



SABRİ ÜLKER
FOOD RESEARCH
FOUNDATION

10th year

“EVERYTHING FOR A BETTER LIFE”



— SABRİ ÜLKER FOUNDATION —

ANNUAL REPORT

— 2020 —

SABRİ ÜLKER FOUNDATION
**ANNUAL
REPORT**
— 2020 —



Dr. Talat İçöz

Chairman of Sabri Ülker Foundation

10th year

10 years have passed since we set out on our journey as the Sabri Ülker Foundation. During this decade, we have worked on many projects aimed at improving the future of public health. 2020, has seen the COVID-19 pandemic dominating the global agenda and also seriously impacting our country. Despite this we have continued to work on a wide variety of projects, many of which have been undertaken in collaboration with key institutes, both nationally and internationally.

Included in our efforts to protect public health during the COVID-19 pandemic, we have conducted a research project under the auspices of the European Food Information Council (EUFIC) and in cooperation with several international institutes. The project entitled “Our Relationship with Food During The COVID-19 Pandemic” involved detailed research undertaken in 12 provinces of Turkey. The resulting scientific data has revealed important changes in short- and long-term nutritional habits of people consequent on the pandemic. We have translated the “Parenting for

Lifelong Health” guide into Turkish. This guide, which was prepared by acclaimed organizations such as the World Health Organization (WHO) the United Nations International Children’s Emergency Fund (UNICEF) and Oxford University, explains to parents the best way of managing the pandemic, emphasizing the importance of optimal communication with children throughout. We have compiled the most up-to-date information on COVID-19 and made it available on our website. Also on our website, we offer a paper entitled ““Healthy Living Guide Against Epidemic Diseases”. We participated in a live broadcast series of Healthy Living Talks which have become popular during the pandemic and have involved leading experts in their fields.

In January we came together in Diyarbakır with representatives of the 5 new cities that had been added to the Balanced Nutrition Education Project. This year our project now includes 20 cities from around Turkey. In May we held an online meeting with our coordinators from all areas. The main topic of the meeting was to

discuss how best to manage the project during the pandemic and how to develop it once it has ended. We have upgraded our balanced nutrition website with up-to-date information on all aspects of the project, and have added a Balanced Nutrition Cuisine section. In collaboration with Sahrap Soysal, a Turkish food expert and writer, we released a book entitled “Delicious and Healthy Recipes of Anatolian Cuisine” This includes healthy recipes selected from each of the 20 provinces where the balanced diet project is active.

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

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

We have participated in several national and international congresses and events, making full use of online technology as appropriate. We participated in the 9th National Healthy Life E-Congress, where we presented the activities of the Sabri

Ülker Foundation’s Health and Wellness Centre. We hosted our Nutrition and Health Communication Conference for the 4th year running. This time the event was staged online. It attracted a large and diverse national and international participation. Other communication activities during 2020, included the initiation of the Sabri Ülker Health and Wellness Centre and launch of an online series of “Healthy Talks” aimed at internal communication.

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

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



Begüm Mutuş

Sabri Ülker Foundation General Manager

As General Manager of the Sabri Ülker Foundation, I am delighted to present to you our Annual Report for 2020. This year we proudly celebrated the tenth anniversary of the establishment of our Foundation. Despite the challenges of the COVID-19 pandemic we have sustained and expanded our portfolio of projects focused on making a worthwhile contribution to improving public health in Turkey and beyond. We have wholeheartedly grasped the opportunities offered by digital technology. Our Science Committee meetings, Workshops, and Education Initiatives have all been pursued online and we offer a debt of gratitude to our communication colleagues who have worked tirelessly behind the scenes to make this happen so successfully. Prior to this year we could have hardly imagined our events being live streamed to 8,000 or more participants. We firmly believe that children represent our future and the sooner we can instill in the next

generation the benefits of balanced nutrition and healthy lifestyles the better. In this regard we have intensified our internationally acclaimed Balanced Nutrition Education project. Our annual Science Award has continued to inspire young scientists and via our publications we have informed a wide audience on a range of subjects of current interest. In addition, we have gathered together an international team of experts to share their strategies for maintaining optimum nutrition and health in the light of the COVID-19 pandemic. I would like to offer my sincere thanks to all colleagues within the Sabri Ülker Foundation for their sustained efforts and to our partners and scientists from around the world, all of whom have contributed to a highly successful year for our Foundation. We look forward to building on this success during the coming year.

