



SABRİ ÜLKER  
GIDA ARAŞTIRMALARI  
ENSTİTÜSÜ VAKFI

# Sabri Ülker Food Research Foundation



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2013  
Annual Report

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

## Vision

To be an independent, scientific, non-profit organization providing a respected contribution to public awareness on food, nutrition and health.

## Mission

To provide the public with accurate and reliable information on foods and nutrition based on science, legislation and applications at national and international levels. We interact with key institutes, universities, governmental

In order to attain our major goals, the main headings of our Foundation's strategic map are as follows;

- To present the public with useful information derived from a variety of reliable sources, both nationally and internationally,
- To encourage optimum health through food, nutrition and lifestyles,
- To support and encourage new research, education and other initiatives in the field of food and nutrition.

## Ethical Values

- Our Foundation operates completely freely, transparently and independently.
- All members of our Foundation are free to express their own personal views, and to challenge the perspective of others in the fields of food, nutrition and health.
- Our Foundation is a completely independent, non-profit organization.
- Our Foundation establishes programmes in line with society's needs, and is not influenced by commercial considerations.



**M. Oltan SUNGURLU**

**Sabri Ülker Food Research Foundation Chairman**

2013 was a very exciting year for us...

We are experiencing great excitement about our “Balanced Nutrition” Project and our first Sabri Ülker Science Award Competition. The Sabri Ülker Science Award Competition has been organized in keeping with the mission, “To support and encourage new research, education and other initiatives in the field of food and nutrition,” one of the main headings on the road map for the future of the Sabri Ülker Food Research Foundation (SÜGAV). With the Sabri Ülker Science Award Competition, we are rightfully proud to offer a feasible project that clearly benefits society in terms of food, nutrition and health.

We have embarked on this journey with the firm belief that “SÜGAV has healthy answers to healthy nutrition.” Now, we are again searching for a new answer. We are working intensively to find the project that will contribute to the betterment of society and deserves to win our Sabri Ülker Science Award. We also continue our publicity efforts at universities and institutes, run advertisements in newspapers and magazines and feature announcements of our competition on websites.

The SÜGAV web site, [www.sugav.org](http://www.sugav.org), is our most important avenue of communication. We share up-to-date information on the science of nutrition, active life style, tips for healthy diet, with the public via our website using booklets and bulletins, as well as via our Food Bulletin, which is published quarterly.

As the Sabri Ülker Food Research Foundation, we have made it our mission to assist our children in developing the habit of sufficient and balanced nutrition. Within this framework, under cover of our Minister of National Education we started a valuable education project called as “Balance in Nutrition” with worthy contribution of MEB Directorate General of Basic Education by signing a protocol in 2010. we launched an education project called “Balance in Nutrition” in our four pilot provinces of Istanbul, Izmir, Gaziantep and Trabzon during the 2011-2012 school year. As a result of the successful program carried out 2 school year, a new protocol was signed on October 30, 2013, and including six new provinces for a total of 10 provinces. Realized with the cooperation of our ministry, our project will be introduced to students all around the country in the next three years.

The content of our project was prepared with the aim of making it the most comprehensive and sustainable healthy nutrition project in Turkey. Our basic message is that you can eat everything in a “balanced” way. “All you have to do is learn to balance.” Our “Balance in Nutrition” Education Program met with 400,000 students, teachers and parents at 200 schools during the 2012-2013 school year. Moreover, we are happy to have reached 1 million students, teachers and their families at 500 schools during the 2013-2014 school year.

The society’s sensitivity to this matter plays a vital role in the journey we have embarked upon to raise a healthy generation throughout the country. As you know, developing a habit of sufficient and balanced nutrition for our children’s mental and physical development requires proper education. Many valuable teachers in our pilot schools continue to teach classes on sufficient and balanced nutrition in the new school year.

We reach our teachers, students and parents via the most important communication tool of our “Balance in Nutrition” education project, the [www.yemektedenge.org](http://www.yemektedenge.org) web site. We also continue to share all of the developments regarding our “Balance in Nutrition” education project through our E-bulletin published once every three months.

