Every child deserves adequate nutrition
The Balanced Nutrition Education Project has won 4 prestigious awards in total, 2 national and 2 international.

Nutrition and Health Communication Programme is the first organisation which gathers communication professionals for the purpose of preventing the information pollution in the field of nutrition and health.

Follower numbers on the social media accounts of the foundation increased by 55% compared to 2016!

The Foundation’s web-site was viewed 1,257,080 times throughout the year.

The iGrow application which says “We should keep track of our children while they are growing up!” reached 10,000 users.

The Balanced Nutrition Education Project reached 6 million children, parents and teachers in the 7th year.

Within the scope of the project, 3-day daily in-service trainings of nutrition education were given to 1000 teachers in 10 cities in collaboration with Ministry of Education for the first time.

A STORY BOOK FOR CHILDREN!


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*According to the Ülker Brand Health Tracking 2017 research, the Sabri Ülker Foundation the awareness of the society has reached 36%.
INTRODUCTION

Sabri Ülker Foundation was founded in 2009 in memory of esteemed Sabri Ülker, who was a prominent figure in Turkish food sector, to contribute to the development of awareness in topics such as food, nutrition and healthy life and to convey the most accurate, up-to-date and scientific information on these topics. The Foundation operates through the inspiring values and principles of Sabri Ülker, who was quoted as saying “I shall not serve anything that I and my children wouldn’t eat to my customers” and strives for the future of public health as an independent, impartial and scientific non-profit institution.

Undertaking sustainable projects that are first in their fields, such as Balanced Nutrition Education Program, Nutrition and Healthy Lifestyle Summit, Sabri Ülker Science Award, Science Speaking Platform and Nutrition and Health Communication Program, Sabri Ülker Foundation continues its activities under the leadership of our independent science committee who specializes in food, nutrition and health.

Sabri Ülker Foundation, which supports education and research programs on food and nutrition in cooperation with universities, also collaborates with Sabri Ülker Metabolic Research Center in Harvard University. The Foundation has also distributed Sabri Ülker Science Awards since 2014 with the aim of encouraging young scientists and supporting research for the greater good.

As the sole Turkish member of European Nutrition Foundations Network, Sabri Ülker Foundation aims to collaborate with worldwide-known trustworthy institutions and networks such as British Nutrition Foundation (BNF), European Food Safety Authority (EFSA), Food and Drug Administration (FDA), Food and Agriculture Organization (FAO), World Health Organization (WHO), International Life Sciences Institute (ILSI), European Food Information Council (EUFIC) and American Dietetic Association (ADA) and to prevent misinformation in nutrition and health for the greater good.
“Sabri Ülker was a distinguished person who wanted the best of everything. He was a very precious man who used to tell his children and heirs: “I do not accept the third place in the work that you do” and left this heritage behind. In his words, he meant to say, be the first in what you are doing. If you cannot, then be the second. However, do not do what you are doing if you will be third. We said, “What can we do?” when starting as a family. What can we do in Turkey? What can we do in the world? But first of all, what can we do in our country? Our Foundation has come out with this intention.”
THE SCIENCE COMMITTEE OF THE FOUNDATION

Prof. Diána Bánáti
Executive & Scientific Director at International Life Sciences Institute (ILSI) Europe

Prof. Hans Konrad Biesalski
Biological Chemistry and Nutritional Science at Hohenheim University

Prof. Halit Tanju Besler
Human Nutrition and Dietetics at Eastern Mediterranean University

Prof. Beraat Özçelik
Dean of ITU Chemical and Metallurgical Engineering Faculty and Head of ITU Food Engineering Department

Prof. Dr. Julian D. Stowell
Science Committee Member at Sabri Ulker Food Research Foundation

Dr. Laura Fernández Celemín
Director General at European Food Information Council (EUPIC)

Prof. Dr. Zeki Ziya Sözen
Science Committee Member at Sabri Ulker Food Research Foundation

Prof. Gökhan Hotamışlıgil
J.S. Simmons Professor of Genetics and Metabolism and Nutrition at Harvard University and President of Sabri Ulker Center

Prof. Temel Yılmaz
President of Diabetes Research and Application Unit at Istanbul University Institute of Experimental Medicine and Chairman of Turkish Diabetes Foundation

Prof. Hans Konrad Biesalski

Prof. Beraat Özçelik

Prof. Dr. Julian D. Stowell

Dr. Laura Fernández Celemín

Prof. Gökhan Hotamışlıgil

Prof. Temel Yılmaz
SABRİ ÜLKER FOUNDATION
PROJECTS AND ACTIVITIES
In order to support the professional and personal development of the teachers, we provided a three-day in-service training programme on "Basic Nutrition for School-based Healthy Living". This has been certified by the Ministry of Education.

The training was coordinated by Prof. Halit Tanju Besler, who is a Sabri Ülker Foundation Scientific Board Member and Head of the Eastern Mediterranean University Nutrition and Dietetics Department. This took place in Istanbul, Gaziantep, Antalya, Sinop, Trabzon, Izmir, Erzurum, Aydın, Kahramanmaraş, and Kayseri.

This year the Sabri Ülker Foundation, together with the Ministry of Education, organized for the first time a special education programme for our teachers within the "Balanced Nutrition Education Project".

What did we do in the in-service trainings?

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The messages of the Balanced Nutrition Education Programme were emphasised in the 2017-2018 curriculum.

The key message of the Balanced Nutrition Education Project is that “You can eat everything. The important thing is to learn how to achieve a balance”. This message has been included in the “Healthy Life” chapter taught in Life Science lessons for first, second, third, and fourth grade students, according to the renewed curriculum of the 2017-2018 academic year.

