

2018 ANNUAL REPORT SABRI ÜLKER FOUNDATION

2018 ANNUAL REPORT

SABRİ ÜLKER

FOUNDATION

WHAT DID THE SABRİ ÜLKER FOOD RESEARCH FOUNDATION ACHIEVE THIS YEAR?

The Sabri Ülker Food Research Foundation is committed to making a positive contribution to improving public health in Turkey and beyond. Each year we undertake many projects towards this objective. We collaborate with pre-eminent universities and inspire others by presenting the results of our endeavors internationally. This year we have implemented many new projects both in Turkey and elsewhere and have made great progress with ongoing projects.

We have reached 6 million students, their teachers and parents nationwide across Turkey with the "Balanced Nutrition Education Programme". This project, which has now been underway for 8 years has become a flagship project of our foundation. Within the scope of the project, we have provided a 38 week training program on balanced nutrition to children in 500 schools in 10 provinces across Turkey. In the 2018 - 2019 school year, 5 new provinces have been added. With the addition of Ankara, Adana, Bursa, Eskişehir and Rize provinces, the number of provinces in the project is now 15. As a teaching aid we have added a story book to the "Balanced Nutrition Education Programme" this year. This book, entitled "Little Chefs Restaurant" features the five main messages of our project. It has been very well received by the children. We have also provided 3 new story books targeted at the pre-school and first-grade students.

We are implementing new projects focused on improving public health.

The "Balanced Nutrition Test" enables consumers to analyze their food consumption habits. We provide suggestions to improve the nutritional habits of participants based on their test results. A total of 5,600 people have so far taken the "Balanced Nutrition Test".

The public are today bombarded with information on nutrition and health. Searching the Internet and engaging in social media provides a bewildering array of often conflicting information. In order to address this issue we have implemented a program entitled "For Accurate Science". This provides the public with reliable information based on sound science in a format they should be able to understand. The "For Accurate Science Platform" can be accessed via the following link: https://bilimbunukonusuyor.sabriulkerfoundation.org

Healthy children become healthy adults...

It is vital that healthy nutrition and lifestyle habits are encouraged in children from an early age. Healthy children are most likely to become healthy adults. To this end we launched the application "iGrow" back in 2016. iGrow is a mobile App which gives families the opportunity to closely monitor the development of their children. A website has now been updated to support the application. Three books have been added to the website which provide useful information for parents.

iGrow mobile app is available to download on iOS and Android mobile devices.

iGrow web site can be accessed via the link: https://igrow.sabriulkerfoundation.org/

It is important to make a difference!

The foundation has launched an awareness campaign focused on salt intake. This has been entitled: "Reduce Excess Salt, Prolong your Life." Research has shown that reducing salt intake can increase life expectancy in 25% of individuals. A meeting was held during the year to publicise the program. This was attended by lecturers and experts from leading universities. Subjects covered included a review of salt intake data, the relationship between salt intake and health and awareness of hypertension.

Obesity is without doubt one of the most important health issues of our age. We have hosted 2 scientific sessions this year to address this subject, particularly focusing on childhood obesity. We participated in the "11th International Conference on Childhood Obesity and Nutrition" in Barcelona, Spain. In the meeting, participants were informed about the results of the research "Trust in the sources of information on Healthy Nutrition". Also, the "Balanced Nutrition Education Programme" was presented as a best practice example.

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We are active internationally

Our Foundation has continued to take part in international activities this year, highlighting our own program, learning from others and discussing what more we could contribute in the international arena. In March we hosted a reception in London. Participants included experts in health and nutrition together with representatives of leading non-governmental organizations. The discussion centered around what more could be done by our Foundation internationally.

Additionally we became the main sponsor of the meeting of the "European Nutrition Leadership Platform (ENLP)". This was held in March in Luxembourg. The ENLP includes training for professionals working in the field of nutrition, food and health. With this role we became integrated into a network of key nutritionists throughout Europe.

priority for our foundation Our foundation pursues many approaches towards improving public health. Encouraging research on nutrition and health is a priority. To this end we have had a very positive cooperation with Marmara University and we took the first steps towards implementing the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research. With its young and expert research team, the Center will conduct research into improving community health and preventing metabolic diseases.

We felt the pulse of science at Harvard!

In May we hosted the 2nd Metabolism and Life Symposium which was held in Boston, Massachusetts. Speakers at the symposium included winners of the Nobel Prize for Medicine. Coincident with the symposium we held a press conference at the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research. The event provided an opportunity to introduce our Foundation to an international audience. Also, the winner of Sabri Ülker Science Award was declared during the event.

Dr. Ömer Yılmaz, Assistant Professor of Biology at the Koch Institute for Integrative Cancer Research at the Massachusetts Institute of Technology (MIT) received this year's "Sabri Ülker Science Award" in recognition of his project entitled "Dietary control of stem cells in physiology and disease".

We met with young dieticians in Rotterdam

Disseminating accurate and relevant information aimed at improving public health is a key priority for our foundation. We seek to eradicate false information wherever possible. In September we attended the 40th Annual Conference of the European Federation of the Associations of Dietitians in Rotterdam. We also attended a workshop organized by the European Nutrition Leadership Platform. This workshop provided young dietitians with an opportunity to meet experts in the field of nutrition. We also participated in a workshop on the theme of "Effective Communication in the field of Nutrition".

Encouraging research is a priority for our foundation

ABOUT SABRİ ÜLKER FOUNDATION

The Sabri Ülker Food Research Foundation was established in 2009 with the aid of an unrestricted grant from the Ülker family. The Foundation has been registered as a charity in Turkey in accordance with Directorate General of Foundations. The intention of the Foundation is to make a positive contribution to improving public health in Turkey and beyond. In doing so it seeks to honour the memory of Sabri Ülker, the founder of Ülker company, who remained passionate about social responsibility throughout his long life.

GOVERNANCE

The Sabri Ulker Food Research Foundation is governed by a Board of Directors including: Murat Ülker - Chairman Ali Ülker - Vice Chairman Zeki Ziya Sözen - Science Committee Member of Sabri Ülker Food Research Foundation İbrahim Taşkın - Sabri Ülker Foundation Board Member Talat İçöz - Chairman of Sabri Ülker Food Research Foundation

The programme of the Foundation is developed by a Science Committee comprising leading experts in a variety of fields relevant to public health from Turkey and around Europe: Prof. Diána Bánáti - Executive and Science Director of the International Life Sciences Institute (ILSI Europe) Prof. H. Tanju Besler - Vice Rector of Eastern Mediterranean University Prof. Hans Konrad Biesalski - Head of Department of Biological Chemistry and Nutrition and Food Security at the Hohenheim University Dr. Laura Fernández Celemín - General Director of the European Food Information Council (EUFIC) Prof. Gökhan Hotamışlıgil - President of Sabri Ülker Center for Nutrient, Genetic and Metabolic Research Prof. Beraat Özçelik - Dean of Faculty of Chemical and Metallurgical Engineering at Istanbul Technical University and Head of Department Food Engineering

Dr. Zeki Ziya Sözen - member of Science Board of Sabri Ülker Food Research Foundation; Prof. Julian D. Stowell - Visiting Professor, Oxford Brookes University centre for Nutrition and Health Prof. Dr. M. Temel Yılmaz - President of Turkish Diabetes Foundation

The work of the Foundation is organised and implemented by a dedicated team of specialists under the direction of Begum Mutus, General Manager. An essential element of the Foundation's modus operandi is to collaborate with respected organisations working in the field of public health. For our schools' education initiative, we are honoured to have the support of the Republic of Turkey Ministry of National Education General Directorate of Basic Education.

Sabri Ülker Food Research Foundation Officers

Begüm Mutuş - General Manager of Sabri Ülker Food Research Foundation Selen Tokcan - Communications and Sustainability Director Özlem Üliç Çatar - Public and General Projects Manager Burcu Aksoy Canyolu - Nutrition and Scientific Communication Executive Deniz Miray Arca - Nutrition and Scientific Communication Specialist Tuğçe Özlü - Intern Duygu Ayşe Erdemir - Intern

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PROJECTS AND EVENTS

BALANCED NUTRITION EDUCATION PROJECT

Since 2011, our Foundation has helped to lay the foundations for future healthy generations via the Balanced Nutrition Education Project. This is Turkey's most comprehensive nutrition and lifestyle education program aimed at students from kindergarten onwards. We are fortunate to have had the cooperation of the Turkish Ministry of National Education General Directorate of Basic Education.