As the Sabri Ülker Food Research Foundation, we undertook another important event on April 26, 2013, the “Nutrition and Healthy Life Summit” at the Istanbul Four Seasons Hotel. We have added notes on the conference, which was held in the belief that “Information sharing based on scientific data must form the basis of every activity aimed at protecting and furthering health” on our web site, [www.sugav.org](http://www.sugav.org).

Our foundation will continue to support society’s health by maintaining the collaborations and scientific foundation established with the support of our Scientific Committee.

**Yours faithfully,**

**M. Oltan SUNGURLU**

## 1- “Balance in Nutrition” Education Project

In 2013, we successfully implemented the “Balance in Nutrition” project developed by our foundation in order to support children at the age of basic education to develop healthy nutrition habits. In the 2012-2013 school year, we reached 400,000 students, parents and teachers in 200 schools. Moreover, in the first semester of the 2013-2014 school year, we added six new provinces to our project and began implementing our “Balance in Food” project in 10 provinces. In addition to the provinces of Istanbul, Izmir, Gaziantep and Trabzon, our pilot provinces included Antalya, Aydın, Erzurum, Kahramanmaraş, Kayseri and Sinop. With 50 pilot schools from every province, we reached a total of 1 million students, teachers and parents in 500 schools.



The following, in order, are the 2013 activities of our foundation’s biggest project, the “Balance in Nutrition” Education Project, carried out with the valuable support of our Scientific Committee under the leadership of the Ministry of National Education Directorate General of Basic Education: We held the first step of our “Balance in Nutrition” Education Program, “The Education of Educators,” with a total of 20 province coordinators and 10 branch managers from 10 provinces, appointed by the Ministry, on August 29, 2013 in Ankara. During this meeting, the esteemed educators of the new provinces that joined the project were provided with information about the “Balance in Nutrition” project. Afterwards, our educators listened to up-to-date information and approaches to the science of nutrition from esteemed Prof. Dr. Tanju Besler, the Dean of Hacettepe University’s Faculty of Health Sciences and a member of our Scientific Committee.

From September 9-16, 2013, we simultaneously trained the teachers of pilot schools in our pilot provinces of Istanbul, Izmir, Gaziantep, Trabzon, Antalya, Aydın, Erzurum, Kahramanmaraş, Kayseri and Sinop. In so doing, we succeeded in introducing our teachers in the pilot schools to the “Balance in Nutrition” materials. Teachers arrived at the training from a total of 500 schools in 10 provinces and had the chance to hear about the education materials from project coordinators in provinces (our province coordinators and branch managers) as well as from us.

Following the teacher trainings, we reached 200,000 students with our “Balance in Nutrition” Education Project, which was implemented in 500 schools in 10 provinces. We introduced the teacher handbook, project messages, presentations, practices and classroom activities to teachers who attended the training program prior to implementing the project in schools. Following the training of teachers at pilot schools, the education of children in the 8-11 age bracket (2nd, 3rd and 4th graders) began. In keeping with the project agenda, the “Balance in Nutrition” Education Project was carried out for 32 hours throughout the school year for a minimum of one hour per week in pilot schools.



We arranged for the evaluation of the project with the Nutrition Test Survey, the best nutrition profile program so far developed in Turkey. According to the preliminary testing and final testing held during the 2012-2013 school year, the survey of students and teachers indicated that, for foods whose consumption was expected to increase, like milk, yogurt and whole wheat bread, consumption did indeed increase, while for foods whose consumption was expected to decrease, like white bread, sugary drinks and desserts, the consumption did indeed decrease. The rate of participation in sports also increased. These results indicate that the “Balance in Nutrition” project was effective and that positive changes were observed in the nutrition habits of children who received education. In order to make the above-mentioned nutrition test more efficient and productive, the Nutrition Test Survey was transferred to an internet-based software system during the 2012-2013 school year in order to be implemented in the 2013-2014 school year. With this software system, our classroom teachers registered in the system using their e-mail addresses and then registered the students in their classrooms in the system. The first stage of the nutrition test survey, the preliminary test, was completed without any problems. As of the end of October 2013, 78,000 students and 6,000 teachers have completed the preliminary test via the Internet.

