EVERYTHING FOR A BETTER LIFE

Presented the activities of the Sabri Healthy Life E-Congress, where we participated in the 9th National technology as appropriate. We and events, making full use of online We have participated in several and academic publications. Children’s books to popular science elsewhere. These range from reference works from Turkey and initiative, introducing readers to cover health topics of great current interest. We have also expanded our has been Turkey’s first digital scientific “For Accurate Science” platform. We have continued to develop our University of California, Berkeley. Dr. Elçin Ünal of the Department of this year granted to Assoc. Professor, The Sabri Ülker Science Award was diet project is active. the 20 provinces where the balanced healthy recipes selected from each of “Anatolian Cuisine”. This includes "Delicious and Healthy Recipes of writer, we released a book entitled Soysal, a Turkish food expert and added a Balanced Nutrition Cuisine website with up-to-date information to develop it once it has ended. We project during the pandemic and how discuss how best to manage the ANNUAL REPORT sustainability has been a primary name to numerous new projects. Despite the global pandemic, I and my school students in food literacy. Education of preschool and primary Foundation has pioneered the learn about healthy nutrition. Our helping children of primary school age (FAO) to initiate a project aimed at collaborated with the United Nations project. In a first for Turkey, we have for our Innovative Food Procurement Research and Innovation Programme European Union Horizon 2020 and we have been accepted onto the Turkey” was published by KARGER and For Accurate Science Project of Communication Education Programme “The Nutrition and Health European Union. Our article entitled established under the auspices of the Innovation and Technology (EIT), partner of the European Institute of Europe and beyond has gathered outreach of our Foundation in at internal communication. Wellness Centre and launch of an initiation of the Sabri Ülker Health and activities during 2020, included the participation. Other communication It attracted a large and diverse This time the event was staged online. Conference for the 4th year running. Nutrition and Health Communication Wellness Centre. We hosted our Ülker Foundation’s Health and 10 yearth
10 years have passed since we set out on our journey as the Sabri Ülker Foundation. During this decade, we have worked on many projects aimed at improving the future of public health. 2020, has seen the COVID-19 pandemic dominating the global agenda and also seriously impacting our country. Despite this we have continued to work on a wide variety of projects, many of which have been undertaken in collaboration with key institutes, both nationally and internationally.

Included in our efforts to protect public health during the COVID-19 pandemic, we have conducted a research project under the auspices of the European Food Information Council (EUFIC) and in cooperation with several international institutes. The project entitled “Our Relationship with Food During The COVID-19 Pandemic” involved detailed research undertaken in 12 provinces of Turkey. The resulting scientific data has revealed important changes in short- and long-term nutritional habits of people consequent on the pandemic. We have translated the “Parenting for Lifelong Health” guide into Turkish. This guide, which was prepared by acclaimed organizations such as the World Health Organization (WHO) the United Nations International Children’s Emergency Fund (UNICEF) and Oxford University, explains to parents the best way of managing the pandemic, emphasizing the importance of optimal communication with children throughout. We have compiled the most up-to-date information on COVID-19 and made it available on our website. Also on our website, we offer a paper entitled “Healthy Living Guide Against Epidemic Diseases”. We participated in a live broadcast series of Healthy Living Talks which have become popular during the pandemic and have involved leading experts in their fields.

In January we came together in Diyarbakır with representatives of the 5 new cities that had been added to the Balanced Nutrition Education Project. This year our project now includes 20 cities from around Turkey. In May we held an online meeting with our coordinators from all areas. The main topic of the meeting was to...
discuss how best to manage the project during the pandemic and how to develop it once it has ended. We have upgraded our balanced nutrition website with up-to-date information on all aspects of the project, and have added a Balanced Nutrition Cuisine section. In collaboration with Sahrap Soysal, a Turkish food expert and writer, we released a book entitled “Delicious and Healthy Recipes of Anatolian Cuisine” This includes healthy recipes selected from each of the 20 provinces where the balanced diet project is active.

The Sabri Ülker Science Award was this year granted to Assoc. Professor, Dr. Elçin Ünal of the Department of Molecular and Cell Biology at the University of California, Berkeley.

We have continued to develop our “For Accurate Science” platform. This has been Turkey’s first digital scientific platform in the field of health and nutrition. This year we published 4 books to support the platform. These cover health topics of great current interest. We have also expanded our Sabri Ülker Foundation Publications initiative, introducing readers to reference works from Turkey and elsewhere. These range from children’s books to popular science and academic publications.

We have participated in several national and international congresses and events, making full use of online technology as appropriate. We participated in the 9th National Healthy Life E-Congress, where we presented the activities of the Sabri Ülker Foundation’s Health and Wellness Centre. We hosted our Nutrition and Health Communication Conference for the 4th year running. This time the event was staged online. It attracted a large and diverse national and international participation. Other communication activities during 2020, included the initiation of the Sabri Ülker Health and Wellness Centre and launch of an online series of “Healthy Talks” aimed at internal communication.