About Us

The Sabri Ülker Food Research Foundation was established in 2009 with the objective of making a worthwhile contribution to improving public health in Turkey and beyond. We are named after Sabri Ülker, one of the leading entrepreneurs of Turkey's food industry.

Our Vision

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

Our Mission

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

Our Goals

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



**SABRİ ÜLKER FOUNDATION
DURING
THE PANDEMIC**

WHAT HAVE WE DONE DURING THE COVID-19 PERIOD?

The COVID-19 pandemic, which began in the early months of 2020, very quickly shook the entire world, impacting many countries at an unexpected speed, and claiming its place in history as one of the most impactful events of our century. The pandemic seriously impacted Turkey, as it did other countries. Indeed, the whole world has been confronted with a new and unfamiliar lifestyle. Our Foundation has, in collaboration with acknowledged global experts, conducted studies focused on nutrition

during the pandemic. We have then communicated relevant information to healthcare professionals, the media and to the public in a format that can be understood and acted upon to make a positive difference.

We participated in a study entitled “Our Relationship with Food During The COVID-19 Pandemic”. This was conducted under the leadership of EUFIC and in cooperation with many international institutions.

The research conducted by our Foundation under the auspices of this study sought to identify consumers’ approaches to food and changing eating habits during the COVID-19 pandemic. It also focused on the social,

economic and environmental effects of these changes. The research was carried out in 12 provinces around Turkey and our objective, once the data have been analysed, will be to use the information to effect positive changes.



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

Begüm Mutuş, General Manager of the Sabri Ülker Foundation, emphasized that our Foundation was delighted to be included in this international study: “With this research we aimed to identify consumers’ approaches to food and changing eating behaviours

during the COVID-19 period. We also sought to understand the social, economic and environmental effects of these changes. We hope that the results can be used to encourage changes which will offer long-term benefits to society.”



“Nutrition Habits During the Pandemic” Stakeholders

In summary, the most important results obtained from the research are as follows;

Major food groups and sales channels of these foods have changed

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

Pasta, legumes and flour stocked the most

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

Snack consumption increased, takeaway decreased

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

Social distancing is to continue even after the pandemic

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



PARENTING FOR LIFELONG HEALTH IS NOW AVAILABLE IN TURKISH

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



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

WE COMPILED THE MOST CURRENT INFORMATION ABOUT COVID-19

With the arrival of COVID-19 in our lives, we have all received much information on the pandemic. However, the key question is “which of this information is correct?” Answers to many questions such as: “What should be considered when grocery

shopping?”, “What is the importance of immunity in COVID-19?” and access to the full information we have compiled with reference to national and international authorities can be found at <https://sabriulkerfoundation.org/tr/BeslenmeVeSaglikliYasam>