In order for the “Balance in Nutrition” Education Project to be better understood by the students, the Nutrition Plate was made into a magnet game and distributed at schools. In our visits to schools, we saw that teachers used the magnet nutrition plate game in creative and effective ways.

In order for the “Balance in Nutrition” basic nutrition education project to be better understood by students and taught in a better and more creative way by teachers, various events were planned and started to be implemented for the 2013-2014 school year. A “Teachers’ Best Practices” contest was organized in order for teachers to share the messages of the “Balance in Nutrition” project with their students using their own methods, thus ensuring that the teachers fully adopted the project and that students had a better understanding of the teachings of the project. Additionally, an “I am Eating Right Painting Contest” was organized in order for students to communicate what they had learned from the “Balance in Nutrition” project and to draw them, thus getting a better understanding of the material and developing healthier habits. The set up was done for these events, with bulletins sent to pilot schools via the MoNE and the necessary announcements made via our web site. Information regarding the “Balance in Food” project can be found at [www.yemektedenge.org](http://www.yemektedenge.org) and [www.yemektedenge.com](http://www.yemektedenge.com). Our corporate web site was viewed an average of 43,000 times per month in 2013.



## 2- Our 2013 Participation and Publicity Activities

As the Sabri Ülker Food Research Foundation, we participate in events that overlap with our foundation's purpose to publicize our foundation and our projects. Our 2013 foundation publicity activities are as follows.

### Obesity Symposium and War on Obesity Platform March 8-9, 2013

Organized by the Turkish Obesity Research Association and the Turkish Diabetes and Obesity Foundation, the "Obesity Symposium and War on Obesity Platform" was held on March 8-9, 2013 at the Istanbul Harbiye Military Museum and Cultural Site.

The presentation introducing SÜGAV, its goals and its projects was made by Begüm Mutuş on the second day of the symposium.

### Kartepe Economy Summit March 23-24, 2013

The "Kartepe Economy Summit," organized by the Economy Journalists Association was held on March 23-24 at the Kartepe Green Park Hotel.

The Sabri Ülker Food Research Foundation had a booth at the event, where both the foundation and the "Balance in Food" project were met with great interest. Over 200 participants visited the SÜGAV booth. SÜGAV brochures, handbooks and "Balance in Food" educational materials were shared with visitors. Additionally, participants were encouraged to fill out the Nutrition Survey.

### Nutrition and Healthy Living Summit April 26, 2013

The Sabri Ülker Food Research Foundation focused on one of the most important topics in recent years, "Nutrition and Healthy Living", with international scientific circles. At the "Nutrition and Healthy Living Summit" organized on Friday, April 26, 2013, scientists from Turkey and around the world discussed new global trends in nutrition, healthy living and food safety, as well as approaches to creating new policies in this field.

Speaking at the opening of the summit, Yıldız Holding Chairman of the Board Ali Ülker pointed out that there are false assumptions accepted as truth as well as some truths that are considered false when it comes to food and nutrition. He also stated that the foundation aims to raise awareness in society regarding nutrition and healthy living based on scientific conclusions.