The most comprehensive nutrition education project in Turkey

The Balanced Nutrition Project is Turkey’s most comprehensive nutrition education project. It fits in very well with the fundamental mission of our foundation which is to improve public health. It began by helping primary school children in Turkey, their parents, teachers, school administrators, and all schools’ employees to develop healthy eating habits, and its activities continue at full speed.

The rules of balanced nutrition and eating are taught through games, creative studies, and in an entertaining way. Thanks to this training the children learn what and how much to eat, understand the importance of physical activity, and adopt basic hygiene rules to stay healthy.

“We have seen positive changes in body mass indexes of the students for their ages. Egg consumption has increased a lot. This is very important because eggs are the cheapest and most important source of protein. Fruit and vegetable consumption was not very good for the primary school-age children. There is also an increase in these rates. We have seen an increase in consumption of milk and dairy products. On the other hand, there is a serious decrease in the consumption of sweets.”

Prof. H Tanju Besler
Head of Nutrition and Dietetics Department, East Mediterranean University, Sabri Ulker Foundation Scientific Board Member

“Whilst learning about foods, students also learn colours, numbers, and space-place relations, as well as developing their language skills.”

Assoc. Prof. Hünkar Korkmaz
Hacettepe University, Educational Sciences Department, Faculty Member
Each year we organize a painting contest called “I keep Balanced Nutrition” as part of the Balanced Nutrition Education Project. Every child who participates in our education programme is entitled to join the contest. The children’s task is to express what they have learned during the healthy and balanced nutrition training. The committees established in Provincial Directorates of Education determine the winners of the competition. In the end, 9 students are awarded in 3 categories.

The most striking detail of the “Balanced Nutrition” painting contest this year is that there are too many nursery class students among the winners.

Apart from the “Balanced Nutrition” painting competition, we now organize a “Best Practice Competition” for teachers. We encourage the teachers participating in the project to reflect the messages of the training to us through different, interesting, and entertaining projects. In each province, the educator who develops the best idea to make the project stick positively in the minds of children, wins the award.

We have added another new item to the training materials of the Balanced Nutrition Education Project this year. A storybook. The book is entitled “Little Chefs Restaurant” and is authored by Ayşe Şule Bilgiç. It encourages students to learn about entertaining and it is now included among our educational materials. “Little Chefs Restaurant” tells about Gökhan, Didem, and Aslı’s visit to their uncle in Datça during the summer holiday and their adventures. It will be a great addition to the materials for second, third, and fourth graders. Whilst staying with their uncle, the three siblings learn how to cook and earn money in doing so. Hence, the story teaches students about balanced nutrition in an entertaining way.

“The correct nutritional awareness should be presented from childhood so that future generations become healthy and this consciousness can spread to society at large.”

Begüm Mutuş
General Manager of Sabri Ulker Foundation
For 7 years, we have been explaining how balanced nutrition should be at schools.

“Balanced Nutrition Education Project”, the most comprehensive nutrition Project in Turkey, celebrates its 7th year. The project, which prepares children for a healthier future and is carried out by our Foundation together with the Ministry of National Education’s Basic Education Directorate, reaches out to over 6 million children, parents and teachers in its 7th year.

25 December 2017, Feriye Palace

We celebrated the 7th year of the “Balanced Nutrition Education Project”, which we have been carrying out with great stability and success since 2011, at Feriye Sarayı with a special event. We introduced the story book titled “Little Chefs Restaurant (Küçük Şefler Restoranı)”, which was prepared under this project and will be used as education material in the implementation of the project across Turkey in pilot schools. We also presented awards to our teachers who won the “Good Practice Competition” and exhibited the pictures of students participating in the “Balanced Nutrition Painting Contest”.

What is the innovative aspect of the project?

“Balanced Nutrition Education Project” continues to be renewed and developed every year. The innovative aspect of “Balanced Nutrition”, which is one of our Foundation’s utmost important projects, is explained by General Manager of Sabri Ulker Foundation, Begüm Mutuş: “In the 2017-2018 academic year, the messages conveyed by the Balanced Nutrition Project were included in the renewed education programs and took place under the title of “balanced nutrition” at the Healthy Life section in the Life Science lesson. In addition, in September of this year basic nutrition training was given to hundreds of teachers in the scope of in-service training to encourage teachers’ professional and personal development. We will proceed with renewed materials to bring physical activity to the forefront in reaching more children next year.”
As the Sabri Ülker Foundation, we participated the Child Development Fair held for the first time at the Istanbul Expo Center on March 16-19, 2017. We had the opportunity to introduce the iGrow mobile application to a large number of teachers and parents visiting the fair.
**How it works?**

First, the iGrow application is downloaded to a smartphone. Then a child’s age, height, and weight are entered. Following this iGrow takes over.

iGrow follows the development of a child according to scientific measurements. His or her doctor’s appointments, homework, or friends’ birthdays will not be missed thanks to the organizer included in the application, which also provides periodic tips on nutrition, physical activity, and sleeping habits.

Physical activity recommendations by age groups, healthy menus for 0–48 month old children, healthy daily recipes, and favorite lullabies are all in iGrow.

iGrow can be downloaded onto smartphones via Google Play and the Apple Store. Up to now the iGrow application has reached more than 10,000 users.

**iGROW**

Our children grow, we follow!

1. iGrow is the most comprehensive child development monitoring application in Turkey and it can be downloaded to smartphones free of charge.
2. The application enables one to follow the growth and development of a child according to scientific measurements by simply entering their age, weight, and height.
3. The application offers advice on adequate and balanced nutrition to parents who have a child or a relative between 0-18, and provides tips for ensuring their sleep routine.

Developed by the Dutch Research and Development organization TNO (Netherlands Organization for Applied Scientific Research), iGrow is an application launched by our foundation last year.

