



# Sabri Ülker Food Research Foundation (GAV)



2011  
Annual Report

## About GAV

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 and non-governmental organizations to encourage best practice, to achieve scientific consensus and to support educational and other communication initiatives.

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.



## GAV Science Committee

The work programme of the Foundation is managed by a Scientific Board, and comprised of individuals acknowledged by their peers and the broader international scientific community to be experts in various aspects of food, nutrition and health. The members of the Scientific Board have been carefully selected both from Turkey and internationally to represent a wide range of backgrounds and expertise and they are highly respected for their scientific integrity and impartiality. The Board has developed collaborations with and considers materials from a number of prestigious national and international organizations.



### Chairman of the Foundation

**Mahmut Oltan Sungurlu**

(Former Minister of Justice and Defense)

### GAV Science Committee Members

**Bilal Kaafarani**

(Chief Innovation Officer and Group President, Yıldız Holding)

**Assoc. Prof. Cemil Arıkan**

(Director of Research and Graduate Policies, Sabancı University)

**Prof. Dr. Halit Tanju Besler**

(Nutrition and Dietetics Department, Hacettepe University)

**Dr. Hamed Faridi**

(Chief Science Officer, McCormick Science Institute)

**Prof. Dr. İrfan Erol**

(Food and Control General Manager of the Ministry of Food, Agriculture and Livestock of Republic of Turkey)

**Dr. Joachim Tretzel**

(Head of Research & Development (R&D), Döhler GmbH)

**Prof. Dr. Julian D. Stowell**

(Vice President of Scientific Affairs, Danisco Health and Nutrition Platform)

**Prof. Dr. Mehmet Pala**

(Chemical Engineering Department, Yıldız Technical University)

**Prof. Dr. med. Hans Konrad Biesalski**

(Head of Biological Chemistry and Nutrition Department, Hohenheim University)

**Prof. Dr. A. Murat Tuncer**

(Rector of Hacettepe University)

**Prof. Dr. Mustafa Üçüncü**

(Food Engineering Department, Ege University)

**Prof. Dr. M. Temel Yılmaz**

(Endocrinology and Metabolic Illnesses, Internal Diseases Department, Medical Faculty, Istanbul University)

**Dr. Zeki Ziya Sözen**

(Head of Frozen Food Products and Personal Care Group, Yıldız Holding)

## Our Reliable Sources

Nutrition has always been an indispensable part of a healthy lifestyle. The positive effects on health and the role in longevity of a adequate and balanced diet as well as the harms of an inadequate and excessive diet are undeniable facts. Thus, our Foundation is a close follower of both national and global developments in the topics of food, nutrition and health with the purpose of sharing information with sector professionals as well as consumers, educators and students of all ages. Our whole aim is to ensure that the latest information in nutritional science reaches everyone concerned in a clear and understandable fashion.

### NATIONAL RELIABLE SOURCES OF INFORMATION WE FOLLOW

Ministry of Food, Agriculture and Livestock of Republic of Turkey

Ministry of Health of Republic of Turkey

Ministry of Education of Republic of Turkey Universities

TUBITAK (The Scientific and Technological Research Council of Turkey)

### INTERNATIONAL RELIABLE SOURCES WE FOLLOW

EFSA (European Food Safety Authority)

FAO (Food and Agriculture Organization)

WHO (World Health Organization)

JECFA (Joint FAO/WHO Expert Committee on Food Additives)

CODEX Alimentarius, ILSI (International Life Sciences Institute)

EUFIC (European Food Information Council)

FSA (Food Standards Agency)

BNF (British Nutrition Foundation)

IFIC (International Food Information Council)

USDA (United States Department of Agriculture)

ADA (American Dietetic Association)

ICDA (International Confederation of Dietetic Association)

BLL (German Federation for Food Law and Food Science).

## An Overview by the Foundation Chairman

GAV aims to contribute to the development of our society's health by reaching consumers of all ages with food, health and nutrition programs created with the needs of society in mind. GAV works with a non-profit mindset and makes every effort to carry out its activities in an independent and scientific manner.

One of GAV's strategic road map actions is to present useful information gathered from reliable national and international sources for the benefit of public welfare. With this in mind, GAV prepared 7 GAV booklets and 3 GAV Food Bulletins in 2011. These publications are also available for public online access on the GAV website. GAV's website, [www.gavenst.org](http://www.gavenst.org) was created in March 2011 to help reach the wider public. The website includes detailed information about GAV as well as articles on nutrition and health, practical and useful consumer tips, 'Self Check' program, a section on 'Food Labels' to help consumers understand the given information on food labels and the latest news on GAV, food, nutrition and health.