Foundation spokesperson Dr. Zeki Ziya Sözen emphasized that the goal of SÜGAV is to ensure that scientific truths are propagated and announced that the foundation started a program that would reward scientific studies. He stated that the foundation would give the "Sabri Ülker Science Award" to an innovative, scientific and applicable study in the field of food, nutrition and healthy living. In the first part of the summit, Prof. Dr. Halit Tanju Besler from Hacettepe University, Prof. Dr. Jozef Kokini from the University of Illinois,

Prof. Dr. Med. Hans Konrad Biesalski from Hohenheim University, and Prof. Dr. Klaus G. Grunert from Aarhus University made presentations and shared new developments in the field of nutrition and healthy living. In the second part, a "Nutrition and Healthy Living Panel" was held, moderated by journalist Ismet Berkan. The guests of the panel were Ministry of Health Development of Health General Manager Mine Tunçel, Ministry of Food, Agriculture and Livestock Food and Inspection General Directorate Food Enterprises and Codex Department Head Selman Ayaz, Turkey Federation of Food and Drink Industry Associations President Şemsi Kopuz, Istanbul Faculty of Medicine Department of Internal Diseases Endocrinology and Metabolism Diseases Faculty and Turkish Diabetics Foundation Chairman Prof. Dr. Temel Yılmaz and artist Gülben Ergen. The panel focused on the activities of industrial and non-governmental organizations related to nutrition and healthy living, as well as the responsibilities of the related institutions and establishments in informing society.

Detailed information, photographs, program schedule and presentation files from the "Nutrition and Healthy Living Summit" organized by SÜGAV are available on <http://www.sugav.org/etkinlikler/sugav-sabri-ulker-gida-arastirmalari-enstitusu-vakfi-beslenme-ve-saglikli-yasami-masaya-yatirdi>.

## Balanced Nutrition Education in Soccer Villages

Educators who took part in the “Balance in Nutrition” Education Project organized by the Sabri Ülker Food Research Foundation (SÜGAV) offered education on balanced nutrition at the TFF-ÜLKER Soccer Villages, covering ten different soccer village in the months of August and September. These projects were carried out in 10 provinces: Balıkesir, Erzurum, Gölçük/Izmit, Rize, Sinop, Sakarya, Nevşehir, Isparta, Elazığ and Yozgat. In the educational programs that lasted 1.5 hours each, our SÜGAV educators provided children with information about athletes’ nutrition and nutrients. Children got to have fun and learn about balanced nutrition thanks to interactive games.



## 2nd International Food R&D Project Market (June 3-4, 2013/Izmir)

The 2nd The International Project Market is a project competition held to develop creative ideas in the food industry, coordinated by the Aegean Exporters’ Association under the auspices of the Turkish Exporters’ Assembly (TIM). The event is a joint project which gathers together a collaboration between Turkey’s scientific community as well as exporters’ assemblies and university engineering departments, particularly those involved in food and agriculture.

SÜGAV also participated in the 2nd International Food R&D Project Market, setting up a booth. We had the opportunity to publicize our foundation’s activities and particularly the Sabri Ülker Science Award Project Contest for researchers, entrepreneurs and students from universities and various institutions, both domestic and international, that participated in the event.

## Dietitians’ Day June 6, 2013 Ankara

Approximately 250,000 people participated in the June 6 Dietitians’ Day event held in Ankara. At this event, SÜGAV publicized the foundation, distributing its brochures and publications to participants, as well as publicizing and announcing the Sabri Ülker Science Award.

## Sabri Ülker Science Award Arrangements and Notices

The vision of the Sabri Ülker Food Research Foundation is to become an independent, scientific, non-profit organization which is trusted and respected and which contributes to the development of society’s awareness of food, nutrition and health. In consideration of the mission of the “Supporting Research and Educational Programs,” the first Sabri Ülker Science Award Contest was held this year. Various brochures and posters were prepared for the Sabri Ülker Science Award for distribution at universities and institutes, to be hung on boards, published in newspapers and magazines, sent via mail or e-mail and used in digital media. In order to communicate with readers and participants, a web site was prepared and launched for the Science Award Project Competition, featuring all information, competition specifications and an application form.

Science Award notices were published in newspapers and magazines, announced in industry journals and web sites, broadcast on TV and radio, and publicized on digital media, Google, Facebook and other pertinent web sites. Additionally, the Science Award announcement was sent to our e-mail list, posters were sent to our “Balance in Nutrition” pilot schools and universities, and visits were made to university departments which offer programs in the fields of food and nutrition.

