/4 B.ÇAMLICA 34692
ÜSKÜDAR-İSTANBUL-TÜRKİYE
TELEFON: (0216) 524 18 66
FAKS: (0216) 524 25 24