The outreach of our Foundation in Europe and beyond has gathered momentum. We became a network partner of the European Institute of Innovation and Technology (EIT), established under the auspices of the European Union. Our article entitled “The Nutrition and Health Communication Education Programme and For Accurate Science Project of Sabri Ülker Foundation: Initiatives from Turkey” was published by KARGER and we have been accepted onto the European Union Horizon 2020 Research and Innovation Programme for our Innovative Food Procurement project. In a first for Turkey, we have collaborated with the United Nations Food and Agriculture Organization (FAO) to initiate a project aimed at helping children of primary school age learn about healthy nutrition. Our Foundation has pioneered the education of preschool and primary school students in food literacy.

Despite the global pandemic, I and my teammates have, during 2020, put our name to numerous new projects. Sustainability has been a primary consideration in all our activities.

As General Manager of the Sabri Ülker Foundation, I am delighted to present to you our Annual Report for 2020. This year we proudly celebrated the tenth anniversary of the establishment of our Foundation. Despite the challenges of the COVID-19 pandemic we have sustained and expanded our portfolio of projects focused on making a worthwhile contribution to improving public health in Turkey and beyond. We have wholeheartedly grasped the opportunities offered by digital technology. Our Science Committee meetings, Workshops, and Education Initiatives have all been pursued online and we offer a debt of gratitude to our communication colleagues who have worked tirelessly behind the scenes to make this happen so successfully. Prior to this year we could have hardly imagined our events being live streamed to 8,000 or more participants. We firmly believe that children represent our future and the sooner we can instill in the next generation the benefits of balanced nutrition and healthy lifestyles the better. In this regard we have intensified our internationally acclaimed Balanced Nutrition Education project. Our annual Science Award has continued to inspire young scientists and via our publications we have informed a wide audience on a range of subjects of current interest. In addition, we have gathered together an international team of experts to share their strategies for maintaining optimum nutrition and health in the light of the COVID-19 pandemic. I would like to offer my sincere thanks to all colleagues within the Sabri Ülker Foundation for their sustained efforts and to our partners and scientists from around the world, all of whom have contributed to a highly successful year for our Foundation. We look forward to building on this success during the coming year.
About Us
The Sabri Ülker Food Research Foundation was established in 2009 with the objective of making a worthwhile contribution to improving public health in Turkey and beyond. We are named after Sabri Ülker, one of the leading entrepreneurs of Turkey’s food industry.

Our Vision
As an independent, scientific, non-profit organization to make a positive contribution to improving public health in Turkey and beyond.

Our Mission
To promote an improvement in public health via balanced nutrition and lifestyle. To achieve this we sponsor research, communicate on key topics based on accurate science and implement education programmes in schools and elsewhere.

Our Goals
• To conduct studies that support a healthy diet and lifestyle.
• To present useful information about nutrition and safe food to the public.
• To promote balanced nutrition and a healthy lifestyle.
• To inform the public about the latest scientific developments.
• To follow scientific studies, legislation and practices at national and international levels.
• To work in cooperation with universities, public and non-governmental organizations to ensure that society has access to accurate and reliable information about balanced nutrition and a healthy lifestyle.
DURING THE PANDEMIC

SABRİ ÜLKЕR FOUNDATION
WHAT HAVE WE DONE DURING THE COVID-19 PERIOD?

The COVID-19 pandemic, which began in the early months of 2020, very quickly shook the entire world, impacting many countries at an unexpected speed, and claiming its place in history as one of the most impactful events of our century. The pandemic seriously impacted Turkey, as it did other countries. Indeed, the whole world has been confronted with a new and unfamiliar lifestyle. Our Foundation has, in collaboration with acknowledged global experts, conducted studies focused on nutrition during the pandemic. We have then communicated relevant information to healthcare professionals, the media and to the public in a format that can be understood and acted upon to make a positive difference.

We participated in a study entitled “Our Relationship with Food During The COVID-19 Pandemic”. This was conducted under the leadership of EUFIC and in cooperation with many international institutions. The research conducted by our Foundation under the auspices of this study sought to identify consumers’ approaches to food and changing eating habits during the COVID-19 pandemic. It also focused on the social, economic and environmental effects of these changes. The research was carried out in 12 provinces around Turkey and our objective, once the data have been analysed, will be to use the information to effect positive changes.

Begüm Mutuş, General Manager of the Sabri Ülker Foundation, emphasized that our Foundation was delighted to be included in this international study: “With this research we aimed to identify consumers’ approaches to food and changing eating behaviours during the COVID-19 period. We also sought to understand the social, economic and environmental effects of these changes. We hope that the results can be used to encourage changes which will offer long-term benefits to society.”

Begüm Mutuş:
“We intend to build on the results of this study, making a useful contribution to society.”

“Nutrition Habits During the Pandemic” Stakeholders
In summary, the most important results obtained from the research are as follows;

**Major food groups and sales channels of these foods have changed**

- During the COVID-19 period, the rate of those who bought basic food items themselves decreased by 1.2 percent.
- There has been a significant decrease in the rate of those who buy fresh fruits and vegetables from the local farmers’ market.
- The use of e-commerce sites has increased compared to pre-COVID-19 days.
- The frequency of purchasing fresh products such as bread, milk and cheese has decreased.