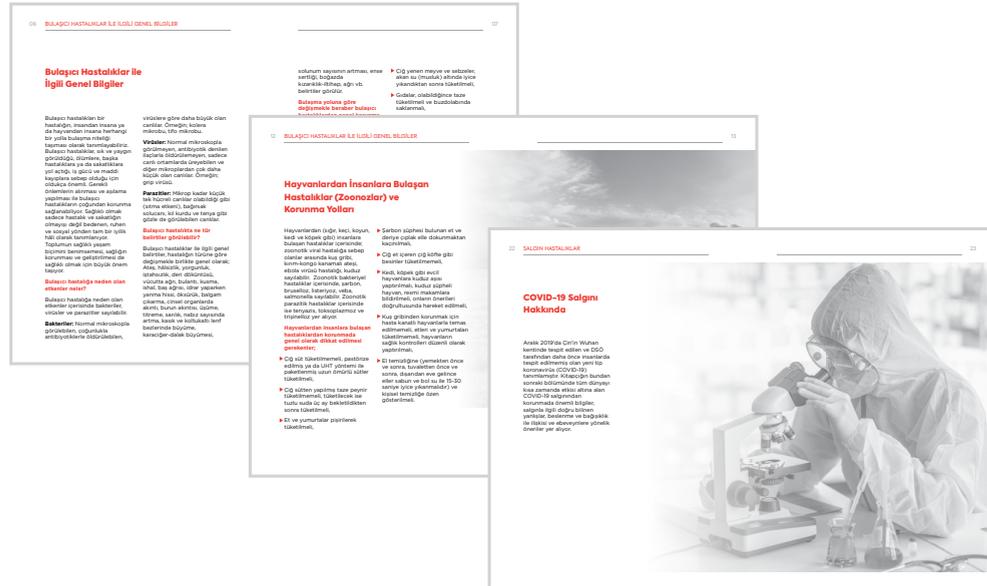


HEALTHY LIVING GUIDE AGAINST PANDEMICS



We recently published a book which discusses the essentials for a healthy life during the COVID-19 pandemic. The “Healthy Living Guide Against Epidemic Diseases” presents information on infectious diseases, prevention methods and transmission routes. It also explains why vaccination

is important and provides tips on active living at home during quarantine and on stress management. We hope that the guide will become an essential aid for those seeking a healthy life. The guide is available via our website www.sabriulkerfoundation.org



What is in the guide?

Our “Healthy Living Guide Against Epidemic Diseases” is a guide that covers epidemics and infectious diseases in general, but it also

specifically explains what we can do to avoid COVID-19, and what we should pay attention to, especially during this pandemic.

Some of the highlights from the guide are as follows;

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

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

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

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

HEALTHY LIVING TALKS WITH SABRİ ÜLKER FOUNDATION

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

We started a live broadcast series called “Healthy Living Talks with the Sabri Ülker Foundation”. The first guest of the series, from whom we gleaned invaluable information on how to protect our health, especially during the pandemic, was Prof. Dr. Temel Yılmaz, the President of the Turkish Diabetes Foundation. Our topic was “Living with Diabetes and Supporting Immunity”. Following this live broadcast, we talked with, Prof. Dr. H. Tanju Besler, Vice Rector of İstinye

University on “Coping with Stress and Emotional Hunger”, with Prof. Dr. İrfan Erol of the East Mediterranean University about “Food Safety and Food Literacy”, and with Prof. Dr. Ali Atif Bir of the Faculty of Communication Sciences at Anadolu University about “The Effects of Pandemic on Media and Health Perception”. We then heard from Dr. Z. Begüm Kalyoncu, Head of the Atılım University Nutrition and Dietetics Department Teaching Staff who covered the subject of “Popular Diets and Intermittent Fasting”, and Dietician Berrin Yiğit who told us about “Healthy Weight Loss Methods over the Summer”. Broadcast recordings of these talks can be accessed via our YouTube channel.



OUR SCIENCE COMMITTEE



Dr. Talat İçöz
Chairman of Sabri Ülker
Food Research Foundation



Prof. Dr. Diána Bánáti
Professor of Nutrition,
Institute of the Doctoral School of Nutrition
and Food Sciences, Debrecen University



Prof. Dr. Halit Tanju Besler
Vice Rector
İstinye University



Prof. Dr. Hans Konrad Biesalski
Head of the Department of Biological Chemistry
and Nutrition and Food Safety Centre,
University of Hohenheim



Dr. Laura Fernández Celemín
General Director,
European Food Information Council
(EUFIC) General Director



Prof. Dr. İrfan Erol
Faculty of Health Sciences,
Department of Nutrition and Dietetics,
Eastern Mediterranean University



Prof. Dr. Gökhan Hotamışlıgil
J.S. Simons Professor of Genetics
and Metabolism, Chair of The Department of
Genetics and Complex Diseases and
Sabri Ülker Center, Harvard University