The announcement regarding the SÜGAV Science Award reached 20,000 readers via notices published in food and nutrition magazines (5), 300,000 readers via press releases published in national (2) and local (5) newspapers, and 80,000 readers via advertisements in newspaper science supplements.

For detailed information on the Sabri Ülker Science Award Project Competition, you may visit [www.sabriulkerbilimodulu.org](http://www.sabriulkerbilimodulu.org).

### 3- SÜGAV Food Bulletins

Our foundation publishes a Food Bulletin quarterly in order to inform the public by offering scientific data obtained from reference institutions in the areas of food, nutrition and health.

The content of the SÜGAV Food Bulletins published in 2013 are as follows:

#### Food Bulletin Issue – 8

- Diabetes
- Turkey Diabetes Prevention and Control Program
- 10 Facts About Nutrition

#### Food Bulletin Issue – 9

- Nutrition and Healthy Living Summit
- From the perspective of food technology
- Sugars
- When searching for quality: scientific publication
- Inspection process

#### Food Bulletin Issue – 10

- Sufficient and Balanced Nutrition
- The Importance of Milk and Dairy Products in Sufficient and Balanced Nutrition
- May 21 World Milk Day
- Sabri Ülker Science Award
- We participated in the 2nd International Food R&D Project Market Event

#### Food Bulletin Issue – 11

- “Balance in Nutrition” Education Project
- Public Health Week
- A more active life
- Recommendations for a healthy heart
- Sabri Ülker Science Award
- Let Us Get to Know our Main Sources of Information: ILSI

SÜGAV e-bulletins can be found online at [www.sugav.org](http://www.sugav.org)



## 4- “Balance in Nutrition” Bulletins

In 2013, the 2nd “Balance in Nutrition” Bulletin was published in June and the 3rd Bulletin was published in October. The “Balance in Nutrition” e-bulletins can be found online at <http://www.yemektedenge.com/e-bulten.html>

### “Balance in Nutrition” Bulletin Issue – 2

- “Balance in Nutrition” Education Project and Parent’s Opinion
- Parental influence on children’s food preferences and energy intake
- Healthy snacks
- How can be described a person who has a healthy and balanced diet?

### “Balance in Nutrition” Bulletin Issue – 3

- Barriers to adolescent enjoyment of and participation in physical activity
- Lunch box for kids
- Importance of breakfast
- Announcements of “Balance in Nutrition” “Teachers’ Best Practices” Contest and for students” I am Eating Right Painting” Contest

[www.yemektedenge.com](http://www.yemektedenge.com) .

## 5- SÜGAV Web Site

SÜGAV communicates its activities and the scientific developments it obtains from trusted institutions with industry professionals, consumers, educators and students of all ages via its web site. the SÜGAV web site [www.sugav.org](http://www.sugav.org) has been online since March 2011. You may enter your e-mail address in the Stay Informed section found on our web site to regularly receive our bulletins and the most up-to-date information shared on our web site. Our corporate web site was viewed an average of 7,000 times per month in 2013.

An agreement was reached with the European Food Information Council (EUFIC) to publish Turkish translations of the scientific articles entitled Food Today on EUFIC alongside the originals. The Turkish translations may be viewed at <http://www.eufic.org/> by clicking the “Read FT articles in Turkish” button on the home page.



## 6- SÜGAV SÜGAV Social Media Activities

SÜGAV continues to use social media in the form of Facebook and Twitter to communicate the activities it carries out and the scientific developments it receives from trusted institutions to industry professionals, consumers, educators and students of all ages.



## EVERYTHING WE DO IS FOR A BETTER LIFE

### Vision

To be an independent, scientific, non-profit organization providing a respected contribution to public awareness on food, nutrition and health.

### Mission

To provide the public with accurate and reliable information on foods and nutrition based on science, legislation and applications at national and international levels. We interact with key institutes, universities, governmental and non-governmental organizations to encourage best practice, to achieve scientific consensus and to support educational and other communication initiatives.



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