This application was released in Turkey soon after its development in the Netherlands. Tips for a balanced and healthy nutrition will now be with you wherever you go...
Eating a balanced and adequate diet is key to a healthy life. The “Balanced Nutrition Cuisine” project features a range of delicious and balanced recipes. Each recipe is accompanied by a video, which provides information about the energy and nutrient content and potential benefits of that recipe.

An important way to a healthy society is through a balanced kitchen. Sabri Ülker Foundation seeks to help to solve the question of “What to cook today?” via its Balanced Nutrition Cuisine programme.

The 12 recipes currently featured are the result of detailed research on ingredients, nutritional elements, and energy values. In the Balanced Nutrition Cuisine programme attention has been focused on seasonal vegetables and fruit. In addition, an adult using these recipes will also know how much of an individual’s daily calorie needs are being provided.

The main recipes are accompanied by suggestions for a range of delicious and healthy side dishes for a balanced meal.

Visit the Balanced Nutrition Cuisine website, featuring 12 recipes for all seasons.

The 12 recipes of Balanced Nutrition Cuisine can be accessed via our YouTube channel...
This year, we have included in the Balanced Nutrition Cuisine the "2 Anne 1 Mutfak" team, which has a large audience on Youtube.

"What to cook today?" If you have a child, this question engages your mind at least several times a week. The "2 Anne 1 Mutfak" team became part of our team with this point in mind. Seda Şamlı Luş and Defne Tokay Batur's recipes are both practical and very healthy.

The recipes do not consist solely of main meal options. A variety of snacks and breakfast options are also included; which children are sure to enjoy. The recipes that the 2 Anne 1 Mutfak team prepared for Balanced Nutrition Cuisine are ideal for the balanced and healthy feeding of the children who come home hungry from school.
BALANCED NUTRITION TEST

1

The Balanced Nutrition Test was initially adapted from German to Turkish back in 2011.

2

In 2017, the test, which is now formally called “The Balanced Nutrition Test,” has been fully updated. The test evaluates the nutritional habits of participants and makes suggestions to improve eating habits and exercise.

The “Balanced Nutrition Test”, in which specific Turkish foods have also been added this year, is an adaption of the Self Check application, which was developed by Hohenheim University which is one of the world’s most respected academic institutions... As a result of the test, individuals eating habits and recommended actions to be taken are listed side-by-side.

Turkish people do not exercise enough and do not eat adequate vegetables and fruit

The Balanced Nutrition Test, has revealed striking data about Turkey’s dietary habits and health status. According to the results, in Turkey:

- Only 3 out of every 10 people have the habit of consuming fruit every day.
- Only 1 out of every 4 people consumes raw or cooked vegetables once a day.
- Only 17% of people consume whole-grain bread once a day.
- The percentage of those who participate in physical activity less than 1 hour per week is 53.5%.
- Only 19% of individuals have physical activity more than 1-3 hours per week.
The 4th Nutrition and Healthy Lifestyles Summit, organized by the Sabri Ülker Foundation, took place on May 4, 2017. The main theme of the summit was the impact of eating behaviour on health.

During the summit, leading scientists from around the world presented and discussed the latest scientific data linking eating behaviour with health.

At the summit, the results of the “Drivers of Food Choice” research conducted by the European Food Information Council (EUFIC) in five countries including Turkey were shared with the public for the first time.

The Sabri Ülker foundation, organizes a “Nutrition and Healthy Lifestyles Summit” biennially. The fourth summit was held on May 4, 2017, in Istanbul under the theme of “The Effects of Eating Behaviour on Health”. Approximately 400 people attended the summit from academia, the health sector, and the media among others.

Leading nutrition scientists presented on a wide range of topics such as cognitive factors in the acquisition of eating behaviour, the role of the environment, and factors affecting the eating behaviour of children.

Who were the speakers in the summit?

— Prof. Richard Mattes, Purdue University, Department of Nutrition Science
— Prof. James Hill, University of Colorado, School of Medicine, Department of Pediatrics & Medicine
— Prof. Charles Spence, Oxford University
Highlights

Discussed the effects of sensory stimulants such as taste, sight, and smell on food preferences.

PROF. RICHARD MATTES

Remarked that obesity is a symptom, and emphasized that people can adopt healthy behaviours and habits and discover ways to “resist” the environment.

PROF. JAMES HILL

Introduced the new science of eating; "Gastrophysics!" to the participants. In his presentation, he listed psychological methods used to make foods more tasty to and to enhance satiety. He said that a meal is actually eaten by the eyes first and that many parameters, from the colour of the plate to the music in the environment, affect the perception of eating.

PROF. CHARLES SPENCE

Shared scientific findings proving that by changing eating habits, many types of cancer could be prevented and a healthier society would result.

PROF. ÖMER KÜÇÜK

In the summit, he declared the results of the "Driver's of Food Choice" project to the participants and public, for the first time in Turkey. In the study, people consuming six different product groups - breakfast cereals, ready meals, yogurt, sweet snacks, biscuits, and cold drinks - were asked about what they felt and why they consumed that product.

PROF. KLAUS GRUNERT
According to the results of the “Factors Triggering Food Choice” research...

The Sabri Ülker Foundation carried out the Turkish leg of the project, which has also been piloted in the U.K., Italy, France, and Poland. According to the results of the research, Italians pay attention to the brand, while Turks look for taste and Poles see food as a “source of energy” and economic factors play a bigger role in their choices.