**Snack consumption increased, takeaway decreased**

- The rate of those who stated that they had prepared and consumed snacks at home before the pandemic was 17.2 percent. The rate rose to 42.5 percent during the COVID-19 pandemic.
- The rate of those who prepared and consumed lunch at home increased from 75.2 percent to 90 percent.
- Before COVID-19, 5 out of 10 people preferred places that offered takeaway service for home food consumption, while during the COVID-19 epidemic, only about 3 out of 10 people preferred takeaway places.

**Pasta, legumes and flour stocked the most**

- During COVID-19, 15 percent of respondents stated that their food stocks had increased. The most stocked products were pasta, legumes and flour.
- Approximately one in 10 people stated that there was a change in their food consumption behaviour in general during COVID-19. The most important change in behaviour has been “to disinfect food items”.

**Social distancing is to continue even after the pandemic**

- 4 out of 10 people stated that the social distancing rule put into practice in markets would continue even once daily life returns to normal.
- During this period, there was a significant increase in the rate of those who expressed concern over food supply, while approximately 15 percent of participants stated that their level of concern about the potential impact of the virus was high.
PARENTING FOR LIFE LONG HEALTH IS NOW AVAILABLE IN TURKISH

A guide entitled: “Parenting during the COVID-19 outbreak” has been prepared by leading organizations such as the WHO, UNICEF and Oxford University. The guide includes tips on how parents can communicate correctly with children during the COVID-19 period, and how to accurately explain the pandemic. We have collaborated with the authors to have this translated into Turkish.

The contents are available on the https://www.covid19parenting.com/#/tips website.

WE COMPILED THE MOST CURRENT INFORMATION ABOUT COVID-19

With the arrival of COVID-19 in our lives, we have all received much information on the pandemic. However, the key question is “which of this information is correct?” Answers to many questions such as: “What should be considered when grocery shopping?”, “What is the importance of immunity in COVID-19?” and access to the full information we have compiled with reference to national and international authorities can be found at https://sabriulkERCfoundation.org/tr/BeslenmeVeSaglikliYasam
What is in the guide?

Our “Healthy Living Guide Against Epidemic Diseases” is a guide that covers epidemics and infectious diseases in general, but it also specifically explains what we can do to avoid COVID-19, and what we should pay attention to, especially during this pandemic.

Some of the highlights from the guide are as follows:

1. Among the issues to consider in protection against airborne diseases, there are measures such as: Covering the mouth when coughing or sneezing, not spitting on the streets, taking care to use paper tissues or paper towels, ventilating rooms, washing hands with soap and plenty of running water for 15-30 seconds before and after eating, before and after toilet use, and upon returning home from outside, as well as avoiding being in crowded indoor places as much as possible.

2. Are there foods or food supplements that strengthen our immune system against the COVID-19 virus? There is currently no sufficient evidence to suggest that any food or any type of diet may boost our immune system, and either prevent or treat COVID-19. There are various nutrients, including copper, folate, iron, selenium, zinc and vitamins A, B6, B12, C and D, that play an important role in our immune system. In order to support our immune system during this period, an adequate and balanced diet rich in fruits and vegetables is to be preferred.

3. What you need to add to your shopping list to support your immune system: Among the best sources of zinc are red meat, beans, lentils, kidney beans and chickpeas, fatty seeds - nuts, such as hazelnuts, cashews, almonds and pistachios... Sweet red pepper is a good source of vitamin C.

4. Pay attention to the following while shopping: Bring disposable gloves with you and put them on before entering the store, carry hand sanitizer to wipe the basket or all surfaces of the basket you are about to touch and use it to sanitize your hands after shopping, keep at least 6 steps apart from people while waiting for payment or at any time while you are in the store.
HEALTHY LIVING TALKS WITH SABRİ ÜLKER FOUNDATION

In order to emphasize the importance of proper nutrition during the COVID-19 period, we launched a series entitled “Healthy Living Talks with Sabri Ulker Foundation” featuring experts in the field...

We started a live broadcast series called “Healthy Living Talks with the Sabri Ulker Foundation”. The first guest of the series, from whom we gleaned invaluable information on how to protect our health, especially during the pandemic, was Prof. Dr. Temel Yılmaz, the President of the Turkish Diabetes Foundation. Our topic was “Living with Diabetes and Supporting Immunity”. Following this live broadcast, we talked with, Prof. Dr. H. Tanju Besler, Vice Rector of İstinye University on “Coping with Stress and Emotional Hunger”, with Prof. Dr. İrfan Erol of the East Mediterranean University about “Food Safety and Food Literacy”, and with Prof. Dr. Ali Atıf Bir of the Faculty of Communication Sciences at Anadolu University about “The Effects of Pandemic on Media and Health Perception”. We then heard from Dr. Z. Begüm Kalyoncu, Head of the Atilim University Nutrition and Dietetics Department Teaching Staff who covered the subject of “Popular Diets and Intermittent Fasting”, and Dietician Berrin Yiğit who told us about “Healthy Weight Loss Methods over the Summer”. Broadcast recordings of these talks can be accessed via our YouTube channel.