Another GAV strategic road map action is to support other ventures, new research, and educational programs in the field of food and nutrition. In 2011, GAV took a very important step in this regard. By collaborating with the Ministry of Education's Elementary Schools General Directorate, GAV kick started the "Balance Nutrition" education project in Turkey aimed at teaching 8-11 year-olds healthy eating habits. In September 2011 the project was presented at press conference and the project's goals, target audience and content was described for the press' benefit. The project will be activated at 40 pilot schools in Istanbul, Izmir, Gaziantep and Trabzon in the second half of the 2011-2012 academic year, thus reaching 20,000 school children in the first year of the project.

All work at the Sabri Ulker Food Research Institute Foundation is carried out by our Science Board which consists of scientists who are scientifically unbiased and experienced specialists with academic careers in the field of food, nutrition and health, both internationally and in our country. The Science Board ensures that all of GAV's activities are scientifically grounded. The significant contributions made by GAV in the fields of food, nutrition and health all contain scientifically verified correct information that has been examined by the members of the Science Board. In order for our foundation to attain its goals for 2011, our GAV Science Board was graced by the addition of new members who have kindly lent their support and input: Prof. Tanju Besler, Dean of the Health Sciences Faculty at Hacettepe University, Mr. Bilal Kaafarani, Group Chairman of Yildiz Holding's Global Innovation and R&D, and Dr Hamid Faridi, Chief Science Officer of the McCormick Science Institute.

The year 2011 has been a time of increased national and international cooperation for GAV. As a member of the European Nutrition Foundations, which lists the nutrition foundations operating in Europe, GAV has taken an important step in developing collaborative relations with these foundations.

GAV will continue to support and contribute to public health by sustaining the scientific substructure it has created thanks to these collaborations and the work of its Science Committee.

Sincerely,  
**Chairman of the Sabri Ulker Food Research Foundation**  
Mahmut Oltan Sungurlu

### 1. The “Balance Nutrition” Education Project

Balance Nutrition is an education project that was developed by the Sabri Ulker Food Research Foundation (GAV) together with the Ministry of Education’s Elementary Schools General Directorate to contribute developing healthy eating behaviour in school children.

The aim of the Balance in Meals education project is to develop adequate and balanced diets in 8-11 age of children so that they may have the chance of longevity and a physiologically and psychologically qualitative life.



#### The Project’s targeted groups:

- Students at the age of 8-11 at primary school,
- Teachers and all other school employees,
- Parents.

The Balance Nutrition education project will be run in conjunction with the Healthy Eating Education Program developed for 8-11 year-old school children. This program is aimed at helping children learn to eat healthily based upon the Healthy Eating Plate. The program’s fundamental message is; **You can eat everything as long as it is balanced. Only thing to do is to learn how to balance.**” The education program includes presentations, cards, posters, worksheets and interactive games suitable for 8-11 year-old as well as an informative guide for teachers.

#### “Balance Nutrition” program consists of 5 main messages. These are:

1. Around the world people choose and combine different foods to make their meals and snacks. The total amount and range of foods eaten is called the diet.
2. A healthy diet is made up from a variety and balance of different foods and drinks, as depicted in the eatwell plate.
3. Food is needed to provide energy for the body to be active and healthy.
4. A variety of food is needed in the diet because different foods contain the different substances that are needed for health. These are nutrients, water and fibre.
5. Being active and looking after yourself are important for good health.

These 5 main messages have been developed to provide a wide-ranging and innovative approach to teaching healthy eating habits. This presents a frame in which the regular and updated main messages are spread across schools. By using this frame, children can be taught that food is a source of energy and nutrients, the importance of variety and balance in a diet and that food provides a source of energy for the body which is obtained through eating certain foods. The project’s approach as a whole will ensure that children learn to apply healthy eating habits throughout their lives starting from today.

The “Balance Nutrition” education project, aimed at helping children eat better and more healthily, was launched publicly for the first time on September 22, 2011 at an event hosted by Dr Zeki Ziya Sozen, Science Committee member of GAV. Prof Dr Ömer Dincer, the Minister of Education, also attended the launch. The project will start off in the second half of the 2011-12 academic year in four cities, Istanbul, Izmir, Gaziantep and Trabzon, targeting the 8-11 age groups at 40 pilot schools. Our aim is to ensure the project becomes sustainable over time and widespread across Turkey.