- For Italians, breakfast cereals are equal to health and balanced nutrition, whereas for French, it is considered as a food that enhances productivity with the energy it provides.
- The British are looking for flavor and health in cold drinks. Italians believe that these types of beverages can help reduce food waste, save money and control weight.
- Turkish people prefer desserts in relation to socializing.
- It is observed that the way to happiness goes through balanced nutrition in each country the study was conducted, and eating yogurt makes Italians, British, and French people happy.
- Turkish people have difficulty in making healthy choices because of too many different information about food.

"Let your food be your medicine, and your medicine be your food."

Hippocrates
(The Father of Medicine)

Health Communication Panel

Health communications was also an important agenda item for the 4th Nutrition and Healthy Lifestyles Summit. The Summit concluded with a lively panel discussion on Health Communications. This highlighted society’s anxiety of society, which is caused by media representation about various food products.

- The “Health Communication Panel” was held under the moderation of Prof. Bülent Çaplı from Bilkent University, Communication and Design Department.
- Steve Connor, the former science editor of “The Independent” newspaper, explained how the news about various food products creates a great concern in society, by giving examples from the British press.
- One of the panelists, Sylvia Rowe, the head of the SR Strategy company, which provides management and communication consultancy services on health, nutrition, food safety, and risk, described today’s food world as an unpleasant picture and stated that the complexity of information about food and food systems has created a climate full of ambiguity and difficulty.
- Steve Connor emphasized that scientists and the media should work together to ensure that people are informed correctly and responsibly about the safety and nutritional value of food.
- Ziyneti Kocabıyık, General Secretary of the Education and Health Journalists Association and Türkiye newspaper health editor, pointed out that nutrition is one of the favourite subjects of media about which they make news on 365 days a year.
The winner of the 2017 Sabri Ülker Science Award

This year, the Sabri Ülker Science Award was granted to Asst. Prof. Ebru Erbay from Bilkent University, Department of Molecular Biology and Genetics, for her research entitled “Bioactive Lipids for Health”.

Erbay received her award from Sabri Ülker Foundation’s Honorary Chairman Oltan Sungurlu, Sabri Ülker Foundation Scientific Board Member Zeki Ziya Sözen, Ph.D., and Harvard University Vice President for International Affairs Mark Elliot.
“The Sabri Ülker Foundation Science Award is very valuable and important to us. Why do we give this award to young scientists? Science, as you all know, shapes our future. Young scientists are the building blocks of science. They make up the science of the future with their endeavour, efforts, and research...”

Zeki Ziya Sözen
Sabri Ülker Foundation Scientific Board Member

What does the winning project tell us?

In her research, Asst. Prof. Ebru Erbay determined that palmitoleic acid production in our body, has protective effects with respect to arterial function.

Erbay, in her study on rats fed with very high-calorie foods, showed that palmitoleic acid, an unsaturated fat, removed saturated fats that can damage cell structure, and alleviated vascular stiffness.

“Bioactive Lipids for Health” was also featured in Science Translational Medicine magazine, one of the most prestigious scientific journals in its field.
Journalists, bloggers, and digital platform representatives discussed how best to communicate on nutrition and health, taking sound science and presenting it in a way which is understandable by consumers. Interactive workshops were a particular feature of the event.

The curriculum of the training programme was created by Prof. Hans Konrad Biesalski, Department Head of Nutritional Sciences at Hohenheim University and Sabri Ülker Foundation Scientific Board Member. Participants received a certificate internationally recognized by the German Society of Nutrition and Food Science, the nation’s leading nutrition and food science entity.

In the “Nutrition and Health Communication Programme,” we brought together scientists and communication professionals to discuss how better to ensure the dissemination of accurate information in the nutrition and health fields.

Information confusion and information pollution are among the most important problems of today’s information society.

The research conducted by the European Food Information Council (EUFIC) in eight EU countries in 2011 and 2012, reveals that only 27% of health news published in newspapers is based on scientific evidence, which demonstrates that “health and nutrition” is also a victim of information chaos.

We have developed the idea of bringing together communication professionals and academics while realizing a series of projects to overcome the information pollution on these issues. On July 8-9, 2017, we organized the “Nutrition and Health Communication Programme” in Istanbul. This brought together international scientists and communication professionals from different backgrounds and perspectives.

Information confusion and information pollution are among the most important problems of today’s information society.
What did we learn?

Prof. Diana Banati, Executive and Scientific Director of the International Life Sciences Institute Europe (ILSI Europe), underscored the importance of open and correct communication with consumers, addressing food-related issues and consumer concerns.

Julian D. Stowell, Visiting Professor at Oxford Brookes University, gave examples of projects in the European Union which seek to disseminate scientific information accurately and in a format accessible to consumers.

Dean Prof. Beraat Özçelik of the Faculty of Chemistry and Metallurgy, Istanbul Technical University, provided information on food processing methods.

Laura Fernández Celemín, Director General of the European Food Information Council (EUFIC), discussed common myths and facts about foods.

Prof. Lynn J. Frewer, faculty member of the Department of Agriculture, Food, and Rural Development, Newcastle University, noted the importance of scientific literacy and the key role of journalists in spreading information and news about nutrition topics.

Prof. Bülent Çaplı, Faculty Member of the Department of Communication and Design, Bilkent University, was the moderator of the media workshop.

What did journalists and bloggers say about the training?

One of our greatest achievements of this training is that we have met the concepts of “Food Safety” and “Food Security”. (Özge Selçuk Bozkurt)

We have learned how to reach the sources of information to stop increasing information pollution. (Gökçe Yılmaz)

We have become clear that we should not trust every information we read without investigating, and that the source for accurate information should be checked up on. (İmren Gürsoy)
As the Sabri Ülker Foundation, we share scientific and up-to-date information on health and nutrition with the public through the “For Accurate Science” platform, and we try to avoid information pollution in these areas.