In order to emphasize the importance of proper nutrition during the COVID-19 period, we launched a series entitled “Healthy Living Talks with Sabri Ulker Foundation” featuring experts in the field...
## CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PROJECTS AND EVENTS</strong></td>
<td></td>
</tr>
<tr>
<td>Balanced Nutrition Education Project</td>
<td>01</td>
</tr>
<tr>
<td>Balance in the Cuisine Project</td>
<td>02</td>
</tr>
<tr>
<td>Balanced Nutrition Cuisine</td>
<td>04</td>
</tr>
<tr>
<td>iGrow</td>
<td>05</td>
</tr>
<tr>
<td>Sabri Ülker Science Award 2020</td>
<td>06</td>
</tr>
<tr>
<td>For Accurate Science Platform</td>
<td>07</td>
</tr>
<tr>
<td>Sabri Ülker Foundation Publications</td>
<td>08</td>
</tr>
<tr>
<td><strong>NATIONAL AND INTERNATIONAL CONGRESSES AND EVENTS</strong></td>
<td>13</td>
</tr>
<tr>
<td>9th National Healthy Living E-Congress</td>
<td>14</td>
</tr>
<tr>
<td>Nutrition and Health Communication Conference</td>
<td>14</td>
</tr>
<tr>
<td><strong>COMMUNICATION ACTIVITIES</strong></td>
<td>17</td>
</tr>
<tr>
<td>Sabri Ülker Food Research Foundation Health &amp; Wellness Centre</td>
<td>18</td>
</tr>
<tr>
<td>Healthy Talks</td>
<td>19</td>
</tr>
<tr>
<td>Sabri Ülker Foundation in the Media</td>
<td>20</td>
</tr>
<tr>
<td>Internal Communication Activities</td>
<td>22</td>
</tr>
<tr>
<td>Periodic Bulletins</td>
<td>23</td>
</tr>
<tr>
<td>Web Sites</td>
<td>24</td>
</tr>
<tr>
<td>Digital Media in Numbers</td>
<td>26</td>
</tr>
<tr>
<td><strong>NATIONAL AND INTERNATIONAL COOPERATIONS</strong></td>
<td>29</td>
</tr>
<tr>
<td>Cooperation with the Food and Agriculture Organization of the United Nations (FAO)</td>
<td>30</td>
</tr>
<tr>
<td>EU Projects</td>
<td>31</td>
</tr>
</tbody>
</table>
PROJECTS
AND EVENTS
A Provincial Coordinators Meeting was held with the participation of provincial coordinators from the 20 provinces currently included in the project. Didem Demirkaya from the General Directorate of Basic Education of the Ministry of National Education also attended the meeting, which was held online due to restrictions caused by the pandemic. The moderator of the meeting was project consultant Prof. Dr. Hüünkär Korkmaz. At this meeting we discussed progress of the project prior to the pandemic, how best to manage input during the pandemic and our plans for developing the project post-pandemic.

The Balanced Nutrition Education Project is now active in 20 provinces...

We launched the Balanced Nutrition Education Project back in 2011, targeting school children with a view to instilling good habits that can be sustained throughout life. The Project has been continued during the last 9 years with great enthusiasm and devotion. It has been continuously enhanced with annual innovations, and each year new students, parents and teachers have been introduced to the concept of balanced and healthy nutrition. In this manner we continue to reach millions of people in many cities across Turkey.

Diyarbakır, Mardin, Malatya, Adıyaman, and Elazığ provinces joined our project this year. Thus, the Balanced Nutrition Education Project is now meeting with students, teachers and parents in a total of 20 provinces. Our project has reached over 6 million students, teachers and parents to date. The concept of balanced and healthy nutrition and physical activity is explained by means of a range of fun and educational activities and materials.

The “Stay Active” module, which was added to the Balanced Nutrition Education Project last year, has now become an integral element of the project. Children on the project now start the day with a routine of 10 minutes of physical activity. The project was initially developed by the International Life Sciences Institute under the name “Take 10” and implemented in countries such as the USA, China and Thailand.

2019-2020 ACADEMIC YEAR NEW PROVINCES MEETING

January 7-8, Diyarbakır

As the new academic year was about to begin, we came together with the representatives of our five newly-joined provinces in Diyarbakır. Provincial coordinators, school principals, Didem Demirkaya from the Ministry of National Education General Directorate of Basic Education and project consultant Prof. Dr. Hüünkär Korkmaz participated in the meeting. Talat İçöz, President of our Foundation opened the meeting with a welcoming speech. During the following two days we then had the opportunity to explain the details of the Balanced Nutrition Education Project to participants, and to familiarize them with the available resources.

PROVINCIAL COORDINATORS MEETING

May 29, Online Meeting

A Provincial Coordinators Meeting was held with the participation of provincial coordinators from the 20 provinces currently included in the project. Didem Demirkaya from the General Directorate of Basic Education of the Ministry of National Education also attended the meeting, which was held online due to restrictions caused by the pandemic. The moderator of the meeting was project consultant Prof. Dr. Hüünkär Korkmaz. At this meeting we discussed progress of the project prior to the pandemic, how best to manage input during the pandemic and our plans for developing the project post-pandemic.

www.yemektedenge.org
Web Site Was Renewed!

The website of our project is online with its new look and enhanced content...