The project is coordinated by Prof. H. Tanju Besler, member of the Sabri Ülker Foundation Science Board and Vice Rector of Doğu Akdeniz University. The course modules are prepared by Prof. Hünkar Korkmaz, Research Associate at the Department of Educational Sciences at Hacettepe University. The program is integrated into the school curriculum.

The Balanced Nutrition Education Project has been implemented with the cooperation of the General Directorate of Basic Education of the Turkish Ministry of Education.

In addition to the full program being implemented in pilot schools across the country, the materials of the Balanced Nutrition Education Programme can also be accessed free via the link www.yemektedenge.org.

We interacted with the province coordinators.

Our foundation provided the "School-Based Nutrition Education Seminar" to the teachers within the scope of the Balanced Nutrition Education Project, which is the most comprehensive and sustainable nutrition educational project of Turkey in terms of number of students and grade level. With the addition of 5 new pilot provinces, the number of the pilot provinces is 15 and we interacted with these 15 pilot province coordinators. Prof. Hünkar Korkmaz told the project to the province coordinators at the meeting held in Istanbul.





In-service training

Over the last 8 years the Balanced Nutrition Education Programme has provided fun and educational means of encouraging a healthy and balanced diet and lifestyle for millions of children, parents and educators across our country. The program is conducted jointly with the General Directorate of Basic Education of the Ministry of National Education. The first step is to inform participating teachers about balanced nutrition. This in-service training program has been certified by the Ministry of National Education. So far it has provided the "School-Based Basic Nutrition Education Seminar for Healthy Life" to 1,000 teachers. The seminars have been coordinated by Prof. Dr. H. Tanju Besler, Member our Science Board. So far to date, they have been held in Istanbul, Antalya, Sinop, Trabzon, İzmir, Erzurum, Aydın, Gaziantep, Kahramanmaraş and Kayseri.

Our goal is to reach more children, parents and teachers

To date the Balanced Nutrition Education Project has now been implemented in 15 provinces around Turkey. Begüm Mutuş, the General Manager of our Foundation has expressed her satisfaction that more and more children, parents and teachers now have access to the program. Begüm Mutus notes that: "The Balanced Nutrition Education Project started in a small way, reaching just 20.000 students in its first year. From the outset we have been privileged to have had cooperation with the General Directorate of Basic Education of the Turkish Ministry of National Education. We have now reached several million students with the education program. An important step we have taken this year has been to teach the basic messages of the Balanced Nutrition Education Project in schools as part of the general curriculum. We have also provided basic nutrition education to our teachers via in-service training. The balanced nutrition project will be run in 15 cities in 2019. Ankara, Adana, Bursa, Eskişehir and Rize are now involved in the project. We aim to continue to expand the project and introduce more children, parents and teacher to the programme.

The Balanced Nutrition, the Frequency and Amount of Food Consumption Research - I

This research aims at evaluating how the balanced nutrition project affects the nutritional habits of school-age children and their physical activity levels. "Balanced Nutrition, the Frequency and Amount of Food Consumption Research" was conducted in Izmir, Istanbul and Kayseri in 2014-2015 school year. According to the first research, the frequency of the number of people who eat vegetable is 19,5 % before the Balanced Nutrition Education Project, this percentage became 24,9 % after the project.

The Balanced Nutrition, the Frequency and Amount of Food Consumption Research - II

The second research will be conducted in Istanbul, Antalya and Gaziantep provinces, respectively, in Marmara University, Akdeniz University and Sanko University with the first, second, third and fourth-grade students in the schools which participated in the Balanced Nutrition Education Project. As in previous research, the nutritional status of the students, their physical activity levels and anthropometric measurements will be determined with the pre-assessment carried out before the project and the final assessment to be carried out at the end of the 2018-2019 school year. The efficiency of the project will have been measured with this project for the second time. It is aimed to observe the positive change of the nutritional habits of the students in the pilot schools and to popularize this positive change throughout Turkey; thus, it is aimed to change positively the nutritional habits of Turkey.

BALANCED NUTRITION STORY BOOKS

THE LITTLE CHEFS RESTAURANT

"The Little Chefs Restaurant" story book which has been implemented within the scope of the Balanced Nutrition Education Programme tells the importance of the balanced nutrition to the children in an entertaining way. The book describes three brothers' adventures during the summer in the frame of appropriate nutritional habits.



Balanced nutrition Story books

3 siblings: Gökhan, Aslı and Didem are on their way to go to their beloved uncle's during the summer vacation. For them, their uncle's hostel named "Küçük Maceralar" in Datça is the most fun place in the world. But when they arrive in Datça, they see that the hostel is not there. They embark on a new adventure.

ELIF'S ADVENTURES TEACH THE BALANCED NUTRITION

Our Foundation not only provides training in the Balanced Nutrition Education Project, but also teaches balanced nutrition to the children by utilizing entertaining materials. Among these materials, the series of "Elif" is appropriate for the pre-school students. The children can both be entertained and learn how they could stay healthy by eating all foods. Elif tells the importance of balanced nutrition and regular physical activity to the children with her adventures named "Carrot Chase", "A Park Adventure" and "the Cute Dragon".



THE LITTLE CHEFS RESTAURANT STORY BOOK

January 6, 2018 Istanbul

The Little Chefs Restaurant story book makes its debut

Our Foundation launched the "Little Chefs Restaurant" story book which has now been integrated into the curriculum of the Balanced Nutrition Education Project, initially with the participation of children and their parents in Istanbul.

We have added the story book "Little Chefs Restaurant" to our training materials in order to better explain the 5 main messages of the Balanced Nutrition Education Project to children. The story book which points out the importance of balanced and healthy nutrition was prepared by the Düşyeri Cartoon and Animation Studio.

Parents and their children began the new year with fun activities associated with the launch of the story book "Little Chefs Restaurant".

At the launch event children spent time with trainers and made gifts for their mothers during nutrition-themed game workshops. At the same time the mothers spoke about balanced and healthy nutrition for school-age children with the nutritionist Prof. Dr. Funda Elmacioğlu, Head of the Nutrition and Dietetics Department of the İstinye University.

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The General Manager of Foundation, Begüm Mutuş emphasized that the Balanced Nutrition Project has already been the most comprehensive nutrition education project implemented in Turkey in terms of the number of students and the detailed program of education. The program is ongoing and continues to make a positive contribution to the public health of the next generation.

In addition, the World Champion national athlete and WABBA (World Amateur Body Building Association Federation) Manager Orhan Yılmaz showed the participants some simple exercises that they could perform whilst travelling, at work, whilst sitting down and without even going to the gym.





THE LITTLE CHEFS RESTAURANT STORY BOOK READING EVENT

February 2018, Istanbul

The innovations of the Sabri Ülker Foundation are regularly shared with our employees. The "Little Chefs Restaurant" story book has been presented to children of Yıldız Holding employees.

es of the "Balanced Nutrition Education Project". Ülker interacted with the children receiving training and in this way learnt about the details of the program. Mr. Ülker said to the children: "It is a pleasure to be in a school which has implemented an

education project having profound importance for the health and wellbeing of our future generations. I am reminded of the vital importance of education. Sabri Ülker, after whom the Sabri Ülker Foundation was named, always worked for the good of society and greatly valued education and science. It is our father's legacy to us to support education and continue his good work. My father, Sabri Ülker, used to say 'I would never make my consumers eat anything that I myself would not eat or give my children to eat'. He always considered balanced nutrition to be extremely important, especially for children. I would like to give my thanks and gratitude to the Sabri Ülker Foundation authorities and to the dear representatives of the General Directorate of

Murat Ülker, Chairman of Yıldız Holding Executive Board, visited

the Cumhuriyet Primary School of Aydın, one of the pilot provinc-

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balance" Murat Ülker also gave the children advice that they should remember throughout their lives: "There are of course things that all of you are entitled to do and consume and that are part of being a child. However, one should never go to extremes. Extremity in any aspect of life will cause disturbance in the balance and one cannot succeed without that balance. That is why establishing your balance in every aspect of your life starting with your nutrition today will bring reward in the future. Eat a balanced diet and make sure to exercise every day. Play ball games, jump ropes, run! You are children, do justice to being a child."

