



SABRİ ÜLKER  
FOOD RESEARCH  
FOUNDATION

# 2016

SABRİ ÜLKER  
FOOD RESEARCH FOUNDATION  
**ANNUAL  
REPORT**





SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# ANNUAL REPORT 2016

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SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# ACTIVITIES AND EVENTS

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# BALANCED NUTRITION EDUCATION PROJECT SUMMARY

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## 1

*Turkey's most comprehensive nutrition education project, launched in the 2011-2012 school year, began to be implemented in 2016-2017 for all grades, from pre-school and first grade in primary education up to grade 4 (7 to 10 years old).*

## 2

*The balanced nutrition education project reached 1.5 million children, parents, and teachers in its first five years, and was extended to 150,000 new pupils at the beginning of the 2016-2017 school year.*

## 3

*The message of the balanced nutrition education project reaches not only students receiving education in pilot schools and their families, but people in every segment of society through public service ads, websites, social media, and national and international meetings.*

## 4

*This year, the balanced nutrition education project has also involved children from the theatre stage. A play with a script built around the balanced diet and healthy lifestyle messages of the education project is being performed by the İdil Yazgan theatre company.*



“Balanced Nutrition,” Turkey’s most comprehensive and sustainable nutrition education project, was launched in 2011 with the objective of contributing to improvements in public health. This project fits in well with the mission of the Sabri Ülker Food Research Foundation, which is “to help raise awareness about healthy food choices healthy nutrition, and a healthy lifestyle.”

Nutritional issues abound both in Turkey and around the world. Improved nutrition education is one clear strategy to help alleviate the problems. The British Nutrition Foundation (BNF), which celebrates its 50th anniversary in 2017, is pre-eminent in implementing nutrition education programmes within the United Kingdom. Our Foundation has made an agreement with the BNF which gives us access to state-of-the art nutrition education tools which we have been able to adapt for the local situation in Turkey.

Prof. Tanju Besler, Ph.D., a member of the Sabri Ülker Food Research Foundation Science Committee, has been in charge of developing the content of a programme designed to positively impact our children’s futures.

Assoc. Prof. Hünkar Korkmaz, Ph.D., Director of the Continuous Education Centre at Hacettepe University, has adapted the programme to fit with the schools’ curriculum in Turkey.

The project emphasizes the importance of eating everything in moderation to achieve good health. The Ministry of National Education has been involved and the programme has reached both children and parents directly. In the 2011-2012 school year, the Balanced Nutrition Education project began with one-hour sessions every week for second, third, and fourth graders in pilot schools across several provinces of Turkey.

Children participating in the Balanced Nutrition Education Project learn healthy eating habits with the help of the “Healthy Nutrition Plate.” This device shows which foods belong to which nutritional groups and how much of each to eat. Pupils also learn the benefits of an active lifestyle and hygiene guidelines.

Since its inception, the number of schools and provinces taking part in the initiative has continued to increase. Moreover, the ideas of the

## ACTIVITIES AND EVENTS



Balanced Nutrition Education Project have reached students and parents beyond the participating schools, through the public service ad “Lüp Lüp,” broadcast on television throughout 2016.

The behavioural changes in children who took part in the Balanced Nutrition Education Project have been studied in two separate scientific research projects..

The first was a Nutrition Test, created with the collaboration of the University of Hohenheim. Both teachers and students undertook this test before and after the project.

The second research project was based on a Food Frequency and Amount Questionnaire, conducted with the Nutrition and Dietetics Departments of Ege, Erciyes, and Marmara Universities. The results of the research were presented by the Sabri Ülker Food Research Foundation in September 2016 at the International Congress of Dietetics in Granada, Spain. Positive changes in the eating habits of children who took part in the project were noted. Improvements in physical activity levels were also recorded.

At the start of the 2016-2017 school year, the project was expanded to incorporate preschoolers and first grade students, reaching out to 150,000 new children.

### Balanced Nutrition Education Project Book

The Balanced Nutrition Education Project has reached over 1.5 million children, educators, and families in its first five years. In its fifth year, the Sabri Ülker Food Research Foundation has compiled a book summarizing the story so far.

The publication includes all activities from the beginning of the Balanced Nutrition Education Project to the present day; its current stage; evaluations undertaken by teachers and Science Committee members who contributed to the project, as well as those of parents and children participating in the project; and associated scientific research.

The Balanced Nutrition Education Project book was translated into English and distributed to participants at the International Congress of Dietetics in Granada, Spain.

The volume was also shared with all the educators involved in the project.



## The Balanced Nutrition Education Project has been Recognized as the Best Social Responsibility Campaign

MediaCat Magazine's annual Felis Awards recognize quality and creativity in advertising, media planning, and public relations.

The Balanced Nutrition Education Project of the Sabri Ülker Food Research Foundation won the Felis 2016 award for "Best Corporate Social Responsibility Campaign" in the Health Communication category.



## Balanced Food Education Project Food Frequency and Amount Questionnaire

- Research was conducted to determine the frequency and volume of nutrient consumption of students aged 7-9 enrolled in the Balanced Nutrition Project between 2014 and 2015.
- The results of the research indicated increased consumption of eggs, milk and other dairy products, grains and pulses, and fruit and vegetables following the programme. The frequency of student physical activity increased, and obesity rates decreased.





## ACTIVITIES AND EVENTS

The Sabri Ülker Food Research Foundation instigated a Food Frequency and Amount Questionnaire to measure the effects of the Balanced Nutrition Project. The study was coordinated by Prof. Tanju Besler, Ph.D., a member of the Sabri Ülker Food Research Foundation Science Committee, and carried out by academics from Ege, Erciyes, and Marmara Universities. It analyzed the changes and developments in children's eating habits as well as their physical activity levels.

The study involved students aged 7-9 who were enrolled in the Balanced Nutrition Project between 2014 and 2015.

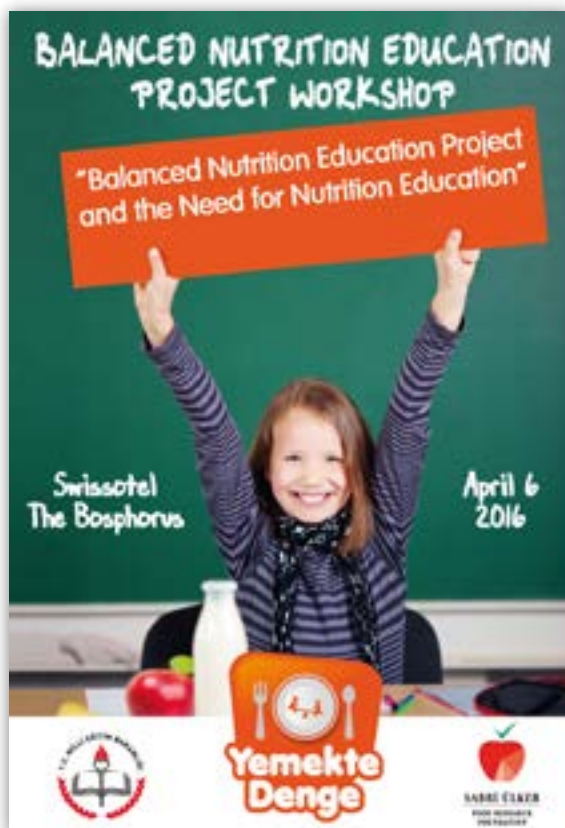
Six hundred and eighteen students in Kayseri, Istanbul, and Izmir took part in the research before and after the project.

- *The weight profiles of both male and female students were improved relative to World Health Organization standards. This means that the students were less likely to be overweight than before the programme.*
- *Daily consumption of eggs, milk and other dairy products, grains, and fruit and vegetables increased significantly.*
- *The frequency of physical activity increased.*



## Balanced Nutrition Workshop

- The first workshop entitled: “The Balanced Nutrition Education Project and Necessity of Nutrition Education” took place on April 6, 2016. Prof. Tanju Besler, Ph.D., shared the preliminary results of the Food Frequency and Amount Questionnaire.
- Roy Ballam, Education and IT Director at the British Nutrition Foundation (BNF), explained the implementation of the “Food – a fact of life” project, which communicates the guidelines for balanced nutrition to nearly 3 million children across the England and Wales.
- Paula van Dommelen, Ph.D., a statistician from The Netherlands Organisation for Applied Scientific Research (TNO), provided an overview of its education programme for children aged 6-10 in 12 regions along the German-Dutch border. Dr.Dommelen also discussed the impact of this education project on Turkish children, who live in Germany and the Netherlands. This education project has also successfully been implemented both in Poland and China.
- The 2014-2015 Balanced Nutrition Education Project Best Practices Competition awards were presented to teachers at a ceremony during the Balanced Nutrition Workshop. The



workshop focused on the impact of early education on the development of healthy nutrition and lifestyle habits.

In 2016, the Sabri Ülker Food Research Foundation launched the first Balanced Nutrition Workshop, titled “The Balanced Nutrition Education Project and Necessity of Nutrition Education.”

The opening speech of the event was delivered by Gülderen Özdemir, Head of the Research, Development and Projects Department at the Republic of Turkey Ministry of National Education General Directorate of Primary Education. The participants of the workshop included Begüm Mutuş, General Manager of the Sabri Ülker Food Research Foundation;

## ACTIVITIES AND EVENTS

Prof. Tanju Besler, Ph.D., a member of the Sabri Ülker Food Research Foundation Science Committee; Roy Ballam, The British Nutrition Foundation (BNF) Education and IT Director; and Paula van Dommelen, Ph.D., Statistician at the Netherlands Organisation for Applied Scientific Research (TNO).