The most up-to-date scientific articles published by the platform are shared both with media representatives and with the 20,000 academicians and health professionals registered in the database of our foundation.

We deliver our ‘For Accurate Science’ bulletin to the attendees at nutrition and health conferences as the opportunity arises.

The English versions of these scientific articles are also published on the Sabri Ülker Foundation’s website (sabriulkerfoundation.org/en/ss) in the “For Accurate Science” section.

Statistics On “Nutrition”

In Turkey, when the word “nutrition” is searched on Google, the results are as follows; 15 million in 32 seconds in 2015, and 24.5 million in 32 seconds in August 2017. There is 63 percent increase in 2 years.

Moreover…

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The First Publication Of The Platform Is Ready

“For Accurate Science” articles were collected into a book this year and we have made our very first publication. It was shared out with academics, health professionals, and the media, among others.
In their research “The Analysis and Evidence of Nutritional Health Claims in European Newspapers”, which was conducted on 2011 and 2012 in collaboration with East Anglia University (UEA), the European Food Information Council (EUFIC) examined health-related news published in the newspapers of eight of the European Union member countries for four weeks. This research revealed that only 27 percent of the reports in the news were based on scientific evidence, as endorsed by the European Food Safety Authority (EFSA).
Gazi University Department of Nutrition and Dietetics organized the Nutrition in Diseases Symposium on February 9-10 in Ankara. Academicians and students from the Nutrition and Dietetics departments of various universities in Turkey participated in the Nutrition in Diseases Symposium—Carbohydrate Counting Programme. As Sabri Ülker Foundation, in the symposium, we also had the opportunity to tell about our projects and our foundation.

The Faculty of Health Sciences, Department of Nutrition and Dietetics at Hacettepe University, has held a post-graduate training day in nutrition and dietetics since 2007. Our Foundation held a satellite session during the 2017 event. Prof. Tanju Besler, Department head of the Nutrition and Dietetics Department at the Eastern Mediterranean University and Burcu Aksoy, Ph.D., Sabri Ülker Foundation’s Nutrition and Scientific Communications Manager were the speakers at the satellite symposium titled “The Importance of Digital Applications in Struggling with Nutritional Problems: Balanced Nutrition Test”.

This year, at the International Healthy Nutrition Congress organized by Ege University and Kâtip Çelebi University, the importance of nutrition in nourishing health and protecting from diseases was discussed. Prof. Tanju Besler, gave a presentation entitled “Evaluation of Traditional Methods in the Assessment of Nutritional Status according to Modern Scientific Norms and its Reflections to the Future” in the satellite symposium.
3rd International Hidden Hunger Congress

March 20-22, 2017, Germany

Our Foundation participated in the 3rd International Hidden Hunger Congress which took place on March 20-22 in Germany. The objective of the Congress was to draw worldwide attention to hidden hunger and to discuss strategies to improve the situation.

Expert scientists, government representatives, institutions, and public and private sector representatives all participated in the Congress. New data regarding hidden hunger were shared with the public for the first time.

New digital applications that are used to monitor health problems caused by nutritional issues such as hidden hunger, were discussed in the symposium titled ‘The Contribution of Mobile Applications to the Future of Community Health’. This symposium was organized by our foundation.

We also had a chance to present our Balanced Nutrition Test to nutrition world, which is a first in Turkey, as a healthy lifestyle profiling application for users.

Hidden hunger is a hunger caused by lack of micronutrients including vitamins and minerals. It is ‘hidden’ because we are not aware of it.
The Hidden Hunger Congress is a convention that has been held since 2013. It has growing international significance in the field of nutrition. The Congress is organized by Prof. Hans Konrad Biesalski, head of the Department of Nutrition at Hohenheim University. It is the first organization in the world to bring the hidden hunger issue on the agenda and to debate its implications. The Sabri Ülker Foundation, has participated in the congress every year. This provides an opportunity to follow the current developments and share information about recent studies conducted in Turkey. This year, we again took part in the congress.

During the congress we hosted a session entitled “Contributions of Mobile Applications to the Future of Community Health”.

The session began with a presentation by Prof. Hans Konrad Biesalski, a member of our Foundation’s Science Committee and the President of the Congress. Prof. Biesalski explained how important an adequate and balanced nutrition is in alleviating with hidden hunger. In addition, Mirjana Gurinović, Ph.D., delivered a presentation on new approaches to assessing food intake.

“Balanced Nutrition Test” was introduced

In the last part of the session, the Sabri Ülker Foundation, presented the “Balanced Nutrition Test” to the participants. We also shared data obtained from the “Balanced Nutrition Test” which we use to evaluate the nutritional status of individuals and to support balanced nutrition.

Moreover…

Successfully executed projects such as “One World-No Hunger”, which is a private initiative of The German Federal Ministry of Economic Cooperation and Development, and other initiatives were also explained to the participants of the Congress.

“Sabri Ülker Foundation, cooperating with ILSI, which handles public health issues with a wide scientific perspective and in collaboration with globally known scientists and institutions, develops and implements a very important approach on these issues in Turkey. I believe that the new mobile applications and methods developed have shed light on us in finding and interpreting the diet and eating habits of the society and struggling with the problems of nutrition.”

Prof. Diana Banati
Sabri Ülker Foundation Scientific Board Member and Director of ILSI Europe - International Life Sciences Institute
The cost of hidden hunger is $3 trillion!

One of the most important nutritional problems of underdeveloped and developing countries is hidden hunger. Hidden hunger, expressed as a nutritional deficiency caused by an inadequate and unbalanced diet, can also trigger many chronic health problems. Secret hunger particularly affects children.