Comprehensive information on the Balanced Nutrition Education Project is available on the website. It also includes sections with content to aid students and teachers. In addition, our teachers can log on to the Balanced Nutrition teacher portal on to obtain the latest information on the project.
Thanks to iGrow, it is now very easy to track the growth and development of our children. The App also compares their development with that of their peers, from infancy onwards.

iGrow is available for use on smartphones and tablets. It enables parents to easily track aspects concerning their children from feeding to physical activity. In addition to the application itself, via igrow.sabriulkerfoundation.org, mothers have the opportunity to address their questions to experts, and access delicious and healthy recipes.

Nutritional habits have a long-term impact on our life expectancy and quality of life. A balanced and nutritionally sound diet improve our quality of life and enhance our resistance to disease. Taking this into account we have published a range of recipes offering balanced nutrition and which, are rather easy to prepare and cook and are both nutritious and delicious. With Balanced Nutrition Cuisine, “What should I cook today?” it’s plain sailing all the way. Balanced Nutrition Cuisine recipes can be accessed via our Foundation’s website https://sabriulkerfoundation.org/tr/.

**BALANCE IN THE CUISINE PROJECT**

Healthy and innovative interpretations of traditional recipes

A brand new and exciting initiative for 2020 has been to implement the Balance in the Cuisine Project. Here, our aim is to reinterpret traditional and classical recipes of Anatolian Cuisine, adapting them to conform to a balanced and healthy diet.

We have collaborated with Sahrap Soysal on the Balance in the Cuisine Project. The main purpose of this project has been to publish a book under the leadership of Sahrap Soysal that includes healthy recipe alternatives specific to the provinces where the project is implemented. The book contains three recipes from each of the 20 cities where the Balanced Nutrition Education Project is active. Sahrap Soysal’s videos showing how to prepare ten of these recipes have been featured on our Foundation’s YouTube and Instagram pages. In addition to the signature days to be held in 2021 when Sahrap Soysal will be signing her book, she will also meet with parents and students who have participated in the Balanced Nutrition Education Project.

**What’s in the Balance in the Cuisine Project dishes?**

| Details that will make the dishes healthier, such as fat, sugar ratio and cooking method, have been added to the recipes. | Original ingredients were maintained in the dishes selected for the Balance in the Cuisine Project. | Rather than the classic famous dishes of the cities, tastes that have disappeared or have not been showcased, featured in the book. |

**HEALTHY AND DELICIOUS RECIPES IN THE BALANCED NUTRITION CUISINE**

Healthy and innovative interpretations of traditional recipes

Nutritional habits have a long-term impact on our life expectancy and quality of life. A balanced and nutritionally sound diet improve our quality of life and enhance our resistance to disease. Taking this into account we have published a range of recipes offering balanced nutrition and which, are rather easy to prepare and cook and are both nutritious and delicious. With Balanced Nutrition Cuisine, “What should I cook today?” it’s plain sailing all the way. Balanced Nutrition Cuisine recipes can be accessed via our Foundation’s website https://sabriulkerfoundation.org/tr/.

**iGROW**

Let iGrow keep track of the progress of children’s development

Thanks to iGrow, it is now very easy to track the growth and development of our children. The App also compares their development with that of their peers, from infancy onwards.

iGrow is available for use on smartphones and tablets. It enables parents to easily track aspects concerning their children from feeding to physical activity. In addition to the application itself, via igrow.sabriulkerfoundation.org, mothers have the opportunity to address their questions to experts, and access delicious and healthy recipes.
October 22, Online

The winner of the “Sabri Ülker Science Award” was announced in an online ceremony on October 22nd. We also celebrated the 10th anniversary of our Foundation during this event. In his introduction to the ceremony our Chairman, Dr. Talat İçöz emphasized, with a sense of pride, our ongoing commitment to encouraging the development of young Turkish scientists.

This was the sixth year of the Sabri Ülker Science Award. The judges of the award are seeking to recognise innovation in the fields of nutrition, metabolism and public health. This year’s award was given to Elçin Ünal, Associate Professor from the Department of Molecular & Cell Biology at the University of California, Berkeley, for her research into how damage sustained by cells as a result of ageing can be treated naturally.

The ceremony also included presentations by the academicians who had won the award in previous years.

THE “FOR ACCURATE SCIENCE” PLATFORM

We provide the public with accurate, up-to-date science-based information on food, nutrition and lifestyles

Thanks to our ease of access to the Internet, we do not hesitate to diagnose ourselves and those around us, perhaps jeopardizing our health in the process. During the COVID-19 pandemic we have come to better understand that false information may have serious negative consequences, and that not everything we hear and read about our health is true. Our “For Accurate Science” Platform aspires to set the record straight, disseminating only scientifically validated information and doing so in a format that is readily understandable by our target audience. This is the first digital scientific platform to have been launched in Turkey focusing on health and nutrition.

Our “For Accurate Science” Platform features articles addressing aspects of nutrition and healthy lifestyles. The most up-to-date and relevant scientific articles published each week are shared with members of the press, as well as scientists and the public at large. Scientific articles in English are also available on our Foundation’s website sabriulkerfoundation.org/en under the heading “For Accurate Science”.