In addition to the pilot schools, parents and children whom we have yet to reach with the project will be able to access all of the educational materials and games via our website [www.yemektedenge.org](http://www.yemektedenge.org) and [www.yemektedenge.com](http://www.yemektedenge.com) which will be launched in April. By doing this, we hope to help parents develop healthy eating habits for their children.

### 2. Nutrition and Health Activities

Nutrition have a profound effect on health. Deficiencies and over-consumption are both clearly detrimental whilst optimal nutrition can greatly extend healthy life expectancy. GAV follows closely both national and international developments in the area of food, nutrition and health, aiming to share these developments with professionals in the sector as well as with teachers, students and consumers in general. GAV seek to communicate clearly and understandably such that all can benefit from the latest nutrition knowledge. With this in mind, several pamphlets were published in 2011: Eating for Breastfeeding, 8 Tips for Making Healthier Choices, The Eatwell Plate, The Balance of Good Health and A Summary of Scientific Findings Regarding Salt Intake Levels. These are also available for online reading at the GAV website.

**Eating for Breastfeeding:** This publication provides practical information on what to eat to maintain a healthy and balanced diet for baby and mother health while breastfeeding.

**8 Tips for Making Healthier Choices:** This publication provides some practical tips on how to eat in order to maintain a sense of well-being. The two main points of a healthy diet are underlined: eat the right amount of food in proportion to the energy you spend and eat variety of foods to maintain a balanced diet.

**The Eatwell Plate:** This booklet describes which food groups on the plate to eat from in order to eat well. The Eatwell Plate is aimed at teaching people to be aware of the foods they consume and to make healthier choices.

**The Balance of Good Health:** This booklet gives a detailed account of the food groups found in the Eatwell Plate. The booklet teaches us that in order to be healthy we don't have to give up the food we love, only that we should eat in moderation and in a balanced way.

**A Summary of Scientific Findings Regarding Salt Intake Levels:** This publication summarizes the scientific evidence that there is a link between health and keeping daily salt levels to a maximum of 6 g.

In addition to GAV's publications, the GAV website also offers information such as healthy eating in the Nutrition and Health Section, where topics such as the basics of nutrition and active lifestyles are discussed. In the Healthy Eating Section, the food groups found on the Eatwell Plater are introduced, and tips are given on how to prepare healthy lunch boxes and healthy snacks. The basics of nutrition such as the food groups, food elements and energy definitions are described. The active lifestyle page includes the definitions of physical activities, the effects of physical activity on health and tips on how it can be incorporated into daily life.

### The “Self Check” Program

The “Self Check” program is a questionnaire which provides insight into the individual’s eating habits based on the frequency of certain foods and beverages consumption and their lifestyle. The program calculates a point according to eating habits and the point determines which tips are offered to a person’s unique requirements. The program aims to help people determine their eating habits based on their food preferences. Anyone who uses this program will be able to easily follow the changes in their eating behavior and also have the chance to consume more often the foods better suited to their health. The “Self Check” program aids consumer awareness between eating and health. This program is quite important in terms of providing an insight to consumer eating habits and how to develop it. The Self Check Program is scientifically based and was adapted to fit Turkey’s characteristics with the support of Hohenheim University Department of Nutrition and Bio-chemistry and the GAV Science Committee. The program’s score assessment is based on the interventional results of many epidemiological studies (such as the INTERHEART Study and the Framingham Study), current score systems (such as the PROCAM Score) and the studies of national and international professional bodies. The program has gained more value thanks to an evaluation carried out as part of a doctorate thesis at Hohenheim University where it was compared to 150 detailed eating protocols based on eating habits.

The Self Check Program is prepared according to Turkish eating habits and is accessible online at [www.gavenst.org](http://www.gavenst.org). Anyone who wishes to test their eating habits can use the program which offers individual tips and advice according to a person’s current eating and lifestyle habits based on their BMI.

### 3. Food Safety Activities

To ensure food safety, it is important to process, prepare, sell, store and cook food that is not contaminated by chemical and biological hazards. For this purpose, GAV has prepared pamphlets called ‘Microbiology in Food Safety’ and ‘10 Tips for Food Safety’ which are accessible from the GAV website.