According to the World Health Organization (WHO):

- Every year, 7 million children under the age of 5 are losing their lives due to hidden hunger.
- In terms of nutritional deficiencies, children and women are the most risky groups.
- 1 out of every 4 children in the world are stunted and 8 out of every 100 children have emaciation.
- 3% of the global GNP, around 3 trillion dollars, is being spent for the treatment and prevention of health problems emerging from hidden hunger.
- Vitamin and mineral deficiencies are held responsible for 10% of the global health expenses.
- Every year 18 million babies in the world are born mentally retarded because of iodine deficiency.
- 807 thousand children are also suffering from developmental disorders due to lack of vitamin A, zinc, or other nutritional deficiencies.

Turkey takes the lead in Zinc deficiency

The World Health Organization (WHO), indicated that Turkey is at the top of the list of countries where zinc deficiency is seen, followed by countries such as Egypt, Iran, Iraq, India, China, and Pakistan. The death rate due to nutritional problems and metabolic diseases in our country has reached 5.1%. According to the Turkey Demographic and Health Survey 2013 (TDHS 2013) results, one out of every 10 children under the age of 5 is stunted, and 4.1% of these children have emaciation.
Brutish Nutrition Foundation’s 50th Anniversary Conferences
CONFERENCE 1
Next Generation: Nutrition in School-age Children

April 27, 2017, London

1
The 50th Annual Conference of the British Nutrition Foundation (BNF) took place in London on April 27.

2
The conference took place in the presence of Her Royal Highness Princess Anne, the Princess Royal of the British Royal Family. The Sabri Ülker Foundation, was the sole group invited from Turkey.

3
In the conference, the “Balanced Nutrition” Education Programme, which has been conducted by our Foundation in cooperation with the Ministry of Education, was presented as a best practice example. The programme is ongoing.

Founded in 1967, the British Nutrition Foundation is half a century old and is considered one of the most prestigious nutrition communities in the world. The foundation hosted a conference entitled “Next Generation: Nutrition in School-age Children” as part of its 50th-anniversary celebrations. Our foundation is the only group in Turkey with whom the British Nutrition Foundation collaborates.

In the “Best Practices” section, Prof. Julian Stowell, a member of our Scientific Board, explained the Balanced Nutrition Education Project and the positive impacts of this project on the eating habits of children.

Princess Anne, who closely follows the works of British Nutrition Foundation, has also attended the conference.
CONFERENCE 2

The 50th Annual Conference of the BNF: Who Shapes the Food Preferences of the Future?

October 10, 2017, London

1

As Sabri Ülker Foundation, we attended the “Who Shapes the Food Preferences of the Future?” conference organized by the British Nutrition Foundation (BNF) as part of its 50th anniversary celebrations.

2

According to the results declared in the conference, societies prioritize emotional associations rather than the taste when choosing the food they will consume.

In the conference, where consumer behaviour was also discussed, it was revealed that the most important factor that determines consumers’ choices is emotional associations rather than taste.

As Sabri Ülker Foundation, we attended the “Who Shapes the Food Preferences of the Future?” conference organized by one of the world’s long-established communities, the British Nutrition Foundation (BNF), which was held in London as part of its 50th anniversary celebrations.

The conference brought together experts from all over the world in the field of food and nutrition, and they discussed important topics such as preferences, sustainable food procurement, and sustainable nutrition.
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At the conference where consumer behavior is also discussed the most important factor determining consumers’ choices emotional connotations in a person rather than taste it was revealed to be.

Representatives of the Sabri Ulker Foundation, attended a conference entitled “Trust in Science in the Post-Fact Era” organized by the European Food Information Council (EUFIC) in Brussels on October 3.

The conference took a close look at “Health and Science Journalism”. Expert academicians and communication professionals reviewed possible solutions to the problems that arise in the communication of scientific knowledge and the problems that arise as a result of the society’s being misinformed.

In the press conference that our foundation held concurrently with the conference, we shared information on the status of nutrition and health communications in Turkey.
Information pollution is currently a major issue with regard to communicating accurate information in health and nutrition around the world.

As a foundation, we have been working for years to make people obtain scientific liable information in the field of nutrition and health and to prevent information pollution in these fields. In this context, we also took part in the international conference titled “Trust in Science in the Post-fact Era” organized by the European Food Information Council (EUFIC) in Brussels on October 2-3.

As Sabri Ülker Foundation, we organized a press conference concurrently with the conference. The meeting spokespersons were Sabri Ülker Foundation Project Manager Selen Tokcan, EUFIC Director Laura Fernandez Celemin, and Beth Clark (Ph.D.) from Newcastle University. In the meeting, the dimensions of information pollution were noted with figures from both Turkey and elsewhere in the world. Information about solutions developed to improve the situation were shared with the media.

More than half of society is confused

The research entitled “Determining the Principles of Health-related Publishing in Turkey: An Analysis of Health-related Publications in the Context of Resource, Message, and Target Audience” (2013), conducted by Anadolu University Faculty of Communication with the contribution of TÜBİTAK, also reveals that the people are suspicious about the information they receive from communication channels.

- 21% of health professionals and 12% of media professionals are suspicious of health-related information on communication channels.
- 38% of health professionals and 24% of media professionals think that public health information is not monitored.
- 51% of people are confused about the reference source of health-related publications in newspapers or magazines, whereas 45% of people are confused about the news broadcasted on television, and 48% are confused about the publications on the Internet.
- While 41 percent of people think that the number of news and articles on health in the newspapers are “Low, Inadequate”, this rate is 37% for television and 22% for Internet.

“Angry Chef” Anthony Warner was also in the conference

The most colourful speaker of the conference was world-famous Chef, Anthony Warner, known for his nickname “Angry Chef”. Chef Anthony Warner made the participants experience unforgettable moments by sharing examples of false facts in the food world.
INTERNATIONAL COLLABORATIONS
Our Foundation continues to work collaboratively with the Harvard Sabri Ülker Center with its mission to support research, training programmes, and other initiatives on food and nutrition.