Prof. Dr. Beraat Özçelik
Dean of The Faculty and Head of Food
Engineering Department and Rectorate Advisor
Istanbul Technical University



Dr. Zeki Ziya Sözen
Science Committee Member of
Sabri Ülker Food Research Foundation



Dr. Julian D. Stowell
Science Committee Member of
Sabri Ülker Food Research Foundation



Prof. Dr. M. Temel Yılmaz
Head of Department of Immunology at
The Experimental Medicine Research Institute,
Istanbul University and Head of Diabetes Foundation of Turkey

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SABRİ ÜLKER
GIDA ARAŞTIRMALARI ENSTİTÜSÜ
VAKFI



Yemekte Denge Eğitim Projesi

Türkiye'de

PROJECTS
AND EVENTS

BALANCED NUTRITION EDUCATION PROJECT



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

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

Diyarbakır, Mardin, Malatya, Adıyaman, and Elazığ provinces joined our project this year. Thus, the Balanced Nutrition Education Project is now meeting with students, teachers and parents in a

total of 20 provinces. Our project has reached over 6 million students, teachers and parents to date. The concept of balanced and healthy nutrition and physical activity is explained by means of a range of fun and educational activities and materials.

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

2019-2020 ACADEMIC YEAR NEW PROVINCES MEETING

January 7-8, Diyarbakır

As the new academic year was about to begin, we came together with the representatives of our five newly-joined provinces in Diyarbakır. Provincial coordinators, school principals, Didem Demirkaya from the Ministry of National Education General Directorate of Basic Education and project consultant Prof. Dr. Hünkâr Korkmaz

participated in the meeting. Talat İçöz, President of our Foundation opened the meeting with a welcoming speech. During the following two days we then had the opportunity to explain the details of the Balanced Nutrition Education Project to participants, and to familiarize them with the available resources.

PROVINCIAL COORDINATORS MEETING

May 29, Online Meeting

A Provincial Coordinators Meeting was held with the participation of provincial coordinators from the 20 provinces currently included in the project. Didem Demirkaya from the General Directorate of Basic Education of the Ministry of National Education also attended the meeting, which was held online due to restrictions caused by the

pandemic. The moderator of the meeting was project consultant Prof. Dr. Hünkâr Korkmaz. At this meeting we discussed progress of the project prior to the pandemic, how best to manage input during the pandemic and our plans for developing the project post-pandemic.

www.yemektedenge.org Web Site Was Renewed!

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



Comprehensive information on the Balanced Nutrition Education Project is available on the website. It also includes sections with content to aid students and

teachers. In addition, our teachers can log on to the Balanced Nutrition teacher portal on to obtain the latest information on the project.

BALANCE IN THE CUISINE PROJECT

Healthy and innovative interpretations of traditional recipes

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

We have collaborated with Sahrıp Soysal on the Balance in the Cuisine Project. The main purpose of this project has been to publish a book under the leadership of Sahrıp Soysal that includes healthy recipe alternatives specific to the provinces where the project is implemented. The book contains three recipes from each of the 20 cities where the Balanced Nutrition Education Project is active. Sahrıp Soysal's videos showing how to



prepare ten of these recipes have been featured on our Foundation's YouTube and Instagram pages. In addition to the signature days to be held in 2021 when Sahrıp Soysal will be signing her book, she will also meet with parents and students who have participated in the Balanced Nutrition Education Project.

What's in the Balance in the Cuisine Project dishes?

Original ingredients were maintained in the dishes selected for the Balance in the Cuisine Project.

Details that will make the dishes healthier, such as fat, sugar ratio and cooking method, have been added to the recipes.

Rather than the classic famous dishes of the cities, tastes that have disappeared or have not been showcased, featured in the book.