MEETING WITH THE STUDENTS AT THE AYDIN CUMHURİYET PRIMARY SCHOOL

April 2018, Aydın

Murat Ülker fully supports the "Balanced Nutrition Education Project"

"It is Mr. Sabri Ülker's legacy to us to support education and do good for society."

Murat Ülker

Chairman of the Yıldız Holding Executive Board

- Aydın, one of the cities where the Balanced Nutrition Education Programme was implemented, had an important guest: Chairman of the Yıldız Holding Executive Board, Murat Ülker.
- Murat Ülker, visited the Cumhuriyet Primary School in Aydın, where he was able to see first-hand the Balanced Nutrition Education Project in action.





Basic Education of the Ministry of National Education for successfully carrying out such a precious project".

"Be balanced in every aspect of life; success comes with balance"



MEETING AT TOBB PRIMARY SCHOOL IN RIZE

October 2018, Rize

- We continued to train children in schools all around Turkey this year with the Balanced Nutrition Education Project.
- Murat Ülker, Chairman of Yıldız Holding Executive Board, visited the TOBB Primary School in Rize. Rize was among the new cities chosen to participate in the Balanced Nutrition Education Project this year.
- Murat Ülker interacted with students in Rize and learnt about their experiences with the project.

Murat Ülker had an opportunity to see firsthand the application of the balanced nutrition education project, newly implemented in the Merkez TOBB Primary School in Rize.

Murat Ülker during his visit emphasized the role that the Balanced Nutrition Project plays in the future of the public health. He stated: "Local and national organizations such as Yıldız Holding must play an important role in the upbringing of happier, more active and healthier future generations. We are working towards this. The Balanced Nutrition Education Project which our Sabri Ülker Food Research Foundation has been implementing during the last 8 years in collaboration with representatives of our Ministry is an exemplary project. "More is yet to come".

STAY ACTIVE

November 21, 2018, Izmir

Now the children will start the day actively!

Balanced Nutrition Education Project, the numbers of the materials continue to increase every day. Now we've added Stay Active Module to our materials. This module has been designed to encourage the children to the physical activity. Stay Active Module was introduced in Izmir on October 21st. The students will start the day with 10 minute-physical activity in the schools where the Balanced Nutrition Education Project is conducted, via this module.

There are various activities for different age groups in the Stay Active Module which was designed in order to provide the children with a more active life. The Stay Active Module that encourages the children to physical activity with dramatization method includes different activities that are appropriate not only for pre-school and first grade-students but also for second, third and fourth grade-students. "Miming Drama Game" is one of these activities and carried out in the pre-schools and first-grade students. In this game, the students both do exercise and learn the specific movements of animals. The teacher gives clues about an





animal and a student says the name of that animal, then, the game starts. After, the students mime ape's movements on the basis of the clues. When the teacher says "Stop", the students run with the slight pace on their same place up to next clue. The activity lasts throughout 10 minutes. "Invisible Jumping Rope" is an appropriate game for fourth-grade students. In this game the students count to 100 by using the even numbers before, then the odd numbers and jump invisible rope. Then when the students reverse the invisible jumping rope, they count down from 100 two by two. The students count and learn the prime and composite numbers with this activity lasting 10 minutes.

Begüm Mutuş, the General Manager of our Foundation, explains the Stay Active Module:

"This year, we added also the physical activity with the 'Stay Active' Module, which is just as important as the habits of healthy nutrition, to our project. We adapted to Turkey the project which is developed by International Life Sciences Institute (ILSI) Research Foundation and carried out with the name of Take 10 in USA, China and Thailand. Our aim is to get the students to adopt a habit of activity and state the importance of doing physical activity with the daily entertaining 10 minute-activities. We held the promotion meeting of Stay Active Module in Istanbul and Antalya, after Izmir. Our biggest aim is to bring forth awareness of healthy life to more students.

BALANCED NUTRITION CUISINE



It is extremely important that every individual in our country has an opportunity to learn about adequate and balanced nutrition and eating habits. This is why the Sabri Ülker Food Research Foundation is offering tasty and healthy recipes under the banner of 'Balanced Nutrition Cuisine'.

Eating habits vary from household to household. Methods of preparing and cooking foods, and the spices and condiments used, make the meals special for the person preparing them. Some dislike vegetables and consider meat to be essential. Others base their meals around vegetables. Making these different foods suitable for an individual's taste requires great skill.

The Balanced Nutrition Cuisine provides suggestions for healthy meals. Videos include a range of tasty and healthy recipes. In addition, the energy content and nutritional profile of the recipes is provided.

The results of	those takin	g the Bala
show that:		

Only 2 in 10 adults fulfill the fruit consumption recommendati ons.

Only 1 in 4 adults consumes whole-grain bread at least once a day.

iGROW ONLINE

The Netherlands Applied Scientific Research Council (TNO) originally developed the iGrow application to help families monitor their children's growth and development. This application has now been adapted by our Foundation as a resource for the Turkish population. It can be accessed via the updated website: https://igrow.sabriulkerfoundation.org/

BALANCED NUTRITION TEST

The Balanced Nutrition Test was initially adapted from German to Turkish back in 2011. This year the program was completely revised and updated.

Those taking the test obtain a profile of their eating habits. It then provides recommendations to improve our adequate and balanced eating habits. Recommendations for physical activity are also included.



The Balanced Nutrition Test is based on the Self Check application developed by Hohenheim University in Germany. It has been adapted for the Turkish language and nutritional habits. It allows adults to evaluate their nutritional and physical activity status and assesses the risk of participants developing chronic diseases such as diabetes, coronary and artery diseases.

After the Balanced Nutrition Test was renewed. the test was taken by 1.150 people in 2017, and 3.000 people in the first half of **2018.** The total number of people taking the test so far is 5.600.



nced Nutrition Test so far

1 in 2 adults does not fulfill the recommendation of consuming fish 1 - 2 times a week.

4 in 5 adults are not active enough.



iGrow Cocuklarımız gelişirken

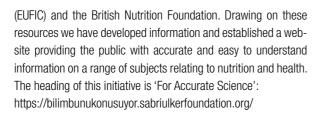
'FOR ACCURATE SCIENCE' PLATFORM

A DIGITAL SCIENTIFIC INFORMATION PLATFORM FOR TURKEY



New information on nutrition and health is published on a daily basis. Much of this is inaccessible to the general public and even to healthcare professionals who are not expert in a specific field.

The Sabri Ulker Foundation is managed by a team of internationally renowned scientists. In addition we have forged collaborations with highly respected groups such as the International Life Sciences Institute (ILSI), the European Food Information Council



From which sources do we obtain our information?

News on health and nutrition topics can be obtained via newspapers, television or online. But it may not be clear if this news is scientifically correct. The Sabri Ülker Food Research Foundation aspires to communicate only sound science via its "For Accurate Science" platform.

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COMMUNICATION AND SOCIETY*

EXPERTS CONTRIBUTE TO THE 'FOR ACCURATE SCIENCE' PLATFORM

Sabri Ülker Food Research Foundation colleagues have interviewed scientists and academics regarding the importance of balanced nutrition in reducing the risk of specific diseases and disorders. The result is a series of short videos available on the 'For Accurate Science' web site : https://bilimbunukonusuyor. sabriulkerfoundation.org/vid eolar

Prof. Dr. Ülver Derici The Head of the Turkish Society of Hypertension and Renal Diseases

Prof. Dr. Ülver Derici reviews the status of hypertension in Turkey and discusses how achieving an appropriate salt intake can help to reduce hypertension.

Prof. Dr. Murat Baş Dean of the Acıbadem Mehmet Ali Aydınlar University Faculty of Health Sciences

Prof. Dr. Murat Baş discusses changes in our metabolism which can occur during Ramadan. He highlights how we should plan for sahur and iftar (the meals to be consumed at the beginning and end of fast days), whether it is healthy to fast without sahur and how we can stay active during Ramadan. Also, in a separate video, he discussed what probiotics are, how probiotics can improve our intestinal health, and in which foods and drinks probiotics can be found.