Prof. Besler, a member of the Sabri Ülker Food Research Foundation Science Committee, shared the preliminary results of the Food Frequency and Amount Questionnaire.

BNF Education and IT Director Roy Ballam shared data from children's health questionnaires being conducted in England and Wales as a part of education initiatives of the foundation. Ballam reported that one out of every five British children in the 4-5 age group, and one out of three children in the 10-11 age group, is either overweight or obese. The rate of obesity among adults rose to 25 percent between 2010 and 2012, compared to 14 percent for men and 17 percent for women between 1993 and 1995.

Ballam emphasized the importance of the position of food and nutrition topics within the British school curriculum. He described the implementa-

tion of the "Food – a fact of life," project. This project has conveyed the principles of balanced nutrition to 3 million children in primary schools throughout the U.K. It was developed, with the support of the BNF, to find solutions to the rising rates of obesity and unhealthy weight.

Paula van Dommelen, Ph.D., a statistician from TNO, provided an overview of an education project implemented in 12 regions along the German-Dutch border for children aged 6-10. Dr.Dommelen also discussed the impact of this education project on Turkish children, who live in Germany and the Netherlands. This education project has also successfully been implemented both in Poland and China. She provided details of this multi-tiered initiative that covers physical activity, nutrition, public health, and the development of the physical environment.

The 2014-2015 Balanced Nutrition Education Project Best Practices Competition awards were presented to teachers at a ceremony during the Balanced Nutrition Workshop. The workshop focused on the impact of early education on the development of healthy nutrition and lifestyle habits.



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## Training the Trainer

- *The second step of the Balanced Nutrition programme involved training school authorities. This was rolled out in 10 provinces, involving 1,000 teachers.*
- *Training sessions were held prior to the start of the 2016-2017 school year. Information on healthy diets and lifestyle habits, was provided to the teachers who were also advised on how to utilize the educational materials.*

Every year, a special training programme is offered to teachers as part of the Balanced Nutrition Education Project. This “Train the Trainer Programme” will continue over the 2016-2017 school year. The training sessions began in Istanbul in October and will eventually reach 1,000 teachers from 10 provinces.

In the October Train the Trainer session, provincial coordinators and branch managers of the Provincial Directorates of the Ministry of Education received training from Prof. Tanju Besler, Ph.D., member of the Sabri Ülker Food Research Foundation Science Committee, and Assoc. Prof. Hünkar Korkmaz, Ph.D., a member of the Education Programmes Department at the Faculty of Educational Sciences at Hacettepe University.

Under the Train the Trainer Programme, provincial coordinators and branch managers will then train the trainers who will implement the project in the 10 provinces. Detailed training sessions on nutrition and the use of education materials will continue throughout the year.

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## Educational Tools

The Balanced Nutrition Education Project Education Materials were categorized according to the education levels of second, third, and fourth graders and distributed to schools in the 2014-2015 school year. With the inclusion of preschoolers and first graders were included in the Balanced Nutrition Education Project for the first time in the 2016-2017 school year. Education materials suitable for these age groups and corresponding teacher handbooks were distributed to schools.

The materials presented to teachers of all grades involved in the Balanced Nutrition Education Project are as follows:

### Teacher's Handbook

**Posters:** Map of Turkey and the World, Healthy Nutrition Plate, Healthy Nutrition Plate Food Groups, What Is in Food, My Healthy and Strong Bones.

**Food Cards:** Turkey Cards, World Cards, Food Group Cards

**Presentations:** Healthy Nutrition Plate, Cleanliness, Hygiene and Food Safety, Why Should We Drink Plenty of Fluid?, Why Should We Take Care of Our Teeth?, Why Should We Be Active?

**Activity Books:** Puzzles, Riddles, Painting Books

## ACTIVITIES AND EVENTS



**Activity Pages:** I Have an Active Life, My Activity Diary, My Food Diary, I Brush My Teeth, My One Meal a Week, The Musculoskeletal System, How Much Water Do I Drink?, My Story.

Materials for teachers are also available at [www.yemektedenge.org](http://www.yemektedenge.org)

### Balanced Nutrition Theatre

This year, the balanced nutrition education project is also reaching out to children from the theatre stage. A play with a script built around the balanced diet and healthy lifestyle messages of the education project is being performed by the İdil Yazgan theatre company. The show presents the main messages of the Balanced Nutrition Programme via interactive activities and games, ensuring that the children learn whilst having fun. Balanced Nutrition Theatre performances were staged for students in Istanbul, Trabzon, and Antalya at the beginning of the 2016-2017 school year. The project will continue in other cities in 2017.







## Best Practices and Painting Contest

- Every year, the Sabri Ülker Food Research Foundation organizes a “Best Practices” competition for teachers and a “Balanced Nutrition Painting Contest for Students” every year with the assistance of the Ministry of National Education Directorate of Primary Education to promote the best practices of teachers and encourage students to learn about Balanced Nutrition while having fun and then put it them into practice .
- Awards for the painting contest held in the 2015-2016 school year were presented to the students at ceremonies held at the Provincial Directorates of National Education, and teachers received their awards for the best practices competition at the Balanced Nutrition Workshop.

Every year, the Sabri Ülker Food Research Foundation organizes a “Best Practices” competition for teachers, and a “Balanced Nutrition Painting Contest” so that students can learn about healthy diets whilst having fun.

The awards for the winners of the 2014-2015 “Best Practices” competition were presented at the Balanced Nutrition Education Project Workshop held in Istanbul on April 6, 2016.

Second, third, and fourth grade students from 500 schools across 10 provinces of Turkey took part in the “Balanced Nutrition Painting Contest,” organized to help transform nutrition information for students into healthy lifestyle habits. In every region, the Ministry of National Education selected an impartial judging panel to decide the winners. The third award was a digital camera, the second was a bicycle, and first award was a KidZania ticket.

“Balanced Nutrition Painting Contest” awards were handed out at ceremonies held at the Provincial Directorates of National Education, attended by Provincial Directors of National Education, teachers of students who performed well in the competition, school principals and vice principals involved in the project, branch managers, provincial coordinators, and the Sabri Ülker Food Research Foundation representatives.

## ACTIVITIES AND EVENTS

# iGROW APPLICATION

### 1

The iGrow Application generates a growth curve based on a child's height and weight in comparison with World Health Organization (WHO) guidelines. Based on these parameters, daily advice is then provided. The iGrow application has been adapted by the Sabri Ülker Foundation to Turkish society and nutritional habits. The content can be downloaded free of charge on smartphones.

### 2

Parents can download the app onto their smartphones and enter the data of as many children as they wish.



### 3

So far the iGrow app has been downloaded over 11,000 times.



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In June 2016, the Sabri Ülker Food Research Foundation introduced a new free app, iGrow, for parents keeping track of their child's development.

iGrow was developed by the Netherlands Organisation for Applied Scientific Research (TNO), iGrow was brought to). And Turkey, is only the nextsecond country to benefit from the app.where iGrow is available. The app, available on smartphones and tablets, allows families to monitor the physical development of their children and receive daily advice.

The app's content was adapted to the nutritional habits of Turkish society.

It creates a growth curve based on the child's height and weight in comparison with World Health Organization (WHO) guidelines. It also provides data from the WHO on the relationship between body weight and height in babies and children. The application facilitates the early detection and treatment of risks regarding the child's development. The application provides analyses on developmental stages in infancy, childhood, and adolescence, and can track growth from infancy until age 18.

iGrow provides parents with brief recommendations for the child's physical activity and nutrition under the "Daily Tip" heading.

Under "Agenda," the child's first steps and special days can be recorded, and vaccinations can be followed in the "Vaccination Schedule" section.

Other features added with the latest update include the best-loved and the most listened to lullabies for children. Under "Menu Recommendations" can be discovered special recipes and healthy menu options for children aged 12-48 months.

As of today the iGrow app has been downloaded over 11,000 times.



## Sleep Little Baby

This application now includes lullabies. Children will be soothed and sleep more comfortably now.

## ACTIVITIES AND EVENTS

### In-Season Cuisine



- Since “In-Season Cuisine” was launched on the Sabri Ülker Food Research Foundation website in December 2015, it has become a trusted guide for tasty and healthy meals.
- In-Season Cuisine offers recipes, also providing the calorie values and recommended daily intakes per serving of the meal, using data from reliable scientific sources.
- The recipes promote the use of ingredients that are in season.

In December 2015, the In-Season Cuisine initiative was launched in order to support those seeking to follow a balanced, healthy, and nutritious lifestyle. It presents delicious and healthy meal options.

The In-Season Cuisine section of the website [www.sabriulkervakfi.org](http://www.sabriulkervakfi.org) contains video recipes of healthy and delicious foods together with important nutritional information. Infographics located just below the recipes specify the calorie values and the percentage of the recommended daily intake of specific nutrients in a single serving, using data taken from reliable scientific sources. Scientific information on the benefits of specific ingredients, is also included.



### Cauliflower Salad with Walnut



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Along with the recipes, daily menu suggestions are provided.

In-Season Cuisine was launched in late 2015 and announced through a social media campaign. It encourages eating foods which are in season, as indicated by its name, and as explained on the home page of the In-Season Cuisine section of the website.

“Eating habits are like fingerprints. The cooking style, the spices used, and the combination of ingredients transforms a single dish into a personalized experience. Some might make a face at boiled vegetables, but others might turn them into an appetising meal with delicious sauces and spices. The important thing is to maintain a balanced and adequate diet, and transform good nutritional habits into a lifestyle. This is because

the nutrients in one food component differs from those in another, and each play a distinct role in the body. To have a healthy lifestyle, it is necessary to eat ingredients in season, maintain a balanced and adequate diet, and eat as much as required, but no more.”