“For Accurate Science” publications address a wide range of topical subjects relevant to an international audience

Four volumes have been published this year under the auspices of the “For Accurate Science” Platform. Each of these addresses a range of subjects relevant to today’s consumers. For example, subjects covered in the first volume include: “Hidden Hunger; How does it threaten public health?”, “Healthy Cooking Method Confusion: Frying or Boiling?”, and “The Relationship between Nutrition and Diabetes: Does Fatty Fish Consumption Trigger Diabetes?”. The second book covers the subject of salt, sugar and coffee consumption. Highlights of the third book include: “Are fermented foods and drinks also probiotics?”, “What role do our intestines play in our health?”. The 4th book in the series sheds light on the issue of intermittent fasting, Books in the “For Accurate Science” series can be accessed at https://bilimbunukonusuyor.sabriulkerfoundation.org/pdf/bilimbunukonusuyor4kitap.pdf.
SABRİ ÜLKER FOUNDATION PUBLICATIONS

In addition to the “For Accurate Science” series we have launched the Sabri Ülker Foundation Publications initiative during the last year. Again, the primary objective is to convey accurate scientific information in the field of nutrition and healthy living to all.

We have published a book entitled “Hype”, which has become a best seller in several countries. In Turkey it was launched under the title: “False Information in Medicine and Health”. We organized a launch in Istanbul with the participation of medical doctor Prof. Ali Atıf Bir moderated a question and answer session.

Our Foundation has also published books aimed at children, including the “Store Up Health” and “Why” series. Much useful information is conveyed to the children whilst they are having fun.

Addressing the Question of “False Information in Medicine and Health”...

How True Is What You Know About Healthy Living?

With rapidly developing communication channels, a plethora of information is now at our disposal. We all become our own physicians first and foremost where healthy living, diseases and treatments are concerned. By searching the Internet when we show the slightest symptoms or when in doubt, we are able to instantly access a myriad of information. So how can we distinguish fact from fiction?

In her book “Hype”, Dr. Nina Shapiro MD explains conspiracy theories such as those which abound in health circles, and important concepts such as causality versus correlation, and what constitutes a useful and well-designed study. Is there such a thing as the scientifically proven best diet? Is gluten that bad? Can detox be toxic? When does organic go to “extreme”? Some of the most popular questions regarding health and nutrition are addressed. The book reveals what is real and what is not real in relation to many health issues.

Dr. Shapiro has over twenty years of experience in both clinical and academic medicine at Harvard and UCLA. She takes an in-depth look at everything from exercise to supplements, diets to alternative medicines, as well as health and nutrition. Dr. Shapiro describes her book as an attentive, reliable guide to becoming an open-minded health consumer and patient, keeping people alert to the truth about popular health advice.

A core belief of the Sabri Ülker Foundation, is that a healthy and active lifestyle is best instilled in children from an early age. Hence, we have given priority to the education of children in our Sabri Ülker Foundation Publications. Most recently we have published six books in the “Why” series aimed at children over 4 years of age. The books address the questions: Why I Cry, Why I Have Saliva in My Mouth, Why Do I Grow Up, Why Do I Pee, Why Does My Skin Peel, and Why Do I Sneeze. They help the children learn about human anatomy via a fun narrative.

Another series we have published is called “Store Up Health”. There are 4 books in this series called ‘Water’, ‘Sleep’, ‘Food’ and ‘Body Temperature’. The “Store Up Health” series was written by Harriet Brundle and translated into Turkish by Ezgi Faturacı. It presents basic information on health and nutrition to children utilizing the STEM (Science, Technology, Engineering and Mathematics) Education system.
NATIONAL AND INTERNATIONAL CONGRESSES AND EVENTS
NATIONAL AND INTERNATIONAL CONGRESSES AND EVENTS

9th NATIONAL HEALTHY LIVING E-CONGRESS

October 8-11, Online

Begüm Mutuş, General Manager of our Foundation, delivered a presentation entitled “Best Practice Example in Corporate Nutrition Strategy: Sabri Ülker Foundation Health & Wellness Centre” at the 9th National Healthy Life E-Congress organized by Acıbadem Mehmet Ali Aydınlar University. Our Corporate Nutrition Consultancy initiative has seen great success during the last year. Some 298 Yıldız Holding employees enrolled in the Healthy Living Centre. Of these, 98 individuals reached their ideal weight, and a cumulative 126.70 kg weight loss was achieved during the year.

The E-congress was attended by many academicians, dieticians, healthcare professionals and students and our presentation “Best Practice in Corporate Nutrition Strategy: Sabri Ülker Foundation Health & Wellness Centre” attracted considerable interest.

On the first day of the Conference, we focused on the most up-to-date information on nutrition during the COVID-19 period and on the second day we considered how best to achieve media literacy and ensure accurate communications on relevant issues, accessible to the target audiences.

Who spoke at the conference?

• Professor K. Vish Viswanath of the Health Communication Department of the T. H. Chan School of Public Health, Harvard University. He has been awarded the "Outstanding Health Communication Researcher Award" by the International Communication Association in 2010 for his research on health communications;
• Professor Klaus Grunert, Director of Aarhus University’s MAPP Research Centre, who, in his book entitled "Consumer Trends and New Product Opportunities in the Food Sector", emphasized that consumers prefer not only delicious and healthy food products, but also sustainable and original ones;
• Roy Ballam, Managing Director and Head of Education at the British Nutrition Foundation who, in his book entitled “Where next for food education?” pointed out the deficiencies in proper nutrition in the pandemic and how to achieve optimum nutrition during the COVID-19 period and on the second day we considered how best to achieve media literacy and ensure accurate communications on relevant issues, accessible to the target audiences.