HEALTHY AND DELICIOUS RECIPES IN THE BALANCED NUTRITION CUISINE

Nutritional habits have a long-term impact on our life expectancy and quality of life. A balanced and nutritionally sound diet improve our quality of life and enhance our resistance to disease. Taking this into account we have published a range of recipes offering balanced nutrition and

which, are rather easy to prepare and cook and are both nutritious and delicious. With Balanced Nutrition Cuisine, "What should I cook today?" it's plain sailing all the way. Balanced Nutrition Cuisine recipes can be accessed via our Foundation's website <https://sabriulkerfoundation.org/tr/>.

iGROW

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

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

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

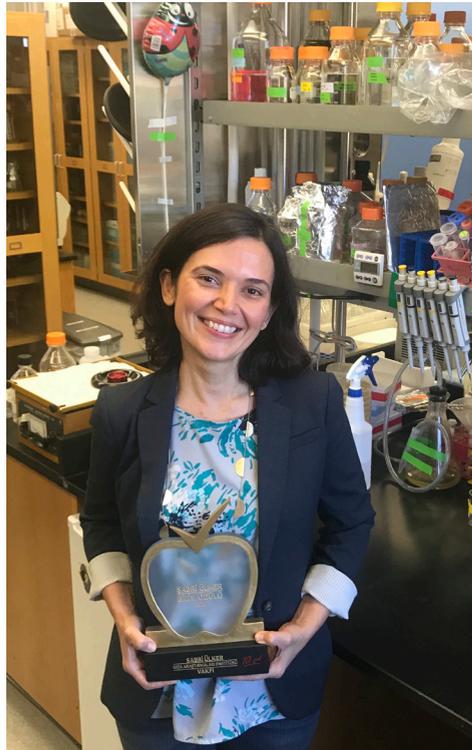


SABRİ ÜLKER SCIENCE AWARD

October 22, Online

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

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



THE “FOR ACCURATE SCIENCE” PLATFORM

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

Thanks to our ease of access to the Internet, we have all become ear, nose and throat specialists, cardiologists, neurosurgeons, or internal medicine specialists.



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

platform to have been launched in Turkey focusing on health and nutrition.

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

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

Four volumes have been published this year under the auspices of the “For Accurate Science” Platform. Each of these addresses a range of subjects relevant to today’s consumers. For example, subjects covered in the first volume include: “Hidden Hunger; How does it threaten public health?”, “Healthy Cooking Method Confusion: Frying or Boiling?”, and “The Relationship between Nutrition and Diabetes: Does Fatty Fish Consumption Trigger Diabetes?”. The second book

covers the subject of salt, sugar and coffee consumption. Highlights of the third book include: “Are fermented foods and drinks also probiotics?”, “What role do our intestines play in our health?”. The 4th book in the series sheds light on the issue of intermittent fasting. Books in the “For Accurate Science” series can be accessed at <https://bilimbunukonusuyor.sabriulkerfoundation.org/pdf/bilimbunukonusuyor4kitap.pdf>.

ADVANTAGES TO BE A FENS MEMBER

- To present scientific topics at the FENS Conference
- To be included in any FENS activity
- To take part of the task forces or suggesting new ones
- To make suggestions and proposals to the FENS Board
- To be represented by FENS at IUNS



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NATIONAL AND INTERNATIONAL CONGRESSES AND EVENTS

9th NATIONAL HEALTHY LIVING E-CONGRESS

October 8-11, Online

Begüm Mutuş, General Manager of our Foundation, delivered a presentation entitled “Best Practice Example in Corporate Nutrition Strategy: Sabri Ülker Foundation Health & Wellness Centre” at the 9th National Healthy Life E-Congress organized by Acıbadem Mehmet Ali Aydınlar University Our Corporate Nutrition Consultancy initiative has seen great success during the last year. Some 298 Yıldız Holding employees enrolled in the Healthy

Living Centre. Of these, 98 individuals reached their ideal weight, and a cumulative 126.70 kg weight loss was achieved during the year.

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

NUTRITION AND HEALTH COMMUNICATION CONFERENCE

November 17-18, Online

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



In November our Foundation hosted the fourth in a series of International Nutrition and Health Communication Conferences. This year the event was held online, attracting some 8,000 participants both live and subsequently via the recorded

proceedings. World renowned scientists covered a variety of subjects including how to achieve optimum nutrition during the COVID-19 pandemic and how to achieve media literacy and accurate and relevant communications.