**10 Tips for Food Safety** contains a test where you can find out your current level of knowledge about food safety. As well as the test, the booklet also has important advice related to the topic.

**Microbiology in Food Safety** is a guide that overviews what is being done in the fields of food safety and its risk assessment. The guide includes information about potential contamination to fresh food produce, the indication types of microbiological tests and their role concerning water and fresh produce and how to analyze the food safety system’s laboratory reports.

In addition to the GAV publications, the article in the GAV Food Bulletin Issue 1, titled “How to Clean, Sort, Cook and Refrigerate for Food Safety” outlines these four, easy rules on how to prevent harmful bacteria for the body. The articles in GAV Food Bulletin Issue 3, called ‘7 Tips for Washing Fruit and Vegetables’ and ‘Keep Listeria Away From the Kitchen’ provide a wealth of information on what to watch out for when buying food items and food safety care when washing, preparing, processing and storing foods.

### 4. GAV Food Bulletin

As well as publishing booklets to inform the public, GAV also issues regular Food Bulletins to share scientific information regarding food, nutrition and health collected from reliable sources. The GAV Food Bulletins began in 2011 and the first 3 issues can be viewed at the GAV website [www.gavenst.org](http://www.gavenst.org). By using your email address to sign up to the Stay Informed section, you can be regularly updated with the bulletins.



## OUR ACTIVITIES

The contents of the 3 GAV Food Bulletins issued in 2011 are as follows:

### **GAV Food Bulletin Issue-1**

- About the Sabri Ulker Food Research Foundation (GAV)
- An Introduction to our Reliable Sources: EFSA (European Food Safety Authority), EUFIC (European Food Information Council)
- Information on the Guideline Daily Amount (GDA)
- Cleaning, Sorting, Cooking and Refrigerating Guidelines for Food Safety

### **GAV Food Bulletin Issue-2**

- An Introduction to our Reliable Sources: FDA (Federal Drug Administration of the US)
- What You Need to Know About Trans Fats
- The EFSA's Re-Assessment Report on Safety of Caramel Colors
- Vitamins

### **GAV Food Bulletin Issue-3**

- 7 Tips for Washing Fruit and Vegetables
- Keep Listeria Away From the Kitchen
- Food for Health: A Healthy Digestive System
- An Introduction to Our Reliable Sources: IFIC (International Food Information Council)

## **5. GAV Website**

GAV has created a website where it can share information about its activities, as well as the latest scientific developments it follows from reputable institutions, with sectoral professionals, consumers, educators and students of every age. The GAV website is accessible at [www.gavenst.org](http://www.gavenst.org) and has been active since March 2011. The website includes GAV's mission and vision statements, our ethical values, our strategy map, the About GAV section that presents short descriptions of each of our Science Committee Members, a list of the national and international organizations we follow, a "For Consumers" section that provides useful and practical tips from the 'Dietary Guideline for Turkey' compiled with the help of the Ministry of Health of Turkey Department of Basic Health Services and Hacettepe University Department of Nutrition and Dietetics, a section called "Nutrition and Health" that covers the basics of nutrition and physical activities with tips for the eatwell plate and healthy snacks, the GAV food bulletins, GAV publications, useful links, our latest activities and events, GAV in the press and other food and health news in the media. In addition to these sections, there is a questionnaire called "Self Check" program which has been developed by the GAV Science Committee together with Hohenheim University, and which can help the consumer test his or her eating habits and receive personalized tips and advice on nutrition.

## **6. Membership to European Nutrition Foundations (ENF)**

In 2011 GAV became one of the 10 members of the ENF (European Nutrition Foundations), an organization that provides one umbrella for organizations that are working to assist in the improvement of public health. The ENF was founded to provide a single umbrella for nutrition organizations in Europe in order to improve, share good practices and strengthen the communication between these organizations. In 2001, GAV became one of the 10 nutrition foundations to be an ENF member. One of our Science Committee members, Dr Julian Stowell, represents GAV by attending ENF meeting that are held annually and hosted by a membership's country, the British Nutrition Foundation, the Swiss Nutrition Foundation, the Irish Nutrition and Health Foundation, the Sweden Nutrition Foundation, the German Nutrition Society, the French Nutrition Institute, the Austrian Nutrition Society and the Italian Nutrition Society. ENF members regularly communicate with one another and there is a continuous flow of information between the members.



## 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.



### 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