During 2016 the original 12 recipes in In-Season Cuisine have been added to, and catalogued according to seasonal availability. Visitors to In-Season Cuisine can now access the recipes in the sections:

**In-Season Spring Cuisine**

**In-Season Summer Cuisine**

**In-Season Autumn Cuisine**

**In-Season Winter Cuisine**

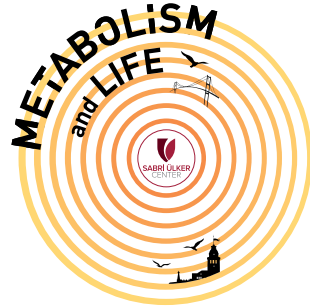


Brownie with carrot

# METABOLISM AND LIFE SYMPOSIUM

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Date: 5-6 May 2016, Istanbul



## 1

*Hosted by the Sabri Ülker Food Research Foundation, the "Metabolism and Life Symposium" gathered together many of the world's leading scientists who shared the latest developments in the metabolic and nutritional sciences, including unpublished research and new initiatives.*

## 2

*The 2016 event was opened by Prof. Brian Kobilka, M.D., Ph.D., professor and chair of molecular and cellular physiology at the Stanford University, a recipient of the 2012 Nobel Prize in Chemistry and guest of honour at the Symposium. He shared the details of his research with attendees.*

## 3

*Prof. Gökhan Hotamışlıgil, M.D., Ph.D., Chairman of the Sabri Ülker Center, presented the first report of the work of the Center. This covered the Center's activities during 2015.*

## 4

*The third Sabri Ülker International Science Award was also presented at the Symposium. The winner was Asst. Prof. Kivanç Birsoy, Ph.D., for his continuing studies on the relationship between cancer and metabolism at the Rockefeller University in New York. Birsoy received his award from Prof. Kobilka.*



## 5

A media event was held on the first day of the conference, attended by Yıldız Holding Vice Chairman Ali Ülker, Prof. Gökhan Hotamışlıgil, M.D., Ph.D., and the Sabri Ülker Food Research Foundation General Manager Begüm Mutuş. The Center's 2015 activities, as well as the mission and operations of the Sabri Ülker Food Research Foundation, and the scope and purpose of the Metabolism and Life Symposium were shared with members of the press.

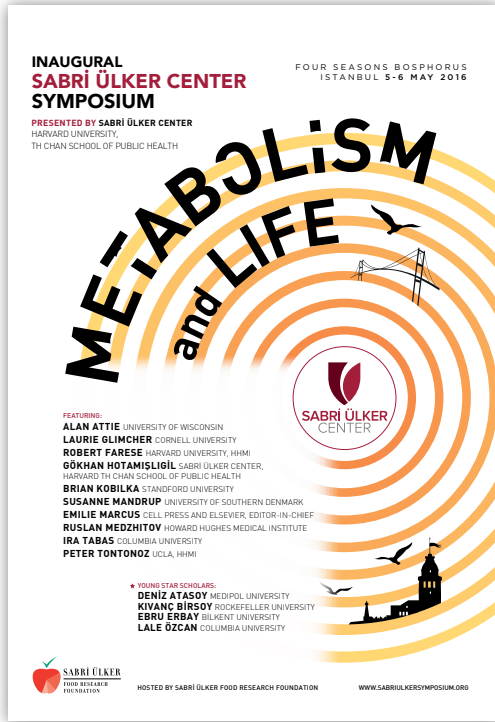


## 6

Editors-in-chief and columnists were invited to the Sabri Ülker International Science Award ceremony, which took place on the opening night of the Symposium. Columnists were also invited on a boat tour on the last day of the event.



## ACTIVITIES AND EVENTS



The Sabri Ülker Food Research Foundation hosted many of the world's leading scientists in Istanbul. The "Metabolism and Life Symposium" was attended by members of the Sabri Ülker Center engaged in research at the Harvard School of Public Health. They were joined by key figures from the scientific community.

New developments in metabolic research and studies from the Sabri Ülker Center were shared during the conference.

Our guest of honour, Prof. Brian Kobilka, M.D., Ph.D., a recipient of the 2012 Nobel Prize in Chemistry, gave the event's opening speech.

The Sabri Ülker Center's activities of 2015 and its ongoing research were also discussed.

Alongside new research providing insights into the mechanisms linking metabolism and disease, new approaches in the prevention and treatment of obesity, diabetes, and associated disorders were discussed in depth in the 2015 report published by the Harvard University Sabri Ülker Center Genetics and Complex Diseases Laboratory. This facility is led by Prof. Gökhan Hotamışlıgil, M.D., Ph.D., at Harvard School of Public Health (HSPH).

Ali Ülker, Yıldız Holding Vice Chairman, made statements at the press conference prior to the Symposium.

"Our intent in supporting the Harvard University Sabri Ülker Center has been to inspire and motivate the development in Turkey of a similar scientific environment with the same level of productivity. Today, we are forging ahead with the same determination. As the world's third largest biscuit maker, we have expanded the region where we do business and where we feel responsible for. This is why it is important for us to support such projects for the amelioration of public health. The projects that the Sabri Ülker Center is working on give all of us hope for the future."

### Sabri Ülker Center's First Annual Report

Prof. Gökhan Hotamışlıgil, M.D., Ph.D., noted that research carried out at the Sabri Ülker Center significantly contributes to improvements in human health, saying,

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“We want to uncover the functions of certain items ingested in foods, while ensuring protection against the degeneration caused by metabolic diseases and ageing. We have gained new insights into structural and biological changes inside those cells causing dysfunctions as a result of obesity, and are currently developing innovative tools to



treat metabolic diseases. Research carried out at the center will inspire not only diagnoses and treatments for metabolic diseases, but also discoveries that will make lives longer and healthier.”

The research conducted at the Sabri Ülker Center are published in such prestigious journals as Nature Medicine, Cell Metabolism, and Science.

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## Diabetes Vaccine

Ana Paula Arruda, Ph.D., one of our center’s esteemed researchers, discovered that excessive food consumption can lead to the reorganization of and alterations to a number of elements inside a cell. Dr. Arruda and her colleagues demonstrated that such changes may cause certain obesity-related cellular dysfunctions, such as insulin resistance, and fatty liver disease. These results allow for the development of novel treatment methods for many metabolic diseases, especially obesity.

Her colleagues Güneş Parlakgün, M.D., and Ekin Güney, M.D., both fellows under the “Sabri Ülker Fellowship” programme, are looking into how cells and tissues deal with stress. Results obtained so far have already opened new insights into obesity-related irregularities inside cells and the impact of these disorders on the metabolism of sugar.

Ling Yang, M.D., and Ediz Calay, M.D., both undertaking post-doctorate studies in the center, have long been examining whether certain activities in the liver triggered by obesity lead to insulin resistance and diabetes. Abdullah Yalçın, M.D, Yankun Lee, M.D., and Suneng Fu, M.D., are working on an important technological process that could restore these mechanisms with chemical methods, something that could transform the medical world.



## ACTIVITIES AND EVENTS

### Speakers of the Semposium

The scientists who participated in the Metabolism and Life Symposium and the subject of their research, are as follows:

**Prof. Ruslan Medzhitov**, Ph.D., Professor of Immunobiology at Yale Medical School, explained how the metabolism's response to inflammation serves to protect it against conditions such as infection, injury, and so on.

*"Inflammation is a way for the metabolism to protect itself against conditions such as infection, injury and so on."*



**Prof. Ira Tabas**, M.D., Ph.D., Professor of Medicine and Pathology & Cell Biology at Columbia University, presented a study which will light the way for new treatments to be developed for Type 2 diabetes patients, especially those with obesity and insulin resistance conditions. *"The core reason for cardiovascular disease in Type 2 diabetes patients may be the deterioration of the liver's sugar production or of the insulin hormone signal."*

**Prof. Laurie Glimcher**, M.D., Stephen and Suzanne Weiss Dean of Weill Cornell Medical College, spoke about a newly found factor involved in cancer and the immune system, and about the role this factor plays in metabolism.

**Assoc. Prof. Deniz Atasoy**, Ph.D., from the Istanbul Medipol University School of Medicine Physiology Department, talked about the role of the cells in specialized regions of the brain. *"Eating behavior is controlled by specialized regions in the brain. The cells in these regions constantly assess the body's energy needs and induce an individual to consume food to prevent a drop in calorie levels."*

**Prof. Robert Farese**, M.D., Professor of Genetics & Complex Diseases, HSPH, talked about the latest studies concerning certain fat-rich structures within cells that are controlled by genetic factors, in addition to the latest developments on the applications of related methods.

**Prof. Alan D. Attie**, Ph.D., Professor of Biochemistry at the University of Wisconsin-Madison, explained the genetic and nutritional factors that produce Type 2 diabetes. *"Genetics and nutrition play a big role in the development of Type 2 diabetes. The settlement area of certain genes has a part in the creation mechanism of this disease."*

**Asst. Prof. Lale Özcan**, M.D., Columbia University Medical Center, outlined her work, which is anticipated to help in the treatment of cardiovascular diseases that are seen more frequently in obese and Type 2 diabetes patients, involving a group of



metabolic pathways that open through the mobilization of an enzyme in the liver. *“Type 2 diabetes patients suffer the greatest risk of cardiovascular disease. Lipid metabolism disorders are the root cause of this.”*

**Prof. Susanne Mandrup**, Ph.D., Consulting Council Member of the Danish Diabetes Academy, and Professor at Department of Biochemistry and Molecular Biology, University of Southern Denmark, introduced her latest research on pancreas cells, insulin secretion, and genetic changes. *“Pancreas is responsible for sugar metabolism.”*

**Prof. Peter Tontonoz**, M.D., Ph.D., Professor of Pathology and Laboratory Medicine at the University of California, Los Angeles, talked about his latest

work on the genes that control lipid metabolism and their effect on metabolic diseases. *“The fats in food are critical to metabolism regulation. Understanding the effects of fat and cholesterol on cells will pave the way for new treatments for many illnesses such as cardiovascular disease, diabetes, and obesity.”*

**Assoc. Prof. Kıvanç Birsoy**, Ph.D., Molecular Biology and Genetics Department at Rockefeller University, and a recipient of the Sabri Ülker Science Award, shared his latest study that will break ground for cancer treatments. *“The rate of cancer cell growth is closely related to the food a person consumes. Determining these cells’ needs may establish the Foundation for new nutrition and medical treatments.”*

## ACTIVITIES AND EVENTS

### Sabri Ülker Science Award

During the Symposium, the Sabri Ülker Science Award was presented for the third time in accordance with the Sabri Ülker Food Research Foundation objective “to encourage research in the fields of food, nutrition, and health, and the scientists working in these fields.”