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Prof. Dr. Bülent Altun Dean of the Hacettepe University Faculty of Medicine

Prof. Dr. Bülent Altun talks about issues surrounding hypertension including the symptoms, the frequency of hypertension in the Turkish population and the relationship between salt consumption and hypertension.

Prof. Dr. H. Tanju Besler Vice Rector, Eastern Mediterranean University and Science Committee Member of Sabri Ülker Food Research Foundation

Prof. Dr. H. Tanju Besler answers questions about the need for salt and sodium, the health problems linked to excess salt consumption, the nutritional sources of sodium/salt and what we can do to reduce salt intake.

Prof. Dr. Yunus Erdem Lecturer at the Hacettepe University Faculty of Medicine Field of Nephrology

Prof. Dr. Yunus Erdem talks about how much salt the average adult in Turkey consumes, where Turkey stands in terms of salt consumption compared to other nations, foods that contribute to salt consumption, and how excess salt consumption can be reduced.

Prof. Dr. Beste Özmen Sadıç Head of the Cardiology Department at the Marmara University Faculty of Medicine

Prof. Dr. Beste Özben Sadıç discusses various aspects of blood pressure and hypertension highlighting what constitutes an ideal blood pressure, who is at risk of hypertension, and what can be done to reduce this risk.

NUTRITION AND HEALTH COMMUNICATION PROGRAM

November 16-18, Istanbul

A workshop was held with media representatives focusing on the need to accurate information on nutrition and health



The second "International Nutrition and Health Communication Program" was organized by our Foundation in Istanbul. The program brought together scientists from around Europe and communication professionals from within Turkey. This year's theme was "Popular Diets: Health Effects and Effective Communication".

The participants who successfully completed the program received a certificate awarded by the German Society of Nutrition and Food Science.

The syllabus of the two-day training program was developed by Professor Hans Konrad Biesalski, the Head of the Nutrition Department of Hohenheim University and member of the Sabri Ülker Foundation Science Commitee.

Participants in the program included representatives of the printed media as well as those specializing in digital communications. Input to the program was provided by: Prof. Hans Konrad Biesalski; Prof. Dr. H. Tanju Besler; Prof. Dr. Temel Yılmaz,; Raymond Gemen, Nutrition Director of the European Food Information Council (EUFIC); Prof. Dr. Beraat Özçelik; Prof. Dr. Julian Stowell; and Prof. Dr. Diana Banati. The program culminated in a workshop which was organized and moderated by Prof. Dr. Ali Atıf Bir, Lecturer at the Communication Sciences Institute. This workshop took examples of news commentaries and used best communication practice to develop accurate reports.

Information on popular diets was disseminated in order to illustrate the challenges involved in achieving accurate reporting on matters of nutrition and health. Examples include the Mediterranean diet, the DASH diet, clean eating, intermittent fasting, low carb high fat diets and detox diets.







inlar Komisyonu retimi amacıyla leme, muhafaza, gerekli kurallara nası "olarak





PUBLICATIONS

A 3rd Publication by the 'For Accurate Science' Platform

The third volume in the "For Accurate Science" series was published during 2018. Subjects covered in this volume included topics such as "Do eggs increase the risk of coronary artery disease?", "Are fermented foods and drinks also probiotic?", "The Relationship between Salt and Health: Questions and Facts". The

information can be accessed online via the 'For Accurate Science' website:

https://bilimbunukonusuyor.sabriulkerfoundation.org/pdf/bilimbunukonusuyor3kitap.pdf



3 new books by the iGrow

Three additional volumes have been posted on the iGrow website. Books are only available in Turkish for now. https://igrow.sabriulkerfoundation.org/yayinlar



NUTRITION



The Proceedings of our Foundation's Nutrition Summit have been published by Elsevier

The supplement includes topics such as: "Why Don't we Make Progress in Motivating Healthy Lifestyles?" by James O. Hill; "What Triggers Food Choices: A Cognitive Structural Approach toward the Determinants of Food Choice and Its Results regarding Behavioural Modification" by Klaus G. Grunert; "Chemical Stimulants and Nutrition" by Richard D. Mattes; "Gastrophysics: The New Science of Eating" by Charles Spence; "Nutritional Habits and Prevention of Cancer" by Ömer Küçük; "Ethical Topics in Health Communication: News Source Practices about Health" by Bülent Çaplı, Şule Karataş Özaydın, Şerife Öztürk; "A Look at Nutrition Today: How is it Going?" by Sylvia B. Rowe; "The 'Balanced Nutrition Education Programme' for Secondary Education Students in Turkey" by H. Tanju Besler, Reci Meseri and Özge Küçükerdönmez; and "Balanced Nutrition Test: An Online Test in the Assessment of the Nutritional Situation" by Burcu Aksoy, Deniz Miray Arca, H. Tanju Besler.

The ILSI Europe Concise Monograph entitled 'Threshold of Toxicological Concern' is now available in Turkish

TOKSİKOLOJİK KAYGI EŞİĞİ (TTC) It can be accessed online:

http://ilsi.eu/wp-content/uploads/sites/3/2018/09/TTC-CM-Turkish-2018.pdf

Balanced Nutrition Project Book

Balanced Nutrition Education Project is the apple of our Foundation's eye... We put our heart and soul and do our best to reach more students every day. Also, we have a new book about our project: Balanced Nutrition Project Book. In this book, you can find what the "Balanced Nutrition Education Project" is, how many



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Sabri Ülker Food Research Foundation has collaborated with ILSI Europe for the translation into Turkish of the Concise Monograph entitled 'Threshold of Toxicological Concern'. The monograph explains the regulations on the toxicity of chemicals, the types of toxicity, its various effects on the body and the concept of the threshold of toxicological concern.

> provinces, schools, students and parents we've reached so far. Besides, there are the comments of the new students, teachers and parents and their short interviews in this book. Competitions, events and openings within the scope of the project throughout the year are just a few of the topics in the book...

NATIONAL AND INTERNATIONAL CONGRESS PARTICIPATIONS

NATIONAL AND INTERNATIONAL **CONGRESS PARTICIPATIONS**

SALT AWARENESS WEEK

March 8, 2018, Istanbul

• Excess salt intake is an important topic when considering a nutrition program. The Sabri Ülker Foundation has publicised and participated in an awareness campaign entitled "Reduce Excess Salt, Prolong Life". This has drawn attention to the possible impact of excess salt consumption.

The sodium in salt is an essential mineral nutrient. Sodium plays key roles in the control of blood pressure and in the body's acid-base balance. It also plays a role in the nervous system and in muscle tissue. However, excess salt consumption and thus a high sodium intake is an important public health issue which is implicated in health problems such as compromising heart, brain and renal function.

The SALTURK-1 study was undertaken by the Turkish Society of Hypertension and Renal Diseases in 2008. This showed that the daily salt consumption of the adults in Turkey averaged 18 grams. The SALTURK-2 study in 2012 showed that daily consumption was slightly reduced at 15 grams. However, this number is still three times more than the recommended salt intake which, as noted above, should be in the region of 5 to 6 grams a day.

Our Foundation implemented a campaign entitled "Reduce Excess Salt. Prolong your Life" in order to raise awareness of the implications of excess salt consumption.

- During the meeting we shared with the participants data about salt consumption in Turkey and around the world. We also discussed topics such as the relationship between salt and health and hypertension.
- The World Health Organization (WHO) and other groups recommend that total daily salt consumption should be limited to 1 teaspoon of salt which is equivalent to 5 - 6 grams. Salt consumption average in Turkey is three times this recommendation!

A press conference was held in Istanbul on March 8 to announce the campaign. This was attended by Prof. Dr. Bülent Altun, the Dean of the Hacettepe University Faculty of Medicine; Prof. Dr. Yunus Erdem, Lecturer at the Hacettepe University Faculty of Medicine, Department of Internal Diseases, Nephrology Subdivision and Prof. Dr. Ülver Derici, Head of the Turkish Society of Hypertension and Renal Diseases: Prof. Dr. H. Taniu Besler. Member of the Science Board of the Sabri Ülker Foundation and Vice Rector of the Doğu Akdeniz University and Begüm Mutuş, General Manager of the Sabri Ülker Foundation. The meeting coincided with World International Women's Day. Salt consumption levels especially in women were considered and there was a focus on hypertension awareness and management.