NUTRITION AND HEALTH COMMUNICATION CONFERENCE

November 17-18, Online

How can we ensure optimum nutrition and media literacy during the COVID-19 pandemic?

In November our Foundation hosted the fourth in a series of International Nutrition and Health Communication Conferences. This year the event was held online, attracting some 8,000 participants both live and subsequently via the recorded proceedings. World renowned scientists covered a variety of subjects including how to achieve optimum nutrition during the COVID-19 pandemic and how to achieve media literacy and accurate and relevant communications.
schools and advocated that the curriculum should include more courses on nutrition and food for children’s health;
• Prof. Dr. Deniz Ülke Arıboğan of the Faculty of Humanities and Dean of Social Sciences, Üsküdar University and a senior member of the CRIC Centre, Oxford University, who stated that information pollution misleads the public not only in the field of public health, but also in many matters concerning society. She is active in the field of economy and politics, and concentrates her studies on political psychology;
• Prof. Dr. Ali Atıf Bir Founder of the Communication and Business Sciences Institute, Anadolu University;
• Dr. Ayşegül Selsık, FAO Turkey Deputy Representative, and
• Dilara Koçak, FAO supporter and Nutrition and Dietary Expert.

**We heard about strategies for optimum nutrition during the COVID-19 pandemic from the experts**

During the COVID-19 pandemic, key issues such as the immune system, chronic diseases, emotional hunger, popular diets, food literacy and misconceptions were discussed by experts in the light of recent developments:
• Prof. Dr. Serhat Ünal, Head of Department of Infectious Diseases and Clinical Microbiology and Vaccine Institute Director of Hacettepe University Faculty of Medicine,
• Prof. Dr. Hans Konrad Biesalski, Head of the Department of Biological Chemistry and Nutrition and Food Safety Center at Hohenheim University,
• Prof. Dr. Julian D. Stowell, Member of the Sabri Ülker Foundation Science Committee,
• Prof. Dr. H. Tanju Besler, Vice President of İstinye University and Faculty of Health Sciences Faculty of Nutrition and Dietetics
• Prof. Dr. Temel Yılmaz, President of the Turkish Diabetes Foundation
• Prof. Dr. Ali Atıf Bir, Founder of the Communication and Business Sciences Institute, Anadolu University;
• Dr. Ayşegül Selisik, FAO Turkey Deputy Representative, and
• Dilara Koçak, FAO supporter and Nutrition and Dietary Expert.

Registration for the event was free on the website [https://nutritionconference.sabriulkerfoundation.org/](https://nutritionconference.sabriulkerfoundation.org/).
COMMUNICATION ACTIVITIES
We have provided corporate nutrition consultancy to over 1,500 employees over the past three years. We informed 65,000 of our employees about relevant issues concerning nutrition and healthy living and highlighted where misinformation has been communicated.

As part of the Health & Wellness Centre Project:

- We have provided corporate nutrition consultancy to over 1,500 employees over the past three years. We informed 65,000 of our employees about relevant issues concerning nutrition and healthy living and highlighted where misinformation has been communicated.
- In 2020, we held meetings where we consulted with 298 individuals.
- 98 people reached their ideal weight in 2020, and the group lost a total of 126.70 kg.

What is the most common nutritional problem that we see among our employees?

- Most counselees complain about trying many diets before, perhaps, achieving a worthwhile weight loss, only to regain all the weight they lost, or indeed gain more weight than before.
- One of the most encountered problems relates to the sustainability of a healthy diet.
- The most common nutritional problem is found to be the tendency of starting the day without a breakfast, then having a full and carbohydrate-heavy lunch, and after that starving the body until late in the evening and on returning home, leaning more towards packaged takeaway.
- Close to bedtime and late-night eating habits, plus stress-related eating is another nutritional problem we often encounter.
- Lack of regular and quality sleep is another problem that we frequently see that directly impacts nutrition.

Nutrition advice for our colleagues...

Corporate nutrition counselling plays a key role for employees in encouraging them to live a consistently healthy life. Some counselees are now able to balance their blood sugar, which they had formerly done through a combination of diet and drugs, with a lower dose of medication, while others even discontinue their medication totally. Certain counselees increase their muscle mass and lower their fat mass.

Nutrition is as personal as our fingerprints. For this reason, every factor from age, weight, lifestyle, medications, chronic diseases, and physical activity to sleep hours, directly affects the nutrition of each of our colleagues. This underlines the importance of applying a personalized nutrition programme and nutrition education together with detailed monitoring and evaluation. When all these factors are taken on board, success is forthcoming.

HEALTHY TALKS

In our “Healthy Talk” Series we invite experts to inform us about topical and relevant issues and share the information we have learnt with the public.

How to Eat Healthily During the Month of Ramadan?