The award went to Asst. Prof. Kivanç Birsoy, Ph.D., Birsoy, continuing with his scientific career with studies on the link between cancer and metabolism at the Laboratory of Metabolic Regulation and Genetics at Rockefeller University, received the award from Prof. Brian Kobilka, M.D., Ph.D., a recipient of the 2012 Nobel Prize in Chemistry.

Birsoy and his team are mapping the interdependence of food and different types of cancer using “DNA-Barcoding Technology.” This study may also facilitate the discovery of new, sustainable, and economically viable treatment methods in the fight against cancer.

Birsoy was awarded 100,000 Turkish lira for winning the Sabri Ülker Science Award.



#### About the Sabri Ülker Science Award

*In today's world, the invaluable inventions and groundbreaking research brought to humanity by scientists need more encouragement and support. Inspired by the motto, "Science for Society," one of the top priorities of the Sabri Ülker Food Research Foundation is to encourage scientists in their research endeavours. An important part of the Foundation's work for the future of public health is supporting research and initiatives in food, nutrition, and health through the Science Award, in addition to spreading awareness of innovations in these areas.*

*The Sabri Ülker Science Award is one of the most significant incentives in the field of nutrition science research in Turkey.*

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- University of Hohenheim Report on the 2nd Congress Hidden Hunger, July 2015.
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*Asst. Prof. Kivanç Birsoy, Ph.D., received his award from Ali Ülker, Vice Chairman of Yıldız Holding and Prof. Brian Kobilka, M.D., Ph.D.*



SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# **COMMUNICATION ACTIVITIES AND CAMPAIGNS**

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## COMMUNICATION ACTIVITIES AND CAMPAIGNS

### March 11-17 2016, Salt Awareness Week

- In 2016, as in previous years, the Sabri Ülker Food Research Foundation organized an awareness campaign during the Salt Awareness Week.
- Infographics describing the daily recommended amount of salt and how to reduce salt intake were prepared and distributed to stakeholders. In addition, information kits with free bananas were prepared and distributed to 1,500 people.

Salt, which is naturally occurring in food, is essential to regulate blood pressure, adjust body fluid balance, and for muscle and nerve function. Although it is one of the minerals vital for life, salt should be used with caution. In particular, those individuals susceptible to hypertension or cardiovascular disease should restrict their daily salt consumption.

The 2012 report “Sodium Intake in Adults and Children” published by the World Health Organization (WHO) specifies that daily salt intake should not be over 5 grams. According to a study published by the Turkish Society of Hypertension and Renal Diseases in the same year, the average daily consumption of salt per person in Turkey can be as high as 15 grams. This highlights the point that salt consumption in Turkey is too high.



The Salt Awareness Week is organized during March each year to raise awareness around salt consumption. In 2016, as in every other year, the Sabri Ülker Food Research Foundation organized an awareness campaign during the Salt Awareness Week.

Infographics describing the daily recommended intakes of salt and how to reduce salt consumption, based on data provided by the Obesity Department of the Public Health Organization of Turkey, were prepared and distributed to stakeholders. In addition, information kits with free bananas were prepared and distributed to 1,500 people.



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## June 6 – July 4, Ramadan

- *During the month of Ramadan, 30 special messages were shared, one per day, via social media accounts and the Sabri Ülker Food Research Foundation website.*
- *Informative content was published regarding nutrition for iftar and suhoor, and fluid consumption, fasting, health, and nutrition for the Ramadan Feast.*

The Sabri Ülker Food Research Foundation shared helpful tips with the public to encourage a balanced, healthy diet and advice on how to spend the long hours of Ramadan fasting. Ramadan took place between June 6 and July 4 in 2016.

Utilizing social media accounts and the website of the Sabri Ülker Food Research Foundation, 30 special messages were shared, one per day. Informative content was published regarding nutrition for iftar and suhoor, and fluid consumption, fasting, health, and nutrition for the Ramadan Feast.

A dedicated section was created on the website [www.sabriulkervakfi.org](http://www.sabriulkervakfi.org), in order to share information with the public on nutrition during Ramadan. This was compiled by experts using scientific sources. Knowledge was shared under headings such as pregnancy and fasting, diabetes and fasting, nutrition for iftar and suhoor, fasting and digestive system issues, and fasting and headaches.

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## Public Service Ads

- *The Sabri Ülker Food Research Foundation also provides useful material on nutrition and health through public service ads.*
- *Created by the European Food Information Council (EUFIC) and adapted for Turkish audiences with the collaboration of the Ministry of Health, the video “Energy Balance” shows adults tips on how to maintain energy balance.*
- *The public advertisement “Lüp Lüp” communicates scientific information about nutrition through song, and with language understandable for children.*

The Sabri Ülker Food Research Foundation continues to do its duty in informing the public about nutrition and health with public service ads.

Relevant scientific information, prepared in a simple and accessible manner, was broadcast on television channels this year in two public service ads.

One of these was the video “Lüp Lüp,” created in collaboration with the Ministry of Education. “Lüp Lüp” conveyed the benefits of balanced nutrition through song, in language understandable by children.

The other was the video “Energy Balance,” created by the European Food Information Council (EUFIC) and adapted for Turkish audiences with the collaboration of the Ministry of Health. It gave adult viewers information on how to maintain energy balance.

## COMMUNICATION ACTIVITIES AND CAMPAIGNS

### Nutrition News

- At the Sabri Ülker Food Research Foundation, we are involved in preparing news reports at various media outlets to share our knowledge and expertise on nutrition.

Throughout the year, the Sabri Ülker Food Research Foundation used many communication channels to disseminate to the public information about balanced and adequate nutrition. One such medium was news reports, prepared for a variety of media outlets.

The Foundation's science team prepared periodical news content, including "Nutrition in Winter" and "Nutrition For Eid al-Adha." These articles were regularly published by Hürriyet.com.tr and Milliyet.com.tr, reaching an average of 500,000 readers through these portals.



### June 6, National Dietitians Day

- As in previous years, the Sabri Ülker Food Research Foundation supported this year's Dietitians Day, organized by Turkish Dietetic Association.
- Prof. Tanju Besler, Ph.D., a member of the Sabri Ülker Food Research Foundation Science Committee, shared the preliminary results of the Balanced Nutrition Project Food Frequency and Amount Questionnaire, and Begüm Mutuş, General Manager of the Sabri Ülker Food Research Foundation, gave a speech on the iGrow application and the Foundation's activities.

The Sabri Ülker Food Research Foundation celebrated Dietitians Day, organized by the Turkish Dietetic Association and held in Ankara this year. Prof. Muhittin Tayfur, Ph.D., gave the opening speech of the programme and explained his vision of the profession of dietetics. Other sessions focused on the relationship between breakfast cereals, microbiota, and health. Prof. Tanju Besler, Ph.D., a member of the Sabri Ülker Food Research Foundation Science Committee, shared the preliminary results of the Balanced Nutrition Project Food Frequency and Amount Questionnaire, and Begüm Mutuş, General Manager of the Sabri Ülker Food Research Foundation, gave a speech on the iGrow application and the Foundation's activities.



## Turkish National Pediatrics Congress

*Date: November 8-13, Antalya*

- *We participated in the 60th National Pediatrics Congress with a booth to represent our Foundation.*
- *We introduced the iGrow application to the 2,000 pediatricians participating in the event.*

The National Pediatrics Congress, organized by the Turkish National Pediatric Society for the 60th time this year, was held in Antalya.

The congress addressed the main issues and problems surrounding child health. Conferences, panels, expert consultation sessions, and presentations were held.

The Sabri Ülker Food Research Foundation participated in the National Pediatrics Congress, with a booth to represent the Foundation. The iGrow application was introduced to the 2,000 pediatricians who visited the Foundation's booth.

## 7. National Obesity Congress

*Date: December 8-11, Istanbul*

- *The Sabri Ülker Food Research Foundation set up a booth at the National Obesity Congress, an event that saw experts currently doing research on obesity come together from various provinces of Turkey.*
- *In the satellite symposium held on December 9, we shared the results of our Food Frequency and Amount Questionnaire.*

The Seventh National Obesity Congress, organized by the Turkish Obesity Research Foundation and the Turkish Diabetes and Obesity Foundation (TDOF), brought together doctors, dietitians, representatives from sports departments, and nurses who work on obesity.

The event was led by Prof. Funda Elmacioğlu, Ph.D., head of the Nutrition and Dietetics Department at Bahçeşehir University. The Sabri Ülker Food Research Foundation provided a booth at the congress.

Assoc. Prof. Recı Meseri, M.D., Ph.D., head of the Nutrition and Dietetics Department at Ege University, shared the results of the Food Frequency and Amount Questionnaire at a satellite symposium held on Friday, December 9, 2016.



SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# **INTERNATIONAL PROJECTS AND COLLABORATIONS**

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## INTERNATIONAL PROJECTS AND COLLABORATIONS

# HORIZON 2020

### 1

*In 2016, the Sabri Ülker Food Research Foundation won the TÜBİTAK Above Threshold Award for two of its projects carried out as part of the "Horizon 2020," a major EU Research and Innovation programme.*

### 2

*The first of these was the "Timely" project, which examined nutrition for the elderly. The project, coordinated by the University of Bologna and jointly conducted by the 32 of the world's leading institutions and organizations, including the Netherlands Organisation for Applied Scientific Research (TNO), the European Food Information Council (EUFIC), Barilla, and the universities of Cambridge and Montreal, aimed to develop new nutritional strategies for the elderly.*

### 3

*The second TÜBİTAK prize was awarded to the "Safari" project, a collaboration among 73 international partners. Through the concept, "Smart Farming and Food Safety with IoT", it is securing the provision of food safety through smart farming solutions.*





“Horizon 2020” is Europe’s largest and highest budget civilian research programme to date. It was established by the European Union and is being coordinated by the European Commission. The Commission states that: ‘Research is an investment in our future and so put it at the heart of the EU’s blueprint for smart, sustainable and inclusive growth and jobs. By coupling research and innovation, Horizon 2020 is helping to achieve this with its emphasis on excellent science, industrial leadership and tackling societal challenges. The goal is to ensure Europe produces world-class science, removes barriers to innovation and makes it easier for the public and private sectors to work together in delivering innovation’.

Associations are then established by R&D organizations, foundations, universities, and private sector companies in line with these criteria to tackle the issues.

EU member countries, candidates for membership, and associated countries with special agreements are able to participate.

After 2006, Turkey participated in the Sixth and Seventh Framework Programmes with the status of candidate country.

The Eighth Framework Programme, Horizon 2020, has been defined as “the champions league of R&D programmes.” It was launched in 2014.

The Sabri Ulker Food Research Foundation is working with several prestigious European organizations to firm up project objectives and detailed plans which will then be assessed by the European Commission. One of the potential projects is focused on sustainable food security.

## INTERNATIONAL PROJECTS AND COLLABORATIONS

### TÜBİTAK Awards

The Sabri Ülker Food Research Foundation has been presented with two TÜBİTAK “Above Threshold” awards for its achievements in the Horizon 2020 Framework Programmes. TÜBİTAK grants “Above Threshold” awards to projects add 2016 figures of the Foundation’s website and works from [Hürriyet.com.tr](http://Hurriyet.com.tr) and [Milliyet.com.tr](http://Milliyet.com.tr), here that score 10 or above out of 15 on these framework projects.

### SAFARI Project

This programme is focused on “Smart Farming and Food Safety with IoT,” and is a partnership among 73 international organizations. It is working to ensure food safety through smart farming solutions. The Sabri Ülker Food Research Foundation monitors the nutritional feasibility of these studies and participates in the collaboration as a communications partner. TUBİTAK has recognised the Sabri Ülker Food Research Foundation with its second “Above Threshold” award for its work with this project.

### TIMELY Project

With a score of 14.5 points out of 15, the Sabri Ülker Food Research Foundation received the first award for its “Timely” project titled “Tackling Malnutrition in the Elderly,” an initiative developing new nutritional methods for the elderly.

The Sabri Ülker Food Research Foundation takes part in the project, coordinated by the University of Bologna and jointly conducted by the 32 of the world’s leading institutions and organizations, including the Netherlands Organisation for Applied Scientific Research (TNO), the European Food Information Council (EUFIC), Barilla, and the universities of Cambridge and Montreal, as a communications partner.



**TÜBİTAK**



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## INTERNATIONAL PROJECTS AND COLLABORATIONS

# INTERNATIONAL COLLABORATIONS

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### 1

*In 2016, Laura Fernández Celemín, Ph.D., Director General of the European Food Information Council (EUFIC), joined the Sabri Ülker Food Research Foundation Science Committee.*

### 2

*The Foundation began funding the Turkish element of the EUFIC consumer behaviour study, Drivers of Food Choice (DFC). The results of the project will be available soon, and will be announced at the 2017 Sabri Ülker Food Research Foundation Nutrition and Healthy Lifestyle Summit.*

### 3

*The Foundation has continued its partnership with the EUFIC on the Horizon 2020 "Timely" project.*

### 4

*Prof. Diána Bánáti, Ph.D., Executive and Scientific Director of the International Life Sciences Institute (ILSI) Europe, has joined the Sabri Ülker Food Research Foundation Science Committee. Begüm Mutuş, the General Manager of the Sabri Ülker Food Research Foundation, became a member of the ILSI Europe Scientific Advisory Committee.*



Prof. Walter Willett, Harvard University

## 5

*The Sabri Ülker Food Research Foundation continues to take an active interest in the scientific programme of ILSI Europe, including specific EU projects.*

## 6

*The Foundation participated in the "Timely" initiative alongside the Netherlands Organization for Applied Scientific Research (TNO). The iGrow application was developed by TNO and adapted for Turkish users this year, enabling families to keep track of their children's growth.*



## INTERNATIONAL PROJECTS AND COLLABORATIONS

### Collaboration with the European Food Information Council (EUFIC)

The Sabri Ülker Food Research Foundation has worked together with the European Food Information Council (EUFIC) for several years. This year, Laura Fernández Celemín, Ph.D., Director General of EUFIC, has joined the Science Committee of the Sabri Ülker Food Research Foundation. This appointment has strengthened close links between the Foundation and EUFIC, facilitating the sharing scientific information relevant to nutrition, health, and food safety.

Alongside the Sabri Ülker Food Research Foundation, EUFIC is also one of the partners of the Horizon 2020 “Timely” program.

The Sabri Ülker Food Research Foundation has funded the Turkish branch of the EUFIC consumer behavior study, Drivers of Food Choice (DFC).

Thanks to the research being carried out in pilot countries, we can learn the effects of people’s cultural patterns and orientations on eating habits, and have the opportunity to make comparisons.

The DFC Research consists of 30- to 40-minute interviews conducted in five countries, namely Turkey, Poland, Britain, Italy, and France.

Questions are asked relating to six product categories. The psychological basis of brand perception for consumers can be observed from questions asked about preferences.

**Product categories:** breakfast cereals, yogurt, ready meals, cold drinks, biscuits, sweet snacks

**It is expected that project results will be shared with the public after an academic paper is published next year.**

### Collaboration with the International Life Sciences Institute (ILSI Europe)

Prof. Diána Bánáti, Ph.D., Executive and Scientific Director of ILSI Europe, has joined the Science Committee of the Sabri Ülker Food Research Foundation. Begüm Mutuş, the General Manager of the Sabri Ülker Food Research Foundation, became a member of the ILSI Europe Scientific Advisory Committee.

The Foundation continue to take an active interest in the scientific programme of ILSI Europe, including specific EU projects.

### Collaboration with the Netherlands Organization for Applied Scientific Research (TNO)

Founded in the Netherlands in 1932, TNO is an independent organization that brings together people and information to act for the good of society and the competitiveness of industry. TNO pursues activities in 17 countries, with 3,500 employees in fields including healthy lifestyle, technologies to predict health concerns, and nutrition. The Sabri Ülker Food Research Foundation came together with TNO for the first time for the “Timely” project. In 2016, the iGrow mobile application of TNO was introduced to Turkey in order to help parents track their children’s development.







SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# **INTERNATIONAL CONGRESSES AND PRESS EVENTS**

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## INTERNATIONAL CONGRESSES AND PRESS EVENTS

# EUROPEAN OBESITY SUMMIT

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Date: June 1-4, 2016, Gothenburg, Sweden



### 1

*The Sabri Ülker Food Research Foundation introduced iGrow Turkey at the European Obesity Summit, one of the world's most prominent health and science events, in Gothenburg, Sweden on June 1-4.*

### 2

*A press delegation of health journalists from Turkey took part in the Swedish iGrow launch as guests of the Foundation.*

The European Obesity Summit was organized by the European Association for the Study of Obesity (EASO) and the International Federation for the Surgery for Obesity and Metabolic Disorders (IFSO) in response to the idea of assembling a joint conference in 2016.

The summit touched on obesity treatments in children and adults, including preventative measures, methods to change behavioural patterns, the importance of physical activity in weight management, the effects of a sedentary lifestyle on obesity and other diseases, and a variety of clinical applications.

Various topics including prevention, treatment, and surgical approaches to obesity were discussed at the summit. The Sabri Ülker Food Research Foundation took part together with the editors of various newspapers and magazines who specialize in health and mother-baby relationship. As a result, not only has the Foundation launched the iGrow Turkey application, it has also enabled members of the national media to interact with one of



the most important health organizations in the world. It has also been instrumental in conveying crucial nutritional information to Turkish society.

The speakers at the round-table media meeting in Gothenburg were Begüm Mutuş, General Manager of the Sabri Ülker Food Research Foundation; Prof. Tanju Besler, Ph.D., Science Committee Member of the Sabri Ülker Food Research Foundation; and Sühendan Adıgüzel van Zoelen, M.D., Specialist, Turkish Business Development Manager of the Netherlands Organization for Applied Scientific Research.

In her speech, Mutuş explained, "At the Sabri Ülker Food Research Foundation, we believe it is important to prevent, right at an early age, patterns such as inadequate and imbalanced nutrition, and an absence of physical activity. These lead to obesity and many other diseases, and we aim to replace them with helpful behaviours. With iGrow, we aim to make families aware of the development of adolescent children, and present them and the public with reliable and scientific information on desirable habits such as daily nutrition, physical activity, and sleep."