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

Who spoke at the conference?

• Professor K. Vish Viswanath of the Health Communication Department of the T. H. Chan School of Public Health, Harvard University. He has been awarded the “Outstanding Health Communication Researcher Award” by

the International Communication Association in 2010 for his research on health communications;

• Professor Klaus Grunert, Director of Aarhus University’s MAPP Research Centre, who, in his book entitled “Consumer Trends and New Product Opportunities in the Food Sector”, emphasized that consumers prefer not only delicious and healthy food products, but also sustainable and original ones;

• Roy Ballam, Managing Director and Head of Education at the British Nutrition Foundation who, in his book entitled “Where next for food education?” pointed out the deficiencies in proper nutrition in

COVID-19 SALGINI SIRASINDA BESLENME VE SALGIN DÖNEMİNDE BESLENME İLETİŞİMİ 17-18 KASIM 2020

 <p>PROF. SERHAT ÜNAL Hacettepe Üniversitesi Tıp Fakültesi, Enfeksiyon Hastalıkları ve Klinik Mikrobiyoloji Ana Bilim Dalı Başkanı ve Aşı Enstitüsü Müdürü</p>	 <p>PROF. DENİZ ÜLKE ARİBOĞAN Üsküdar Üniversitesi İnsan ve Toplum Bilimleri Fakültesi Dekanı ve Oxford Üniversitesi CRIC Merkezi Kıdemli Üyesi</p>	 <p>ROY BALLAM İngiliz Beslenme Vakfı, Yönetici Müdür ve Eğitim Başkanı</p>	 <p>PROF. H. TANJU BESLER İstinye Üniversitesi Rektör Yardımcısı, Sağlık Bilimleri Fakültesi Beslenme ve Diyetetik Bölümü Öğretim Üyesi</p>	 <p>PROF. HANS KONRAD BIESALSKI Hohenheim Üniversitesi, Biyoloji Kimya ve Beslenme Bölüm Başkanı, Gıda Güvenliği Merkezi Direktörü</p>	 <p>PROF. İRFAN EROL Doğu Akdeniz Üniversitesi, Sağlık Bilimleri Fakültesi Beslenme ve Diyetetik Bölümü Öğretim Üyesi</p>	 <p>PROF. KLAUS G. GRUNERT Aarhus Üniversitesi, MAPP Araştırma Merkezi Direktörü</p>	 <p>AYSEGÜL SELİŞİK FAO Türkiye Temsilci Yardımcısı</p>	
 <p>DR. JULIAN D. STOWELL Sabri Ülker Vakfı Bilim Kurulu Üyesi</p>	 <p>PROF. K. VISH VISWANATH Harvard T.H. Chan School of Public Health, Sağlık İletişimi Profesörü</p>	 <p>PROF. M. TEMEL YILMAZ İstanbul Üniversitesi Tıp Fakültesi, Diyetetik Araştırma ve Uygulama Birimi Başkanı, Türkiye Diyabet Vakfı Başkanı</p>	 <p>UZM. DYT. DILARA KOÇAK FAO Destekçisi, Beslenme ve Diyet Uzmanı</p>	 <p>UZM. DYT. SELAHATTİN DÖNMEZ İstinye Üniversitesi, Beslenme ve Diyetetik Bölümü Öğretim Görevlisi</p>	 <p>DYT. BERRİN YİĞİT İstanbul Bilgi Üniversitesi, Beslenme ve Diyetetik Bölümü Öğretim Görevlisi</p>	 <p>PROF. ALI ATIF BİR İletişim ve İşletme Bilimleri Enstitüsü Kurucusu</p>	 <p>HAKAN GÖLBAS Dünya Gazetesi Yönetim Kurulu Başkanı</p>	 <p>FIONA LETHBRIDGE Bilim Medya Merkezi, Kıdemli Medya Direktörü</p>

schools and advocated that the curriculum should include more courses on nutrition and food for children's health;

- Prof. Dr. Deniz Ülke Arıboğan of the Faculty of Humanities and Dean of Social Sciences, Üsküdar University and a senior member of the CRIC Centre, Oxford University , who stated that information pollution misleads the public not only in the field of public health, but also in many matters concerning society. She is active in the field of economy and politics, and concentrates her studies on political psychology;
- Prof. Dr. Ali Atif Bir Founder of the Communication and Business Sciences Institute, Anadolu University;
- Dr. Ayşegül Selişik, FAO Turkey Deputy Representative, and
- Dilara Koçak, FAO supporter and Nutrition and Dietary Expert.