The Sabri Ülker Center was established in 2014 at the Harvard T.H. Chan School of Public Health. The group has already undertaken much exciting scientific research. The center, under the presidency of Prof. Gökhan Hotamışlıgil, has also become a unique working environment and a scientific bridge for Turkish students and academicians.

Last year, the Metabolism and Life Symposium hosted by Harvard Sabri Ülker Center brought together world-famous names working on nutrition and metabolism, in Istanbul and the pulse of the scientific world was felt in Turkey.

Scientists working in the Sabri Ülker Center continue to work at the leading edge of nutrition science and in synergy with the Turkish scientific world.

The Sabri Ülker Center Symposium, to be organized for the second time in 2018, will take place at Harvard University in Boston with the participation of expert scientists in the field and will be hosted by the Sabri Ülker Foundation.

Sabri Ülker Center Symposium
Preliminary Announcement
May 29, 2018, Istanbul

In first Sabri Ülker Center Metabolism and Life Symposium hosted by Sabri Ülker Foundation in Istanbul, brought together leading scientists from Turkey and all over the world. The honorary guest of the Symposium was, Prof. Brian Kobilka, the recipient of the 2012 Nobel Prize in Chemistry. At the symposium, the latest developments in metabolism and nutrition from all over the world, new yet-unpublished studies, and new projects in transition to obesity-diabetes-heart disease treatment have also been presented to the scientific world.

The second symposium will take place at Harvard University in 2018. It will be hosted by Sabri Ülker Foundation.

Joseph L. Goldstein from the Department of Molecular Genetics at the University of Texas, will make the opening speech of the symposium welcoming many globally known scientists.

We have started working on the announcements of the symposium. We took the symposium live on our website and our announcements were published in Cell Metabolism and online at http://www.cell.com/cell-metabolism/home.

www.sabriulkersymposium.org/2018/Default
The Harvard Sabri Ülker Center, under the presidency of Gökhan Hotamışlıgil, continues to break ground. In the Academy Meeting held on February 17, inventions and activities of the center realized in 2016 were shared with the Turkish scientific world.

At the meetings hosted by our foundation, Prof. Gökhan Hotamışlıgil and two of his team, Assoc. Prof. Furkan Burak and Asst. Prof. Ebru Erbay, presented the activities of the past year first to a group of Turkish scientists, and then to a large group from the press.

"As a food company with a significant place in the global arena, which continues to its journey with firm steps, we develop our business, and we will continue to provide benefits to society in all markets we operate, particularly in Turkey, through our investments in the public health."

Ali Ülker
Yıldız Holding
Vice Chairman
“A Turkish doctor, Asst. Prof. Furkan Burak discovered a new hormone that controls the production of sugar in the liver. The existence of this molecule was discovered 30 years ago, but the hormonal task was not noticed and therefore it was not focused on. Furkan Burak has identified a previously unknown function of this hormone. This hormone normally goes out of fat to the liver and issues the command for sugar production. The levels of this hormone are very high in diabetes, heart disease, and obesity. Therefore, preventing this rise gives the chance to create new treatment possibilities against diabetes and heart disease. The last study by Furkan Burak proved the correctness of this prediction. The article he authored was published in Science Journal and attracted great interest.”

“Asst. Prof. Ebru Erbay conducted a project in her own group on the positive effects of “Liposyn” on heart diseases. Liposyn has a fatty acid nature and it had been discovered previously. “Liposyn”, which is also found in foods, can lead to significant prevention of cardiac and vascular diseases when used orally in experimental models with very high cholesterol. Asst. Prof. Ebru Erbay also won the Sabri Ülker Science Award with this invention.”

“The "Imaging Lab", which was opened in November 2016, will make a significant contribution to bringing new mechanisms to light by creating opportunities to observe the changes in cell substructure which cause metabolic diseases, with advanced microscopy and very high resolution.”

“Success of our foundation within Horizon 2020 project!

This year Sabri Ülker Foundation participated in "Horizon 2020" EU Framework Program with 3 projects.

Our project entitled Gutfeeling became the winner of the TÜBİTAK Above Threshold Award.

Our award-winning project examines the effects of psychological factors and related behavioural disorders on nutrition and lifestyles. Within this project, various sampling and intervention studies are carried out and innovative tools are introduced to improve nutritional behaviours and lifestyles. The Sabri Ülker Foundation undertakes project proliferation and communication business packages to bring project results to various stakeholders and the society."
As Sabri Ülker Foundation, we have also set out to provide benefits to our colleagues in nutrition and healthy living. In this context, we realized our "Healthy Living Centre" project in March. Our centre continues to work to increase the knowledge of our colleagues about nutrition and healthy life.

What do we do in the "Healthy Living Centre"?

- We provide our clients information about body composition.

- We create awareness in our clients with different evaluations such as body mass index, body fat, waist circumference, which may be a symptom of cardiovascular diseases, diabetes, or obesity.

- We support our clients with client-specific recommendations that will be appropriate for their health conditions, age and gender, physical activity levels, eating habits, and lifestyles.
Healthy Speaker Series with Sabri Ülker Foundation

Healthy Speaker Series is a series of activities, organized by our foundation to enable our colleagues have a balanced diet and healthy life and be productive in their professional lives as well as their daily lives.

The first guest of "Healthy Speaker Series" was Assoc. Prof. Saniye Bilici from the Department of Nutrition and Dietetics at Gazi University, with a talk on "Nutrition in Ramadan". Bilici explained all the details of an adequate and balanced diet for Ramadan and physical activity.