Prof. Tanju Besler, Ph.D., Member of the Scientific Board at the Sabri Ülker Food Research Foundation,

pointed out that the Balanced Nutrition Education Project was initiated to inspire others in Turkey with regards to healthy lifestyle and nutrition. He reported a change for the better had taken place in children's healthy nutrition habits as a result of his surveys before and after the education project. He continued to emphasize that early education has an impact on learning and maintaining healthy lifestyle habits and for balanced nutrition. He acknowledged the Turkish customization of the iGrow application as an important step in tracking and monitoring children's development levels, as well as its vital contribution to raising awareness among parents and disseminating scientific information to the public.

The Netherlands Organization for Applied Scientific Research Turkey Business Development Manager Sühendan Adıgüzel van Zoelen, M.D., Specialist, served as the TNO spokesperson at the meeting. She disclosed that the number of overweight and obese children has jumped three-fold in the Netherlands in the past two decades and called attention to the iGrow project as a prevention measure initiated by the Dutch government. Van Zoelen explained that iGrow is a system that gives early warnings to parents and generates awareness.

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## INTERNATIONAL CONGRESSES AND PRESS EVENTS

# 17<sup>TH</sup> INTERNATIONAL CONGRESS OF DIETETICS

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Date: September 7-10, 2016 Granada, Spain

1

*The Sabri Ülker Food Research Foundation participated in the 17th International Congress of Dietetics (ICD Granada 2016) held in Granada, Spain, between September 7 and 10. The event brought together nearly 5,000 dietitians and nutritionists from around the world. There, the Foundation announced the results of the Balanced Nutrition Education Project Food Frequency and Amount Questionnaire for the first time at a scientific congress.*

2

*At the International Congress of Dietetics, internationally renowned scientists addressed the nutrition world's most pressing topics.*

3

*The congress focused on sustainable nutrition challenges, with participants sharing examples of sustainable food production being carried out in different countries.*





The 17th International Congress of Dietetics, or ICD Granada 2016, was held in Spain from September 7-10. It brought together nearly 5,000 dietitians and nutritionists from around the world to discuss nutritional science.

Prof. Julian Stowell, Ph.D., Sabri Ülker Food Research Foundation Science Committee member and Visiting Research Professor at the Functional Food Centre at Oxford Brookes University, presented the research results from the Balanced Nutrition Education Project.

This initiative was developed by the British Nutrition Foundation (BNF), and adapted for Turkey by the Sabri Ülker Food Research Foundation. The Balanced Nutrition Education Project has been implemented in 10 provinces so far, and by its fifth year had reached 1 million students, teachers, and parents. Its Food Frequency and Amount Questionnaire provided international health experts with

invaluable data for reviewing Turkish children's eating habits.

The theme of the congress was "Sustainable Nutrition."

It tackled the present and the future of nutritional science, highlighting the following topics:

- *Food safety*
- *New nutrition technologies*
- *Information technologies*
- *Innovations in food, nutrition, and dietetics*
- *The place of physical activity and sport in a healthy lifestyle*
- *Cuisine and gastronomy*
- *Nutritional education and culture*

## INTERNATIONAL CONGRESSES AND PRESS EVENTS

### The Balanced Nutrition Education Project is in the International Arena

In his session, Prof. Stowell talked about the Balanced Nutrition Education Project, including its processes and the results of studies to assess its impact.

The Balanced Nutrition Education Project has introduced people to the science behind the food they eat, and has reached 1 million teachers, students, and parents since 2011. The Project Food Frequency and Amount Questionnaire involved 618 students, with 33 percent of these from Izmir, 32 percent from Istanbul, and 35 percent from Kayseri. Researchers were assisted by 140 student volunteers from the Nutrition and Dietetics programmes at Marmara, Ege, and Erciyes Universities.

**The findings revealed that, after the programme:**

- *Participants consumed significantly fewer calories, fats, and carbohydrates.*
- *Their physical activity levels increased significantly.*
- *Obesity levels decreased significantly.*

**Prof. Stowell made the following recommendations based on the study's findings:**

- *Spaces are needed where children can be active.*

- *Teachers should receive nutrition training under the auspices of the Ministry of Education.*
- *Children's growth should be monitored regularly.*

It is important to expand this study beyond its current 10 provinces across Turkey, and subsequently involve more students and parents. Nutrition-related courses should be added to the curriculum, and healthy behaviours and attitudes towards food should be instilled in children at a time when their eating habits are developing.

### Nutritional education at an early age is a must!

Prof. Sandra Capra, Ph.D., a researcher at the University of Queensland and a board member of the International Confederation of Dietetic Associations (ICDA), discussed the group's role in organizing studies by internationally known nutritionists and the difficulties nutrition scientists encounter in their research and implementation.

She stated that health professionals and nutrition experts are responsible for introducing developments in the field, and also stressed the need for measurable data. She underscored the importance

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of keeping actions realistic, well-timed, cost-effective, and understandable to the public. Also emphasized was the importance of the global accreditation of studies by dietitians. Adherence to standards, she said, will improve the quality of both professional nutritional health services and nutrition science education in schools. Dr. Capra also emphasized the training programme prepared by ICDA. Nutritional services and schooling can be improved when they serve the common interest of educators, employers, accreditors, and the overall public.

## **School breakfast programmes make sustainable nutrition possible**

Maxine Lam from Canada spoke about a sustainable nutrition project in her country, a school breakfast programme that has been rolled out in more than 256 schools in Manitoba province of Canada. Not only did balanced breakfasts have a positive impact on student socialization, it also ensured that children from particularly poor socioeconomic backgrounds were consuming essential nutrients. At the time when children's eating habits are being formed, she said, the programme enabled them to learn about a balanced diet, contributing to their academic achievements.



## INTERNATIONAL CONGRESSES AND PRESS EVENTS

### Diet? Or Healthy Eating?

Maria Ricupero, another speaker from Canada, scrutinized the effects of weight loss diets versus developing healthy eating habits without focusing on weight loss.

She said the proportion of individuals following weight loss-specific diets rose from 24 percent in 2000 to 54 percent in 2010. Their focus was on losing weight rather than healthy eating.

Weighting less is often confused with becoming fit, Ricupero pointed out. Low-calorie diets for weight loss could lead to serious health problems including psychological issues and eating disorders. In a comparison of unfit individuals with fit and normal-weight individuals, Ricupero found that the mortality rate was two-fold for the former group, regardless of BMI value. Current studies indicate that those who focus on eating more fruit, vegetables, and fibre – unlike dieters who follow a weight-loss regimen – experience reduced oxidative stress, which can cause cancer, increase insulin sensitivity and reduce the risk of type 2 diabetes.

She stated that an individual can remain healthy by developing a lifestyle based on positive eating habits. Also, the psychological pressure of setting weight-loss targets can be damaging.

### At the congress, the following key points related to how to achieve a sustainable and balanced diet:

- *To ensure sustainable and balanced nutrition, school-aged children should learn about nutrition from experts with participation from families and teachers.*
- *Instilling a balanced diet during school years enables children to grow up healthier and considerably increases their chances of academic success.*
- *The first goal in dietetic counselling should not be weight loss; instead, the focus should be on turning healthy eating habits into a lifestyle.*
- *Individuals who develop healthy, balanced eating habits instead of following low-calorie diets are protected from the psychological pressures of dieting and have a reduced risk of chronic disease.*

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# 9<sup>TH</sup> WORLD CONGRESS ON PREVENTION OF DIABETES AND ITS COMPLICATIONS (WCPD)

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Date: December 2-4, Atlanta, U.S.A.



1

*The Balanced Nutrition Research initiative of the Balanced Nutrition Education Project was presented at the Ninth World Congress on Prevention of Diabetes and its Complications.*

2

*It received great acclaim as a best practice example for early childhood nutrition education.*

The Sabri Ülker Food Research Foundation hosted a satellite symposium, with the theme "The Relationship Between Chocolate Consumption and Health," at the WCPD. The Foundation also presented the significant findings of the Balanced Nutrition Research project, undertaken in cooperation with the Ministry of National Education.

In the session, "Nutrition and Prevention of Diabetes," the Balanced Nutrition Project and the

Balanced Nutrition Research were presented.

Another interesting session in the congress was the satellite symposium hosted by the Sabri Ülker Food Research Foundation, "Chocolate and Human Health." Its presentations included Prof. Mahmoud Ibrahim, M.D., Ph.D.'s "Chocolate and Prevention of Cardiometabolic Diseases," and Prof. Tanju Besler, Ph.D.'s "The Effect of Chocolate on Cognitive Function and Mood." During the session, the potential benefits of bitter chocolate, when eaten as part of a balanced diet, were explained. This ingredient is a rich source of dietary polyphenols, and can positively influence cardiovascular health, insulin sensitivity, and cognitive functioning.

The Ninth World Congress on the Prevention of Diabetes and its Complications (WCPD) has indicated that the prevention of this disease will be possible through the joint efforts of health professionals, the food industry, associations, foundations, and non-governmental organizations.





SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# SOCIAL MEDIA

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# WEBSITE



1

The corporate website of the Sabri Ülker Food Research Foundation was revamped in 2016, and updated to present the most current information to the public.

2

Thirty six new recipes and items were added to the spring, summer, and autumn sections of In-Season Cuisine.

3

"Let the Science Do the Talking," a segment created in 2016, offers articles about health and nutrition. These snippets of health and nutrition news are sourced from both the national and the international press, and were prepared with information compiled from internationally recognized nutrition scientists.