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

During the COVID-19 pandemic, key issues such as the immune system, chronic diseases, emotional hunger, popular diets, food literacy and

misconceptions were discussed by experts in the light of recent developments:

- Prof. Dr. Serhat Ünal, Head of Department of Infectious Diseases and Clinical Microbiology and Vaccine Institute Director of Hacettepe University Faculty of Medicine,
- Prof. Dr. Hans Konrad Biesalski, Head of the Department of Biological Chemistry and Nutrition and Food Safety Center at Hohenheim University,
- Prof. Dr. Julian D. Stowell, Member of the Sabri Ülker Foundation Science Committee,
- Prof. Dr. H. Tanju Besler, Vice President of İstinye University and Faculty of Health Sciences Faculty of Nutrition and Dietetics
- Prof. Dr. Temel Yılmaz, President of the Turkish Diabetes Foundation
- Professor İrfan Erol, Faculty of Health Sciences, Eastern Mediterranean University
- Dieticians Selahattin Dönmez, and Berrin Yiğit who explained with examples how nutrition can be made to work well during the pandemic.

Registration for the event was free on the website <https://nutritionconference.sabriulkerfoundation.org/>.





Normal Uyku

Hypnogram



SAĞLIKLI YAŞAM MERKEZİ

Sağlıklı Sohbetler

SABRİ ÖLKER
PSİKIYATRİK ENSTİTÜSÜ
MERKEZİ

COMMUNICATION ACTIVITIES

SABRİ ÜLKER FOUNDATION IN THE MEDIA

"yayıncılığa da çok önemsiyoruz"

Sabri Ülker Vakfı'nın yayıncılığa da çok önemsiyoruz dedi. Vakıf Başkanı Sabri Ülker, "Yayıncılık, toplumun bilgilendirilmesinde önemli bir araçtır. Vakıfımız, çocukların eğitilmesinde ve bilimsel çalışmaların desteklenmesinde yayıncılığa büyük önem vermektedir."

Sabri Ülker, "Yayıncılık, toplumun bilgilendirilmesinde önemli bir araçtır. Vakıfımız, çocukların eğitilmesinde ve bilimsel çalışmaların desteklenmesinde yayıncılığa büyük önem vermektedir."

Sabri Ülker Vakfı'ndan COVID-19 bilgilendirmesi

Sabri Ülker Vakfı'ndan COVID-19 bilgilendirmesi New England Tıp Dergisi'nde yayınlanan yazı zamanı bir çalışmada, koronavirusun kargo paketi teslim alınırken, marketteki bir gıda ambalajına dokunulmuş veya yemek tesliminde insanlara dokunulmuş geçmeyle ilgili bulguların riskinin daha düşük olduğunu açıkladı. Aynı çalışmaya göre, COVID-19 salgınına sebep olan koronavirus, baki yüzeylerde 4 saate kadar, karton yüzeylerde 24 saate kadar, plastik ve paslanmaz çelik yüzeylerde 2-3 güne kadar saptanabilir. Ancak, virüsün seyrelmesi hızla azalıyor. Herhangi bir paketten virüsün size ulaşması için, paketi taşıyan kişiyi COVID-19 ile enfekte olması ve semptomlara rağmen çalışıyor olması gerekiyor. Diyelim ki, karguyu taşıyan kişi burnunu silikten sonra ellerini yıkıyor ve pakete baz virüsleri bırakıyor. Bu varsayma bile, virüsü bulduğuktan sonra sizi hasta etmesi için tek başına yeterli değildir.