In the second round of these pleasant conversations, the topic was "Healthy Nutrition in Business Life and Long Trips". Asst. Prof. Said Tuba Günebak explained this important topic to our colleagues.

The title of the third talk was "How should School-age Children Eat?" Assoc. Prof. Esra Güneş, Head of the Department of Nutrition and Dietetics at Marmara University, gave information about child nutrition and healthy alternatives to our colleagues with children.

The fourth guest of the Healthy Speaker Series was Prof. Hakan Kaynak. He explained all the details of sleep, sleep disorders, and the sleep-nutrition relationship.

Healthy Life at Work Speaker Series

We have also added a ‘Healthy Life at Work’ Speaker Series to the original Healthy Speaker Series and gathered together our workers at Ülker Plants. We talked about the concept of balanced nutrition, shift work, diet, and healthy living at work as well as in daily life. Our first stop was Ülker Chocolate Gebze Plant. We also visited Ülker Biscuit Esenyurt Cake Plant, Ülker Chocolate Topkapı plant, and g2M companies and shared the most accurate and up-to-date information on food, nutrition, and health with our colleagues.
Internal Communication Studies

We are in constant communication with our colleagues at the Çamlıca Campus and Ülker Plants with the Sabri Ülker Foundation Healthy Speaker Series, infographics prepared on nutrition and healthy living issues for special occasions, periodical events for the use of American services in the cafeteria, and weekly updated digital screenings.

We are there at the most visible points of main campuses and plants, with our healthy living tips!

We regularly share information on current projects of our foundation as well as daily tips on healthy living via e-mails with our colleagues.

With our printed materials, we aim to increase the awareness of our colleagues on nutrition and wellness.
Periodic Bulletins

Healthy Life Newsletter
"Tomorrow may be too late to prevent osteoporosis, start taking steps today!". "Take precautions against the sun stroke whilst enjoying the summer!". The “Healthy Life Newsletter” which is published twice a month has been developed to answer questions on health and nutrition such as these. The publication is shared with professionals, academia, and the media.

Balanced Nutrition Bulletin
We publish the Balanced Nutrition Bulletin once in every 3 months, in order to share the news and innovations about the Balanced Nutrition Education Project with the participant teachers.

Campaign Weeks

Special Ramadan Tips from Sabri Ülker Foundation Healthy Living Center!
We informed our colleagues with our messages about eating and healthy life during Ramadan which we published through internal mail groups and digital screens during the 30-day Ramadan period.
As Sabri Ülker Foundation, we make good use of the Internet and attach great importance to social media platforms...

We reach people through the official website of our foundation, websites of our projects, and our social media accounts.

**WEBSITES**

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>2016</th>
<th>2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><a href="http://www.sabriulkerfoundation.org">www.sabriulkerfoundation.org</a></td>
<td>211,762 hits</td>
<td>442,148 hits</td>
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<td><a href="http://www.igrow.sabriulkerfoundation.org">www.igrow.sabriulkerfoundation.org</a></td>
<td>9,962 hits</td>
<td>43,788 hits</td>
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We increased the number hits by 208%!

75% of the website traffic comes from organic and Google searches.

**MAARIF TAKVIMI**

(Maarif Calendar)

Sections in Ülker’s mobile application for smartphones “Maarif Takvimi (Maarif Calendar)”, such as Today in History, Weather Forecast, Quote of the Day, and Prayer Times are all developed to make your day more meaningful and easy. As the Sabri Ülker Foundation, we hit the ground running to be the door of “Maarif Calendar” to health. We are now in the Ülker Maarif Calendar with our healthy recipes, and tips for healthy nutrition and a healthy life.

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<td><a href="http://www.yemektedenge.org">www.yemektedenge.org</a></td>
<td>50,678 hits</td>
<td>239,444 hits</td>
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</table>

Portal has received 1292 hits since the day it was launched.
We reach out to 46,316 people every day through our social media accounts!

We increased our social media accessibility by 54% during the last year.
MEDIA ANALYSIS AND AWARDS
2.303 times on Youtube

The delicious recipes of the “2 Anne 1 Mutfak” team have been watched 2.303 times on Youtube.

The Balanced Nutrition Test has been completed by 3.367 users.

6.561 people have used iGrow mobile application actively in 2017.

In 2017, we reached out to 6.500.000 people via the press!
The Felis Awards, which are among the most important awards in Turkey that recognizes creativity and quality in marketing communication, have been organized since 2006. The aim of the competition is to emphasize the success of advertisements in media planning and procurement, public relations activities, direct marketing activities, design and mainstream, and to motivate people and institutions in this field by certifying their success.

Our “Balanced Nutrition” Project was awarded the Best Corporate Social Responsibility Project of the Year Award in the PR category.

Mercomm Inova Awards

The Sabri Ülker Foundation won the silver award in the "non-profit organizations" category at the Mercomm Inova Awards 2017, which is granted to the most comprehensive and interactive corporate websites and digital projects.

Health Volunteers Turkey Foundation (HV-T) / Best Social Responsibility Project Award

The Health Volunteers Foundation grants the Social Responsibility Awards in Health to the most successful social responsibility project in the field of health every year. The aim of this award is to encourage social responsibility projects in the health sector in our country and to provide an example of successful work. In this year’s award ceremony, which is in its 11th year, the Balanced Nutrition Education Project won the Best Social Responsibility Project Award of the year.

Mercury Excellence Award

The Mercury Excellence Awards, which are granted to innovative, original, strategic, and creative communication studies, has been awarded to our Foundation this year. The “Balanced Nutrition Education Project” was awarded the Silver Mercury in the category of “Community Awareness Campaign” under the Video - DVD / Online category of the 27th contest has received a prize abroad for the first time.

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