Since March 2011, the corporate website of the Sabri Ülker Food Research Foundation has been providing the public with current scientific information on nutrition and healthy lifestyles at [www.sabriulkervakfi.org](http://www.sabriulkervakfi.org). Scientific information obtained from reputable information resources such as the EFSA, FDA, FAO, WHO, ILSI, EUFIC, JECFA, FSA, ICDA, ADA, USDA, IFIC, BNF, and BLL are disseminated to the Turkish public via the website.

The Sabri Ülker Food Research Foundation website was updated in 2015 and an English version has gone live at [www.sabriulkerfoundation.org](http://www.sabriulkerfoundation.org). In 2016, the website was updated again and the In-Season Cuisine and Let the Science Do the Talking sections were added.

The sections on the main page of the Sabri Ülker Food Research Foundation website are as follows:

**Nutrition Science:** Scientific information on food groups, nutrition, energy, and sufficient and balanced nutrition, is presented.

**Healthy Lifestyles:** The articles in this section offer information on healthy lifestyles, physical activity, the link between nutrition and disease, and consumer awareness. Some also provide nutritional recommendations for special days like Ramadan and holidays.

**Activities:** In this section can be found information on the activities organized by our Foundation, and activities it attends including national and international congresses and summits.

**Publications:** The publications, bulletins, and academic articles produced by our Foundation can be reached here. We started publishing bulletins for academics in 2016. Scholars of nutritional science can access all four quarterly bulletins from this section.

By clicking on the “Stay Informed” text in the lower left corner of the main page, visitors can opt to regularly receive our bulletins and information and news from our website.

# SOCIAL MEDIA

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## 1

*The Sabri Ülker Food Research Foundation employs social media effectively both to share scientific information on nutrition and healthy lifestyles with the public and to announce the events and projects of the institution.*

## 2

*The Foundation added YouTube to its social media accounts this year. Followers are reached both in Turkish and English through this globally popular video streaming website.*

## 3

*As well as informative videos, YouTube viewers have the opportunity to access recipe clips from In-Season Cuisine.*

The Sabri Ülker Food Research Foundation actively uses social media to bring current and scientific developments from reputable sources in nutrition and healthy lifestyle to industry professionals, educators, students, and the public. The Foundation uses its social media accounts on an almost daily basis to share information about health and nutrition, send notifications, and announce projects and events.

Content is shared in both Turkish and English on Facebook, Twitter, Instagram, and LinkedIn.

In 2016, the Foundation's website was viewed by 326,850 people.

Approximately 300,000 people read the four periodical news articles published by the Foundation as a result of advertising carried out at Turkey's most viewed news portals.

The Foundation regularly initiates digital campaigns to reach more people, inform target groups of projects, increase website traffic, and acquire new followers. Through these drives, the below followers were gained:

**Facebook**  
28.543

**Instagram**  
3.427

**LinkedIn**  
1.817

**Twitter**  
4.854

**Youtube**  
453



**FOR ACCURATE  
SCIENCE!**

# FOR ACCURATE SCIENCE

To eliminate the confusion surrounding healthy lifestyles and nutrition, to inform our followers of new scientific developments, and to avoid unconfirmed health claims, articles are prepared with information gathered from only internationally reputable sources.

Some of the topics in the “For Accurate Science” section are:

**The relationship between diet and diabetes:** Does the consumption of fatty fish trigger diabetes? This question is answered by French research and EFSA assessments.

**The relationship between red meat, processed meat, and cancer:** Information about the International Agency for Research on Cancer (IARC) Working group, consisting of 22 scientists from 10 countries, and the revision of nutritional recommendations for red meat.



**A New Claim About Sugar:** Is it Related to Breast Cancer? The results of this research are outlined.

**Sugar Consumption:** The Anatomy of a Study. The results of the U.S. study and data from the Turkish Nutrition and Health Survey.

**Confusion in Healthy Cooking:** To Fry or to Boil. The latest information on this issue, including an evaluation of all the work done so far.







SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# **ANNOUNCEMENTS AND AWARDS**

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## ANNOUNCEMENTS AND AWARDS

# ANNOUNCEMENTS AND AWARDS







## ANNOUNCEMENTS AND AWARDS









SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# **MEDIA ANALYSIS**

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# MEDIA ANALYSIS



The Sabri Ülker Food Research Foundation effectively utilized the media throughout the year to announce activities, communicate efforts, and disseminate information about food, nutrition, and health. Prior to, during, and after events, announcements were made, and bulletins shared with members of the press.

The figures for media sharing are as follows:

## Balanced Nutrition Workshop and Awards

Printed Press: 75 news articles, accessed by 4,497,312 people

## Metabolism and Life Symposium

Printed Press: 46 news articles, accessed by 14,335,260 people  
TV: A total of 22 hours and 2 minutes of broadcasting  
Google: 7,513,492 interactions and 45,861 clicks  
Twitter: 1,538,381 interactions and 3,216 clicks  
Facebook: 3,765,078 interactions and 8,942 clicks

## Sabri Ülker Science Award

Printed Press: 21 news articles, accessed by 4,852,062 people  
Google: 7,083,490 views and 39,729 clicks  
Twitter: 1,298,124 views and 9,576 interactions  
Facebook: 1,149,383 interactions and 404,214 clicks

## iGrow Launch at the European Obesity Summit

Printed Press: 7 special news articles, accessed by 2,360,808 people

## iGrow Blogger Event

#iGrowTurkiye (#iGrowTurkey) #ilkcocukaplikasyonu (#firstchildrensapp)  
Instagram: accessed by 93,567 people  
93,547 Likes

# Çağın hastalıkları diyabet ve obeziteye Nobel Ödüllü dokunuş

Nobel Ödülü bilim insanı Brian Kozlowski, "Herkes kesin bir ölçüme ulaşmış olmasak da diyabet ve obezite gibi hastalıkların mekânlarımızda artması önemli mesele" diyor. Çalışmalar ışığında obeziteyle yaklaşımların ortadan kalkması, daha güvenli ve etkin ilaçlar demektir.

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[illegible]


**SAVING CLIMATE MOVEMENT**

[illegible]**NEÇERLİ ÖZGÜLLÜ TİP ADAMI**

**Habertürk 8/5/2016**

[illegible]

**'HEDEFİMİZ  
DAHA GÜVENLİ VE  
ETKİLİ İLAÇLAR'**

[illegible]

Paul J. Hergenrother

"deuter deit" diye Kerkira, "Bu kerkirde kimler oturuyorlar ya?" sorusuna "Bu kerkirde kimler oturuyorlar ya?" diye cevap veriyor. Bu kerkirde kimler oturuyorlar ya? diye sorulduğunda, "Bu kerkirde kimler oturuyorlar ya?" diye cevap veriyor. Bu kerkirde kimler oturuyorlar ya? diye sorulduğunda, "Bu kerkirde kimler oturuyorlar ya?" diye cevap veriyor.

[illegible]

Frutiger / English

Daha sağlıklı nesiller için  
**YEMEKTE DENGELİ**

Sevirmeye başladığı yazık ki son zamanlarda Türkiye'de çocuklara yönelik en kapsamlı ve etkili olduğu düşünülen program olan "Benimle Çeşitli Çizim Projesi" [TMMOB](#) ve Min Çizim Derneği tarafından Çizim Çizim Çizim adıyla gerçekleştirilmektedir.



**Buku Babak** 4/7/2016

Anne Bebek 4/7/2016

[illegible]

2005-06, the Institute for HealthCare Systems (IHS) of the University of Michigan conducted a study comparing the effectiveness of the two types of treatment for the disease.

Dr. Anne Kavanagh, director of the IHS, said, "The study found that patients who received the new treatment had a significantly higher rate of survival than those who received the standard treatment. This is a significant finding, as it suggests that the new treatment may be more effective than the standard treatment. The study also found that the new treatment was associated with a lower rate of side effects than the standard treatment. This is a significant finding, as it suggests that the new treatment may be safer than the standard treatment. The study was conducted in a randomized, controlled trial, which is the gold standard for clinical research. The results of the study are consistent with those of other studies that have found that the new treatment is more effective than the standard treatment. The study was funded by the National Institutes of Health (NIH) and the University of Michigan. The results of the study will be published in a peer-reviewed journal in the near future. The study is a significant contribution to the field of cancer research, and it provides valuable information for patients and healthcare providers. The study also highlights the importance of clinical research in the development of new treatments for cancer. The study is a testament to the dedication and hard work of the researchers at the IHS, and it is a source of pride for the University of Michigan. The study is a significant achievement, and it is a testament to the power of clinical research in the fight against cancer. The study is a significant contribution to the field of cancer research, and it provides valuable information for patients and healthcare providers. The study also highlights the importance of clinical research in the development of new treatments for cancer. The study is a testament to the dedication and hard work of the researchers at the IHS, and it is a source of pride for the University of Michigan. The study is a significant achievement, and it is a testament to the power of clinical research in the fight against cancer." <http://www.ichs.umich.edu/newsroom/2005-06-06>

[illegible]

**Eriken jagas viljeln** Åskarya av Hållands v  
ny gästbarn.

## MEDIA ANALYSIS

### Diyabete karşı aşı geliştiriyor

**SABİT ÜLKER VAKFI**, Harvard Üniversitesi ile yaptığı ortak çalışma kapsamında, diyabet aşısı geliştiriyor. Harvard **Sabit Ülker** Merkezi Genetik ve Kompleks Hastalıklar Laboratuvarı çalışmalarının 2015 yılı raporuna göre, metabolizma ve hastalıklar birbirine bağlayan mekanizmalara açık tutan yeni araştırmaların yanı sıra, şekerli diyabet ve benzerlerinde ortaya çıkan rahatsızlıkları önleme ve tedavisine yönelik uygulamalardaki yeni gelişmeler ele alındı.