Total daily salt consumption should be limited to 1 teaspoon

Begüm Mutuş, the General Manager of our Foundation pointed out that overconsumption of salt poses a significant threat to public health. She noted: "Daily salt consumption is approximately 8 grams in England, 10 in the USA, 12 in Japan, 13 in China and 15 grams in Turkey. The World Health Organization, the Ministry of Health and other important reference institutions recommend that the total daily salt intake should be limited to 1 teaspoon of salt which is equivalent to 5 - 6 grams. The first step toward the prevention of overconsumption of salt and the health problems caused by it is to create awareness and to change nutritional habits and lifestyle. In this context, our Foundation assumes an important role with the "Reduce the Excess Salt, Prolong your Life" project. With the campaign that we launched today, we will be taking action in order to increase public awareness via open air channels, social media and the internet".



A significant amount of the daily salt intake is the salt that is added to meals

Prof. Dr. Yunus Erdem, shared the results of the SALTURK-2 research which reveals the salt consumption statistics in Turkey. According to the research, table salt is responsible for 56 % of the 15 grams of daily intake of salt that we get from foods and drinks.



The salt added to meals constitutes 3/4 of table salt. And the remaining guarter includes olives, cheese, pickles, tomato paste, some condiments, salty spice mixtures and the salt that we get naturally from nutrients.

Daily salt consumption sources*					
Traditional	bread sal	t	34%		
Table Salt			13%		
Salt added during cooking 30%					
Salt from v	arious pro	ocessed food	21%		
* Erdem V A	kpolat T [)erici II et al Di	etarv		

Sources of High Sodium Intake in Turkey: SALTURK II. 2012.

Overconsumption of salt should be stopped

Prof. Dr. Bülent Altun, discussed the place of salt consumption in a healthy lifestyle. He said: "The prevention of salt overconsumption might play an important role in reducing high blood pressure and chronic illnesses in the heart, brain and kidneys that might occur because of high blood pressure. Salt overconsumption might also increase the risk of cancer of the stomach, osteoporosis and other heart health issues by causing a toxic effect regardless of the blood pressure".

Conscious parents have the most important job

Prof. Dr. H. Tanju Besler who also spoke at the meeting said: "Many eating and nutritional behaviours are acquired during childhood. Salt consumption habits are a good example of this. Thanks to conscious parents, it is possible to acquire the right salt consumption habits during childhood and they can be maintained during adulthood. Parents play an important role in helping the family to acquire appropriate eating and nutritional behaviours from an early age. Pregnant or menopausal women should be aware that overconsumption of salt is risky for them, too. Women are at risk of osteoporosis during and after the menopausal period. Overconsumption of salt increases calcium elimination from the body and thus might play a role in the advancement of osteoporosis. Therefore, raising awareness among women regarding salt consumption plays an important role in terms of public health".

How to combat hypertension?

Prof. Dr. Ülver Derici, Head of the Turkish Society of Hypertension and Renal Diseases explained that one in three deaths in Turkey is caused by hypertension. This is according to data from the Turkish Ministry of Health. Derici also noted: "In Turkey, the frequency of hypertension is 32.3 per cent in females and 28.4 per cent in males. Thus, hypertension is seen more frequently in women than in men. However, awareness about this topic is higher in women than it is in men. 41 per cent of males and 67 per cent of women have hypertension awareness. 45.3 per cent of the public with hypertension are not aware that they have this condition". We held a press conference at the "11th International Childhood "F Obesity and Nutrition Conference" simultaneously with the conference. During this meeting, we shared the results of research into G

Who was at the meeting?

The meeting took place with the participation of Begüm Mutuş, Prof. Dr. H. Tanju Besler, and Dr. Stacey Lockyer, a Nutrition Scientist from the British Nutrition Foundation.

11th INTERNATIONAL CONFERENCE ON CHILDHOOD OBESITY AND NUTRITION

March 15 - 16, 2018, Barcelona

- We hosted two scientific sessions at the 11th International Childhood Obesity and Nutrition Conference which took place on March 15 - 16, 2018 in Barcelona.
- During the conference it was emphasized that nutrition during childhood plays a vital role in the subsequent health of adults. The latest information on the Foundation's flagship project, the "Balanced

Nutrition Education Project", was presented as a good example of best practice in the field.

According to the World Health Organization, 1 in 5 children in Europe is overweight and 1 in 3 children excessively overweight. Hence, it is highly appropriate that addressing childhood overweight and obesity in Turkey is a high priority for our Foundation



"Resources Used for Presenting Healthy Nutrition Information and How to Build Trust in these Resources". (Healthy Diet Survey, Growth from Knowledge (GfK), 2017.)

Begüm Mutuş said: "Nutritional training at an early age is a must"

Begüm Mutuş presented an overview of projects running under the auspices of the Sabri Ülker Food Research Foundation and aimed at improving public health. "The saying goes that you cannot teach an old dog new tricks. With this in mind, we introduced the Balanced Nutrition Education Programme aimed at teaching school children about nutrition and a healthy lifestyle. Research undertaken before and after the intervention has already demonstrated a positive change in the eating and physical activity habits of participants." She continued: "We are implementing several projects to ensure more accurate dissemination of information in the health and nutrition fields. Each month we now reach approximately 12.000 users with our "For Accurate Science" program (see above We will continue to participate in local and international conferences focused on nutrition and health; and we will continue with our program of informing the public with accurate and up-to-date scientific information in a format that they can understand".

Prof. Dr. H. Tanju Besler presented a paper entitled "Children are the most affected by nutritional problems"

Prof. Dr. H. Tanju Besler talked about childhood obesity in Turkey and presented details of the Balanced Nutrition Education Project. He emphasized the point that childhood obesity may lead to many diseases in later years. These include coronary and artery diseases, diabetes and metabolic syndrome. He also reminded participants that according to the World Health Organization, 1 in 5 children in Europe is overweight and 1 in 3 children excessively overweight.

Between 14 % and 22% of children in Turkey are overweight

Prof. Dr. Besler said: "According to the 2010 data of the Turkish Nutrition and Health Survey, 21 % of children between the ages of 0 - 5 and 22 % of children ages 6 to 18 are overweight. 74.2% lack physical activity. According to the 2013 Turkish Childhood (Ages 7 - 8) Obesity Survey results, 14 per cent of children are overweight and 8 per cent of them are excessively overweight. These differences in numbers highlight the complexities involved in obtaining accurate, nationally projectable statistics. In order to prevent overweight and obesity during childhood, it is important for children to learn about the essentials of sufficient and balanced nutrition and the importance of physical activity. They should make these essentials into a habit which is maintained into adult-

hood. It is this background that has provided the Sabri Ülker Foundation with the justification for its flagship "Balanced Nutrition Education Project" which has been running since 2011 with the cooperation of the General Directorate of Basic Education of the Turkish Ministry of Education".

"The cooperation of institutions is vital in the fight against obesity"

At the meeting Dr. Stacey Lockyer, Nutrition Scientist of the British Nutrition Foundation (BNF) explained the details of the nutrition training program "Food - A Fact of Life" that the BNF implements in schools in the UK. Lockyer said: "Childhood obesity rates in England are remarkably high. Nutrition training during childhood is of great importance. Much has been achieved with the project that the BNF has implemented 7,500 schools in the United Kingdom on children between the ages of 3 to 18. Our cooperation with the public institutions has been vital for the success of the project. Non-governmental organizations can play an important role in issues such as public health. We value our collaboration with the Sabri Ülker Foundation. Adapting our materials for use in schools in Turkey has been a major success and an excellent example of international co-operation".

Our sessions drew great attention

Prof. Dr. Julian Stowell, a Member of the Science Board of the Sabri Ülker Foundation, presented a paper at the 11th International Childhood Obesity and Nutrition Conference entitled "The Balanced Nutrition Education Project in Turkish Schools". He presented details of the project and highlighted the positive changes in the nutritional habits of children following implementation of the program. Our Foundation also hosted a workshop entitled "School-based nutrition trainings: Examples of Practices in Turkey, England and Spain". Nutrition practices in schools were discussed by Dr. Burcu Aksov, Nutrition and Scientific Communication Executive of the Sabri Ülker Food Research Foundation; Dr. Stacey Lockyer, Nutrition Scientist from the British Nutrition Foundation; and Dr. Teresa Valero Gaspar, Information and Scientific Communication Director of the Spanish Nutrition Foundation.