May 6, Online

This year, the first event in our “Healthy Talk” series, was entitled “How to Eat Healthily During the Month of Ramadan?”. The talk was given by Prof. Dr. H. Tanju Besler of the Faculty of Health Sciences and Faculty of Nutrition and Dietetics and Vice Rector of İstinye University. Prof Besler is also a Member of the Sabri Ulker Foundation Science Committee. Besler gave participants nutrition advice specific to the Ramadan period and also held a question and answer session.
SABRİ ÜLKER FOUNDATION IN THE MEDIA

As of December 14

PRINTED PRESS
510 News

INTERNET
3.160 News

TV
17 Minutes 7 Seconds

TOTAL ACCESS
32.244.571 People
WEB SITES
## DIGITAL MEDIA IN NUMBERS

<table>
<thead>
<tr>
<th>Category</th>
<th>Visitors</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabri Ulker Foundation</td>
<td>352,993</td>
<td>483,831</td>
</tr>
<tr>
<td>Balanced Nutrition</td>
<td>66,737</td>
<td>107,099</td>
</tr>
<tr>
<td>Balanced Nutrition Cuisine</td>
<td>10,952</td>
<td>5,107</td>
</tr>
<tr>
<td>Balanced Nutrition Test</td>
<td>10,463</td>
<td></td>
</tr>
<tr>
<td>For Accurate Science</td>
<td>156,190</td>
<td>171,840</td>
</tr>
<tr>
<td>iGrow</td>
<td>40,932</td>
<td>48,791</td>
</tr>
</tbody>
</table>

**Most watched video**
For Accurate Science Talks 6 with Prof. Beste Özbey Sadiç

**Most viewed article**
How does kefir improve our health?

---

**As of 31 November**

WITH OUR SOCIAL MEDIA ACCOUNTS

17,050,422 People

---

*Figures are up to December 15th.*
NATIONAL AND INTERNATIONAL COOPERATIONS
We cooperated with the United Nations Food and Agriculture Organization (FAO), and started food literacy trainings

A primary goal of our Foundation is to contribute to the growth of healthy and health conscious generations. In this context, we launched a brand-new project to teach children of primary school age about healthy nutrition. In a first for Turkey, we will cooperate with the United Nations Food and Agriculture Organization (FAO) on this issue, contributing to the education of preschool and primary school students on food literacy. We have integrated this project into our flagship Balanced Nutrition Education Project. Thus far we have raised awareness of nutrition in over 6 million students, teachers and parents in 20 cities across Turkey. In cooperation with the FAO, age appropriate educational materials on food literacy prepared by the FAO will be provided to children in schools where the Balanced Nutrition Education Project is being conducted. Through these trainings we aim to raise awareness on food and nutrition among children through the fun of asking questions and gameplay. In these trainings, children will be introduced to all kinds of scientific information about healthy food selection, energy value and nutrient content on food labels. The traditional, cultural and ecological dimensions of nutrition, as well as the preparation of food and beverages, and cooking will also be included.

Our activities have been featured in the Karger Journal, a prestigious publication in the world of science

Our article “The Nutrition and Health Communication Education Program and For Accurate Science Project of Sabri Ülker Foundation: Initiatives from Turkey” was published in Karger Journal’s World Review of Nutrition and Dietetics. In the article, we explain how to prevent consumers from receiving misinformation on food, nutrition and health issues through a wide variety of media channels, including TV, radio, newspapers, the Internet and social media.

Our Foundation seeks to disseminate the most appropriate information from reference institutions on health and nutrition. We achieve this via a variety of means including “Science Talks” and via training programmes. Each year since 2017 we have hosted a 2-day training programme for media professionals with the objective of giving attendees a better understanding of nutrition science and science communications. We have explained to delegates how to access the most appropriate information in the field of nutrition and health, and how to determine which information can best be relied upon. Our training programme has been identified as a good example of best practice and it has now been featured in an article in Karger journal, a prestigious publication in the world of science. In this article, we have discussed the importance of seeking out the most appropriate information and communicating this in a manner that can be understood by the target audience. As an example, popular diets, whilst providing faster weight loss results, may actually have negative effects on health by causing hidden hunger in the short and long term.

EIT Food

EIT Food is an organization that works to create a sustainable, reliable and healthy Food system. It is supported by the European Institute of Innovation & Technology (EIT) within the European Union. Our cooperation with EIT Food has begun as a network partner.

About EIT Food;

EIT Food targets 6 strategic objectives aiming to reach an innovative community in which the consumer is actively involved;

1. The trust of low-income consumers - targeting European citizens who adopt the smart food system,
2. Providing health-beneficial foods for healthier food consumption,
3. Creating a consumer-centric environment connected to the food system, providing a digital food support network for both consumers and businesses,
4. Developing solutions for transition from the traditional produce-use-waste model to a circular bio-economy model within the scope of sustainability,
5. Providing innovative, developmental and participatory education - providing students, entrepreneurs and professionals with advanced training programs to gain “food system” skills,
6. Facilitating food entrepreneurship and innovation.

EU PROJECTS

HORIZON 2020

We are working on a project to bridge agriculture with food producers and consumers

Our Foundation applied to the “Horizon 2020” European Union Research and Innovation Programme -aimed at bridging agriculture with food producers and consumers – with a project entitled “Innovative Food Procurement”. This has been accepted and we have received a grant of 133 thousand Euros for our project, which is planned to start in January 2021 and span 36 months. We are proud to be the first and only partner from Turkey to have taken part in this project.