En dikkat çekici çalışma ise diyabetin tedavisinde kullanılmak üzere aşı geliştirme projesi oldu. Diyabete karşı aşı çalışmasını Dr. Furkan Burak tarafından yönetiliyor.

#### ÇALIŞMA ÖDÜL GETİRDİ

Önceki yılın Harvard Üniversitesi'nin **Sabit Ülker** Center ile hayata geçirdiği "Metabolizma ve Yaşam Sempozyumu", bilim dünyasının önde gelen isimlerini bir araya getirdi. Geçerde **Sabit Ülker** Uluslararası Bilim Ödülü'nün sahibi ise ABD Rockefeller Üniversitesi'nde çalışmalarını sürdüren Yrd.Doç. Dr. Kıvanç



Metabolizma ve Yaşam Sempozyumu'nda (soldan sağa), Ali Ülker, Begüm Mutuş ve Prof. Dr. Gökhan Hotamışgılı katıldı.

Birinci oldu. Sempozyumun düzenlendiği gecede konuşan Yıldız Holding Yönetim Kurulu Başkan Yardımcısı Ali Ülker, Harvard **Sabit Ülker** Merkezi'nin çalışmalarının limiti verici olmadığına belirterek, "Dünyanın Tıbbi büyük başarıları girdiği olarak, sadece iş değil sorumluluk çoğaldı yınan da genişledi. Bu misyonla, toplum sağlığına geleceğini pekiştiren projelere destek olmak bizim için çok önemli" dedi.

Sizce 7/5/2016



### iGrow ile sağlıklı nesiller

Ebeveynler kulvarı niteliğindeki bir mobil uygulama ile tanıyor. Hollanda Uygulamalı Bilimsel Araştırma Kurumu tarafından geliştirilen ve şu an sadece Hollanda'da kullanımda olan mobil uygulama iGrow, **Sabit Ülker Vakfı** tarafından Türkiye'ye getirildi. **Sabit Ülker Vakfı** Genel Müdürü Begüm Mutuş'a göre, iGrow ailelerin çocuklarının fiziksel gelişimini izlemeye yararken, ebeveynlere günlük tavsiyelerde bulunuyor ve sağlıklı yaşam için onları teşvik ediyor.

Habertürk 11/6/2016



### Ülker bilime ev sahipliği yaptı

**HARVARD** Üniversitesi Toplum Sağlığı Fakültesi'nde Prof. Dr. Gökhan Hotamışgılı'nın liderliğinde faaliyet gösteren **Sabit Ülker** Merkezi, 2015 yılı araştırma sonuçlarını bilim dünyasının önde gelen isimlerini İstanbul'da buluşturdu "Metabolizma ve Yaşam Sempozyumu"nda paylaştı.

Ülker'in 2014'te yaptığı bağışla 10 yıl süreyle "**Sabit Ülker** Center" adıyla araştırmalara devam edecek olan merkezin bir yıllık çalışmaların aktarıldığı basın toplantısında konuşan Yıldız Holding Yönetim Kurulu Başkan Yardımcısı Ali Ülker "Dünyanın 3'üncü büyük baskıyı getirdiği olarak, sadece iş değil sorumluluk çoğaldı yınan da genişledi. İste bu misyonla, toplum sağlığına geleceğini pekiştiren projelere destek olmak bizim için çok önemli. **Sabit Ülker** Merkezi'nin üzerinde çalıştığı projeler heptenize gelecek için ümit

Sabah 7/5/2016

### Bilim ödülü başvuruları başladı

Türkiye'de beslenme ve sağlıklı yaşam konusunda önemli çalışmalarına imza atan **Sabit Ülker Vakfı** bu yıl 4'üncüsü düzenlenecek "**Sabit Ülker** Bilim Ödülü" yarışması için başvuruların alınmaya başladığını duyurdu. Bilim ödüllerinin bu yılki teması ise "Beslenme, Metabolizma ve Toplum

oluşuyor. Vakfın ilk kez 2014'te hayata geçirdiği ödüller için son başvuru tarihi 15 Mart 2017 olarak duyuruldu. Katılım üst yaş sınırının 45 olduğu yarışmaya tamamlanmış projelerle sadece İngilizce başvuru yapılabilir. Bu yılki yarışmada birinci gelecek bilim insanı veya ekibine 100 bin lira ödül verileceği açıklandı.

Milliyet 23/11/2016

### BİLİM İNSANLARI YARIŞIYOR



HER yıl tüm dünyadan birçok bilim insanının katıldığı **Sabit Ülker** Bilim Ödülü'ne başvurular başladı. Bu yıl dördüncüsü gerçekleştirilen yarışmanın teması; beslenme, metabolizma ve toplum sağlığı olarak belirlendi. Katılım yaş sınırının 45 olduğu yarışmaya, tamamlanmış projelerle sadece İngilizce olarak başvuru yapılabilir. 15 Mart'a kadar başvuru yapılabilen yarışmanın ödül töreni 3 Mayıs'ta İstanbul'da gerçekleştirilecek. Kazanan bilim insanı, 100 bin TL'lik ödülün sahibi olacak.

Sabah 23/11/2016









SABRİ ÜLKER FOOD RESEARCH FOUNDATION

# BULLETINS

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# BULLETINS

The Sabri Ülker Food Research Foundation regularly sends out newsletters to keep the public and stakeholders up-to-date with the latest information on nutrition and health.

Previously entitled “Food Bulletin,” the publication was renamed the “Healthy Lifestyle Bulletin” in April 2016, and is shared with the foundation’s mailing list of almost 20,000 people four times a year.

The “Balanced Nutrition Bulletin” is also shared quarterly, and the new “Academy Bulletin” was shared with academics for the first time this year. These periodicals share noteworthy information from reliable Turkish and international institutions with the academic world.

Newsletters with content relating to the Balanced Nutrition Education Project are available at [www.yemektedenge.org](http://www.yemektedenge.org).



*Sabri Ülker Food Research Foundation 2016 Bulletins:*

## FOOD BULLETINS

### Bulletin Issue 20

The Food and Agriculture Organization of the United Nations (FAO) declared 2016 the “International Year of Pulses.”

Myths About Cold and Flu

Shocking Facts About Crash Diets

A Pumpkin Soup Recipe from In-Season Cuisine

### Bulletin Issue 21

How to Eat Five Portions of Fruit and Vegetables Every Day

Confusion in Healthy Cooking: To Fry or to Boil

Are You Ready to Exercise?

The Right Time for the New Recipes of Spring

### Bulletin Issue 22

All Set for Summer

Have You Adjusted Your Sleeping Hour?

Blood Pressure: More Than Just a Number

In-Season for Artichokes

### Bulletin Issue 23

Questions About Ramadan and Health

B12: Great Value From a Tiny Vitamin

Quick Answers to Hard Questions

The Indispensable Taste of Summer: Stuffed Peppers

### Bulletin Issue 24

Hot Weather, Holidays, and the Health Triangle

The Body Fluid Balancers: Sodium, Potassium, and Chlorine

Fat: How Much of a Friend or Foe?

Sugar Intake: The Anatomy of a Study

Refresh Your Summer Evenings with Peach Ice Cream

### Bulletin Issue 25

An Agenda: Ice Cream, One Cone to Happiness!

A Question: How to Cope with Menopause?

Nutritious Peppers Stuffed With Lentils



## BULLETINS

### ACADEMY BULLETINS

#### Bulletin Issue 1

The Global Nutrition Report Published: Preventing Malnutrition for Sustainable Development

World Diabetes Map

Obesity Facts from the World Obesity Federation

Notes From 2014 Turkey Health Survey

Child Malnutrition Report From UNICEF, WHO, and the World Bank

News from the Sabri Ülker Food Research Foundation: The European Nutrition Conference in Berlin

#### Bulletin Issue 2

Childhood Overweight and Obesity Prevention Council Report Published

ILSI Europe's 30th Anniversary Symposium in Brussels: European Food Safety and Nutrition Sabri Ülker Food Research Foundation Science Committee Member Prof. Diána Bánáti, Ph.D.

2016 ILSI Annual Meeting in Florida

Academic Activities Schedule

#### Bulletin Issue 3

2016 Global Nutrition Report

The Declaration of the United Nations Decade of Action on Nutrition (2016–2025)

2016 World Health Statistics From the WHO

News From the Sabri Ülker Food Research Foundation:

- Keeping Track of the Health of the Next Generation with iGrow



- European Obesity Summit in Gothenburg
- We Celebrate Dietitians Day With the Turkish Dietetic Association

#### Bulletin Issue 4

17th International Congress of Dietetics

Sabri Ülker Food Research Foundation Wins TÜBİTAK “Above Threshold” Award for its European Union Framework Programme

ILSI Europe Asked, How Far Can We Control the Severity of Food Allergic Reaction by Controlling Exposure to Allergenic Foods?

ILSI Europe Benefit-Risk Analysis for Foods Congress Schedule

## BALANCED NUTRITION BULLETINS

### Bulletin Issue 12

Balanced Nutrition Educational Materials  
Renewed

Balanced Nutrition Education Project 2015-2016  
School Year Provincial Coordinators Meeting

Balanced Nutrition Warner Bros Collaboration  
Teaches Healthy Lifestyles in 10 New Cartoons

### Bulletin Issue 13

Balanced Nutrition in 2015

Notes for Teachers and Parents

Recipes From In-Season Cuisine

### Bulletin Issue 14

Exams File

Time for Competition in Balanced Nutrition

Istanbul to Host Balanced Nutrition Workshop on  
April 6

### Bulletin Issue 15

Balanced Nutrition Education Project's First  
Workshop

Balanced Nutrition Painting Contest Winners  
Announced

Keeping Track of Children's Development with  
iGrow for Healthier Generations!