SABRİ ÜLKER FOOD RESEARCH FOUNDATION UNITED KINGDOM RECEPTION

March 21, 2018, London

What will the future headlines be in the field of food and nutrition?

Our Foundation hosted a networking reception in London which included the participation of heads of leading non-governmental organizations together with academics from top United Kingdom universities and industry representatives. The main topic of the meeting was "What will the main headlines be in the future with regard to food and nutrition?". Highlights of the work of our Foundation were presented to the participants together with an inspiring overview of the leading research undertaken by the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research presented by Prof Hotamisligil. Many interesting ideas were shared during a lively discussion and these are helping to inform the future strategy of our Foundation.

EUROPEAN NUTRITION LEADERSHIP PLATFORM (ENLP) MEETING

March 21 - 25, 2018, Luxembourg

In order to help food and nutrition experts improve their leadership and communication skills, the European Nutrition Leadership Platform (ENLP) organizes two training pprograms each year: The ENLP Essentials Program and the ENLP Advanced Program. The programs are aimed at managers in companies in the nutrition, food and health sector, academic scientists, public institutions and non-governmental organisations.

The event this year took place in Luxembourg between March 21st and 25th under the main sponsorship of our Foundation. Our participation has helped us to become integrated into a network which includes many of the leading European nutrition experts. Prof. Gökhan Hotamışlıgil gave an inspirational speech at the seminar, describing the path of his career to date. This was without doubt a highlight of the whole program.

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NATIONAL HEALTHY LIFE **SYMPOSIUM**

April 12 - 15, Istanbul

We informed students, academics and health professionals about the "Reduce Excess Salt; Prolong your Life awareness campaign" during the World Salt Awareness Week at the Acibadem Mehmet

Ali Aydınlar University. This awareness campaign has been highly appreciated by academicians, nutrition and health professionals.

20TH INTERNATIONAL HYPERTENSION AND RENAL DISEASES CONGRESS

"With or Without Salt?" Satellite Symposium

May 9 - 13, 2018, Cyprus



We held a satellite symposium entitled "With or Without Salt?" which attracted leading experts who were attending the 20th International Hypertension and Renal Diseases Congress in Cyprus. This symposium was within the scope of the awareness campaign "Reduce the Excess Salt, Prolong your Life" mentioned above. Speakers included Prof. Dr. Bülent Altun. Prof. Dr. Yunus Erdem, Prof. Dr. Ülver Derici and the Sabri Ülker Foundation's General Manager Begüm Mutus.

UK ROYAL SOCIETY OF MEDICINE (RSM) CONFERENCE

Mental Health and Good Life Conference 9 October 2018. London

Our Foundation participated in the UK Royal Society of Medicine (RSM) conference, held in London entitled "Diet and weight: impact on mental health and psychological wellbeing". The conference discussed how being overweight and underweight can affect mental health. The effects of dieting on the intestines and brain cells, how changes in diet can be beneficial to mental health and the role of nutritional supplements were also discussed. Among the speakers at the conference was Prof. Tim Spector, Professor of Genetic Epidemiology and Director of the Twins UK Registry at Kings College, London University. He is well known for his book "The Diet Myth: The Real Science Behind What We Eat" which has become a best seller in Turkey. We were pleased to have had discussions with Prof Spector during the conference.



EUROPEAN FEDERATION OF THE ASSOCIATIONS OF DIETITIANS (EFAD) 40TH YEAR CONFERENCE

September 27, 2018, Luxemburg

European Nutrition Leadership Platform (ENLP) Workshop

In order to bring scientific knowledge to the society in the nutritional issues of the Sabri Ülker Foundation, at the conference, we monitored an important workshop organized by the European Nutrition Leadership Platform (ENLP), which has a very important role in the training of young dieticians.







4TH YOUNG PEDIATRICIANS **CONGRESS**

30 November - 2 December 2018, İstanbul

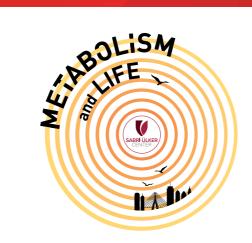
iGrow mobile application and renewed website of iGrow were introduced to hundreds of pediatricians, academicians and healthcare professionals at the 4th Young Pediatricians Congress.

INTERNATIONAL PROJECTS AND COOPERATIONS

INTERNATIONAL PROJECTS AND COOPERATIONS

II. METABOLISM AND LIFE SYMPOSIUM

May 29 - 30, Boston



- The 2nd Metabolism and Life Symposium was held under the auspices of the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research and hosted by our Foundation at Harvard University on May 29 - 30. The symposium provided an excellent update on the latest research into metabolism and health and we were privileged to have two Nobel Laureates as keynote speakers.
- Also, the winner of the 2018 Sabri Ülker Science Award was declared.
 The award was given to Asst. Prof. Dr.
 Ömer Yılmaz by Ali Ülker, Vice President of the Executive Board of Yıldız

The "2nd Metabolism and Life Symposium" was held on May 29th and 30th under the auspices of the Harvard Sabri Ülker Center for Nutrient, Genetic and Metabolic Research. It was hosted by our Foundation. The program, which took place in the Harvard University Memorial Hall, reviewed the latest developments in the world of science with a particular focus on metabolism, nutrition and health.

Holding together with Prof. Michael Brown and Prof. Joseph Goldstein, Nobel Prize winners in Medicine, and Prof. Gökhan Hotamışlıgil, President of the Sabri Ülker Metabolic Research Center.

Ali Ülker spoke at a press conference held at the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research in conjunction with the symposium. He stated that the Yıldız Holding's social responsibility activities are clearly focused on how we can improve public health in the future. Supporting new scientific discovery is at the heart of our endeavours.

The opening speeches of the Symposium were given by Michael Brown and Joseph Goldstein who received the Nobel Prize for Medicine in 1986 for their research which elucidated the mechanism of action of cholesterol in the human body.

Press conference

Our Foundation held a press conference in conjunction with the 2nd Metabolism and Life Symposium. This was attended by Ali Ülker, Prof. Dr. Gökhan Hotamışlıgil, Begüm Mutuş, and Mark Elliott, the Vice Provost for International Affairs at Harvard University.

Ali Ülker stated: "We will continue to support scientific investigation for the benefit of humanity"

"Supporting science and allocating resources for scientific investigation are extremely important to Yıldız Holding. We do this to honour the name and values of our founder, Sabri Ülker and we also see it as a vital mission. We take seriously our commitment to improving the future of public health. Both the Sabri Ülker Food Research Foundation and the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research are of great importance to us. The Sabri Ülker Food Research Foundation works to enlighten and inform society with scientific and reliable information and also carries out important projects most of which are leaders in their fields. The Sabri Ülker Center for Nutrient, Genetic and Metabolic Research conducts research which has a significant impact in the world of science for society for the future of our world. The fact that this work is undertaken under the leadership of a Turkish scientist is a reason for every one of us to be proud. In addition, we grant scholarships to young academics picked from the best institutions in Turkey and other countries and we support them in participating in research projects and career improvement programs at the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research. Besides all this, we are working on new projects to enhance scientific efficiency in our country, too. We will redouble our efforts to support scientific endeavours which serve humanity. This co-oper-

ation with Harvard University has inspired us to consider other initiatives. We hope that a similar center will also be established in Turkey under the leadership of Turkish scientists. We have started to take steps towards this".

Vice Provost for International Affairs at the Harvard University, Mark Elliott:

"Cooperation with leading establishments and organizations is of utmost importance for the good of scientific advancement. It is encouraging to see that the Ülker family is committed to investing in the future of science. We are all delighted that a leading Turkish scientist is at the helm of such a prestigious scientific establishment".

Prof. Gökhan Hotamışlıgil:

"At the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research, we carry out scientific research in order to understand the underlying mechanisms of chronic and metabolic diseases and to come up with new ways of treatment for fighting these biggest threats against public health around the world. By supporting young researchers, we also offer the opportunity to implement their research and to work and cooperate with the most notable scientists. Within this framework, our Center takes on a critical role in the nurturing of new scientists. We are happy to support the educational endeavosur of many post-doc scholar researchers and trainees in the field of metabolism. They originate from many countries and will facilitate global collaboration and understanding. They will open up new horizons with regard to research on metabolism and health".



General Manager of Sabri Ülker The reason for being prone to **Food Research Foundation**, **Begüm Mutus said**

"With the "For Accurate Science" platform, we are sharing with the public up-to-date scientific information about health and nutrition in an unbiased and clear way. We aspire to eliminating the dissemination of misinformation in this field. Our cooperation with the Sabri Ülker Center for Nutrient. Genetic and Metabolic Research is critical in helping us keep up-to-date in this fast-changing environment. It makes a huge contribution to the knowledge base for consumers, health professionals and academic scientists in our country".

obesity and metabolic diseases has been discovered

Information regarding the latest discoveries at the Sabri Ülker Center for Nutrient, Genetic and Metabolic Research was also presented during the meeting. In November of 2017, the Nrf1 molecule in the cells and the crucial function of this molecule in the liver was discovered at the Center. The Nrf1 molecule called the "metabolic protector" keeps cholesterol in the cell at a safe level and thus prevents fatty liver and damage to the liver tissues. After this discovery, it was determined during follow-up studies that the Nrf1 molecule also plays a key role in helping the brown fat cells to function appropriately. These discoveries pointed out that the genetic weakness that predisposes towards obesity and metabolic diseases was in the Nrf1 molecule. The research has been published in prestigious international journals including Cell and Nature.

What was discussed at the symposium?



Alan M. Garber:

Dean of Public Health School of Harvard University, Michelle A. Williams:

"Metabolic research addresses some of the most important health issues that the world faces today. Coronary and artery disease, diabetes and other non-infectious diseases will require an approach that is different from public health practices that have helped to tackle infectious diseases throughout the 20th century. The fundamental biology of diseases will show us the way".

"We grant scholarships to young academics selected from the best institutions in Turkey and other countries and we support them in participating in research projects and career improvement programs at the Sabri Ülker Metabolic Research Center. In addition, we are working on new projects to enhance scientific efficiency in our country, too. We will continue to support scientific endeavours for the benefit of humanity".



President of Sabri Ülker Metabolic Research Center, Prof. Dr. Gökhan S. Hotamışlıgil:

"We opened up the symposium with rising stars. We showed how a spark can turn into a rising star. We then ended the symposium with huge stars who are at their zenith in terms of science. Most importantly we showed that these scientists are also human".

SYMPOSIUM SCHEDULE

Tuesday, May 29, 2018 2.00 - 5.00pm Registration and welcome reception

5.00 - 5.10pm Musical performance

5.10 - 5.25pm

Rising Stars Session 5.27 - 5.42pm Ali Güler | Central nervous system

and metabolism University of Virginia

5.42 - 5.57pm Elçin Ünal | Illuminating cellular aging pathways through meiotic differentitation University of California, Berkeley

Wednesday, May 30, 2018

8.00 - 9.00am Guests arrive & breakfast Session 1 | Chair: Elcin Ünal

9.00 - 9.35am Linda Partridge | Metabolism and

ageing University College London 9.35 - 10.10am

Bruce Spiegelman | Controlling energy expenditure for metabolic health ward Medical School

10.10 - 10.45am Ronald M. Evans | Nuclear hormone receptors and metabolic homeostasi Salk Institute

10.45 - 11.15am Break for coffee & tea

SABRİ ÜLKER

FOUNDATION

5.57 - 6.12pm Yasemin Sancak | Calcium homeostasis in the mitochondria Washington University 7.19 - 7.21pm Introduction of Sabri Ülker Science Award

7.25 - 9.30pm

losing recep

7.21 - 7.23pm Award presentation

7.23 - 7.25pm Sabri Ülker Science Award Acceptance

6.12 - 6.27pm Ömer Yılmaz | Dietary and metabolic regulation of stem cell Massachusetts Institute of Technology

6.27 - 6.29pm Gökhan Hotamıslıgil | Introduction of keynote speakers

6.29 - 7.19pm Keynote Speakers: Joseph Goldstein & Michael Brown | Cholesterol homeostasis: From physiology to molecular biology University of Texas, Southwestern Medical Center

Session 2 | Chair: Ali Güler

11.15 - 11.50am Leslie Vosshall | Genetic control of innate behavior The Rockefeller University

11.50 - 12.25pm Michael Czech | Integration of metabolism with immune and neuronal responses University of Massachusetts Medical School

12.25 - 1.00pm Jens Brünning | CNS-Dependent regulation of glucose homeostasis Max Planck Institute for Metabolism

1.00 - 2.15pm Session 3 | Chair: Yasemin Sancak

2.15 - 2.50pm Jean Schaffer | Molecular mechanisms of lipotoxicity Washington University

2.50 - 3.25pm Gerald Shulman | Lipids and mitochondria in health and disease Yale University

3.25 - 4.00pm Shizuo Akira | TLRs and immunometabolic regula immunometabolic regulation Osaka University

4.00 - 4.30pm Break for coffee & tea

Session 4 | Chair: Ömer Yılmaz 4.30 - 5.05pm Brenda Schulman | Protein

homeostasis and metabolism St. Jude Children's Research Hospital

5.05 - 5.40pm Vamsi Mootha | Mitochondrial function in health and disease Massachusetts General Hospita

5.40 - 6.15pm Peter Walter | The unfolded protein response in health and disease University of California, San Francisco

Vice President of Yıldız Holding, Ali Ülker:

Rector at the Harvard University,

"Basic science is a major power zone."

SABRİ ÜLKER SCIENCE AWARD 2018

This year's winner of the Sabri Ülker Science Award. Asst. Prof. Dr. Ömer Yılmaz

The winner of the Sabri Ülker Science Award, which our Foundation has implemented with the goal to encourage the young scientists in the academic, industrial and research institutes and to support in presenting their researches to the benefit of public, was announced at the 2nd Metabolism and Life Symposium. Dr. Ömer Yılmaz, Assistant Professor of Biology at the Koch Institute

for Integrative Cancer Research at the Massachusetts Institute of Technology (MIT) received this year's "Sabri Ülker Science Award" in recognition of his project entitled "Dietary control of stem cells in physiology and disease". Yilmaz revealed in his research how different types of nutrition affected the biology of the intestinal stem cells in cases of especially nutritional disorders and in the treatment of possible cancer-related issues during the process of aging. The award was given to Dr. Ömer Yılmaz by Ali Ülker, Vice Vice President of Yıldız Holding, together with Prof. Michael Brown and Prof. Joseph Goldstein, Nobel Prize winners in Medicine, and Prof. Gökhan Hotamışlıgil, President of the Sabri Ülker Metabolic Research Center.



EASD-NOVO NORDISK FOUNDATION EXCELLENCE PRIZE

October 3, 2018, Berlin



Prof. Dr. Gökhan Hotamışlıgil receives a prize for scientific excellence

Prof. Dr. Gökhan Hotamışlıgil was granted the EASD-Novo Nordisk Foundation Diabetes Prize for Excellence for his groundbreaking studies on the relationship between obesity and diabetes and possible ways of treating these diseases.

The EASD–Novo Nordisk Foundation Diabetes Prize for Excellence granted by the European Association for the Study of Diabetes (EASD) and the Novo Nordisk Foundation is awarded to an outstanding scientist in the field of diabetes. The objective of the award is to encourage research into diabetes from which more than 425 million people suffer worldwide and obesity which affects over 650 million people. Hotamışlıgil was presented with the award at a ceremony that was held in conjunction with the 54th Annual EASD Meeting which took place in Berlin, Germany on October 3.

Hotamisligil accepted the award on behalf of his students, colleagues and assistants

Prof. Dr. Gökhan Hotamışlıgil, who spoke about the award, said: "I am extremely honored to have been awarded this most prestigious prize in the field of diabetes studies. Having been given such a prize by my colleagues is another reason to be happy and proud. I am accepting this prize on behalf of my students, assistants and colleagues. None of these success stories would have come true without their selfless devotion and sustained efforts. I am grateful to everyone who has generously supported our studies for 25 years along with my wonderful teachers and mentors who have showed me the way starting from primary school and who have had a great impact on my life. I would also like to thank my family for the endless love, support and patience that they have shown me. I will be giving a big part of this prize that I have been awarded to the Sabri Ülker Center for Nutrient. Genetic and Metabolic Research to be used for our future studies".

MARMARA UNIVERSITY SABRİ ÜLKER APPLICATION AND RESEARCH CENTER

June 7 - 2018, Istanbul

With the cooperation of Marmara University, the first step was taken towards establishing the Sabri Ülker Application and Research Center. The primary objective will be to further increase the scientific scope of the Sabri Ülker Foundation.

The Marmara University Sabri Ülker Application and Research Center will focus on improving public health and reducing the risk of metabolic diseases. The Center and its research will be run by a young and dedicated team of scientists. The inaugural protocol was signed at a ceremony attended by Prof. Dr. Emin Arat, Rector at the Marmara University; Ali Ülker, Member of the Executive Board of our Foundation and our General Manager Begüm Mutuş.

The initiation of this collaboration with Marmara University has been an exciting step forward for the Sabri Ülker Foundation. We will be working with one of the most prestigious universities in Turkey focusing on improving the future of public health. At the ceremony attended by Prof. Dr. Emin Arat, Ali Ülker, and Begüm Mutuş, the first steps were taken towards establishing the Marmara University Sabri Ülker Application and Research Center. The protocol was signed on June 7, 2018 and we are aiming for the Marmara University Sabri Ülker Application and Research Center to start its activities as soon as possible.

Ali Ülker:

"We are ready to give our support in order for Turkey to be a leader in science"

Ali Ülker stated: "The goal of the Sabri Ülker Food Research Foundation and Marmara University working together to establish this Center is to contribute to improving public health, to encourage research and to share accurate information with the public. It is extremely important to us that Turkey is recognized as a leader in



From left to the right: Prof. Dr. Hakan Gündüz, Ali Ülker, Prof. Dr. Emin Arat, Begüm Mutuş, Prof. Dr. Recep Bozdoğan

science. Turkey has a wealth of scientific talent and by providing additional resources we are confident that Turkish scientists will implement state-of-the-art projects which achieve global recognition. We recently held a symposium at the Harvard Sabri Ülker Metabolic Research Center during which we signaled that we would soon be initiating a scientific cooperation in Turkey. We also had the chance to present the Sabri Ülker Science Award at the symposium to Asst. Prof. Dr. Ömer Yılmaz, a Turkish scientist who carries out his studies in the USA. I fervently hope that with the establishment of this scientific research center we will realise our vision of Turkey being acknowledged by the global scientific community as a leader in scientific research and improvements in public health".



COMMUNICATION ACTIVITIES

THE SABRİ ÜLKER **FOUNDATION IN MEDIA**

In 2018

Print:

755 news

Online News:

1542 news

TV - News: 39 min. 7 sec. **Total Reach:** 58.998.576 people

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YILDIZ HOLDİNG YÖNETİM KURULU BAŞKANI MURAT ÜLKER "Üzerimize düşen görevi yerine getiriyoruz"



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UNITER SHARE

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Daha sağlıklı yarınlar için öğretmenlere önemli iş düşüyor





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Biz entelektüeller kendimizi hep güvercin yuvas

'Yemekte Denge Eğitim Projesi' büyüyor

Yıldız Holding Yönetim Kurulu Başkanı Murat Ülker, Sauli Ülker Vadı ve Milli Eğitim Bakanlığı Temel Eğitim Gene Müdürlüğü iş birliğinde "Yemekte Denge Eğitim Projesi" kapsamında Aydın'da Cumhuriyet İlkokulu'nu ziyaret etti

CUMHURIYET ILKOKULU O - de emegi

Küçük Şefler Restoranı

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SABRİ ÜLKER FOUNDATION **HEALTH & WELLNESS CENTER**

Our Foundation implemented our "Health & Wellness Center" project in March of last year. Our Center continues to encourage our coworkers to follow adequate and balanced diet and to lead healthy lives. The following are some of the activities of the "Health & Wellness Center":



We measure parameters such as body mass index, fat-muscle ratio, and waistline fat and offer guidance based on the results.

We answer questions about nutrition and healthy lifestyles using the best scientific knowledge currently available.

"Healthy Life Talks" Series

52

Our Foundation's "Healthy Conversation" series aims to provide the public with information in the field of nutrition and health which will facilitate improvements in their health and lifestyle. To this end we enlist the support of leading experts and academics...

"Healthy Life Talks" in 2018

The first Healthy Conversation event held in 2018 focused on hypertension and the effects of overconsumption of salt on our health. This built on the "Reduce the Excess Salt, Prolong your Life" awareness campaign that the Foundation implemented in March (see above). Our guest was Prof. Dr. Beste Özben Sadıç, head of the Cardiology Department of the Marmara University Faculty of Medicine. She discussed hypertension and its effects on our health and gave advice on reducing overconsumption of salt.

Our second guest of the series was Prof. Dr. Murat Baş, Dean of the School of Health Sciences of the Acibadem Mehmet Ali Aydınlar University. He discussed the basics of sufficient and balanced nutrition during Ramadan. Baş mentioned topics such as liquid intake, physical activity and what we should eat for iftar and sahur during Ramadan, providing several recommendations. These videos are currently only available in Turkish. https://bilimbunukonusuyor.sabriulkerfoundation.org/videolar



"Healthy Life Talks at Work" Series

We added Healthy Lifestyle Talks to the "Healthy Talks" series and interacted with colleagues at the Ülker Factories. We talked about ways to achieve a balanced nutrition at our workplace as well as in our daily lives. We discussed shift working and a variety of other subjects related to and diet and healthy lifestyle. Our first stop was the G2M Distribution and Marketing Company where we discussed issues associated with overconsumption of salt. We also visited the Topkapı Ülker Chocolate Factory and shared information about Balanced Nutrition during Ramadan with our coworkers.

COMMUNICATION ACTIVITIES















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PERIODIC BULLETINS





CAMPAIGN WEEKS





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SABRİ ÜLKER VAKFI HAKKIND

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SOCIAL MEDIA BY NUMBERS AND AWARDS

AWARDS







Felis Awards 2018

Two awards by Mediacat Felis Awards!

Felis Awards which vote creativeness and quality in the marketing communication of Turkey and are one of the most important awards in Turkey have been organized since 2006. The aim of the competition is to highlight the successfulness of the advertisements appearing in media planning, media purchasing, public relations activities, direct marketing activities, design and main medias and to show the successes of the people and institutions that carry on this business by motivating them. Our Foundation received the achievement reward with "For Accurate Science Platform" in the field of training and with the "iGrow" application in the mobile field. "Balanced Nutrition Education Programme" was the winner of the corporate social responsibility reward in Felis 2017.

MerComm International Galaxy Awards 2018

MerComm where the most efficient communication studies are evaluated are celebrating the best of the best in the International Galaxy Award marketing communications developed by INc. The Balanced Nutrition Education Project which is the most comprehensive and sustainable project of Turkey earned reputation of 2018 International Galaxy Awards "Bronze Medal" in the category of Healthy Life.

WEB SITES



https://igrow.sabriulkerfoundation.org



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SOCIAL MEDIA WITH NUMBERS

5 most visited pages of 2018

- 1. Sufficient and balanced nutrition
- 2. Be the manager of your weight
- 3. Adequate and balanced plate in ten steps
- 4. Why breast milk is important
- 5. The importance of breakfast

SABRİ ÜLKER FOUNDATION

1.378.774

total views

889.216 visitors

BALANCED NUTRITION EDUCATION PROJECT

468.980

total views

133.920 visitors

BALANCED NUTRITION TEST

30.000

people have visited the site in 3 years.

6.000 people took the test

BALANCED NUTRITION CUISINE

71.773 visitors

FOR ACCURATE SCIENCE

Monthly

19.254 total views

10.745 visitors

Most viewed video For Accurate **Science Conversations**

Prof. Dr. Murat Bas Balanced nutrition during Ramadan

iGROW

50.682

total views

20.845 visitors

Most visited article on our website:

How does intermittent fasting affect our health?

MODYO TV

The public transport TV broadcasts in Istanbul and Ankara

Access to 5.000.000 people

DIGITAL **CAMPAIGNS**

FOR ACCURATE SCIENCE

Access

9.842.977

people

Click:

55.767

iGROW

Access

6.170.644

people Click:

28.491

BALANCED NUTRITION EDUCATION PROJECT Access

908.359

people

Click:

2.559







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/sabriulkervakfi