Dünyayı kurtarmak için yeni bir gıda sistemine ihtiyaç var

Dünyayı kurtarmak için yeni bir gıda sistemine ihtiyaç var Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

Sabri Ülker Bilim Ödülü Doç. Dr. Elçin Ünal'ın oldu

Sabri Ülker Bilim Ödülü Doç. Dr. Elçin Ünal'ın oldu Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

"Herkes Okusun Diye Yola Çıktık. 1 Milyonuncu Kitabı Çocuklarımızla Buluşturduk"

"Herkes Okusun Diye Yola Çıktık. 1 Milyonuncu Kitabı Çocuklarımızla Buluşturduk" Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

As of December 14

PRINTED PRESS
510 News

INTERNET
3.160 News

TV
17 Minutes **7** Seconds

TOTAL ACCESS
32.244.571 People

SABRİ ÜLKER YEMEKTE DENGE EĞİTİM PROJESİ'NİN MEYVELERİNİ TOPLADI!

Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

'6 AYLA İLK SONUC GELİR'

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COVID-19'A KARŞI GÜNEŞTEN YARARLANIN, BOL SU İÇİN

COVID-19'A KARŞI GÜNEŞTEN YARARLANIN, BOL SU İÇİN Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

Yemekle Denge Eğitim Projesi'nin Çocuklara Katkıları

Yemekle Denge Eğitim Projesi'nin Çocuklara Katkıları Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

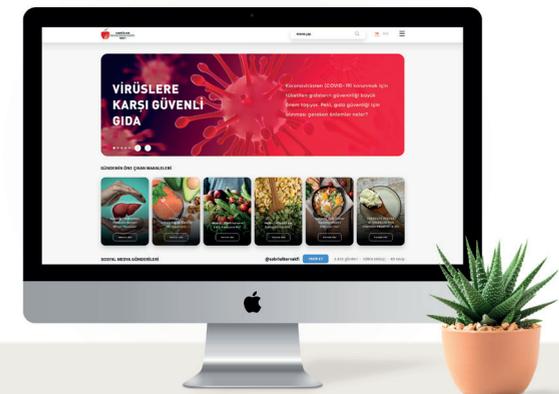
KARGO PAKETİNDEN KORONAVİRÜS BULASIR MI?

KARGO PAKETİNDEN KORONAVİRÜS BULASIR MI? Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

Tek tip beslenme

Tek tip beslenme Sabri Ülker Vakfı'nın 2011 yılında T.C. Millî Eğitim Bakanlığı Temel Eğitim Genel Müdürlüğü ile birliğe bağlanarak gerçekleştirilen 'Yemekle Denge' projesi kapsamında hazırlanan 'Yemekle Denge Eğitim Projesi'nin etkileri, 'Yemekle Denge Eğitim Projesi'ni destekleyen kurumların katkıları ve projenin başarıları hakkında bilgiler içeren bir rapor yayınlandı. Raporun başkanı Sabri Ülker, "Yemekle Denge Eğitim Projesi, Türkiye'nin gıda güvenliği ve beslenme sorunlarına çözüm bulmada önemli bir adım olarak değerlendirilmelidir."

WEB SITES



DIGITAL MEDIA IN NUMBERS

SABRİ ÜLKER FOUNDATION

VISITORS
352.993

VIEWS
483.831

BALANCED NUTRITION TEST

VISITORS
10.952

THOSE WHO SOLVED THE TEST
5.107

FOR ACCURATE SCIENCE

VISITORS
156.190

VIEWS
171.840

Most watched video

For Accurate Science Talks 6 with Prof. Beste Özben Sadıç

ALL TIME YOUTUBE VIEWS

9.022

WEBSITE VIEWS

80.494

VISITS

84.097

BALANCED NUTRITION

VISITORS
66.737

VIEWS
107.099

BALANCED NUTRITION CUISINE

VISITORS
10.463

iGROW

VISITORS
40.932

VIEWS
48.791

Most viewed article

How does kefir improve our health?

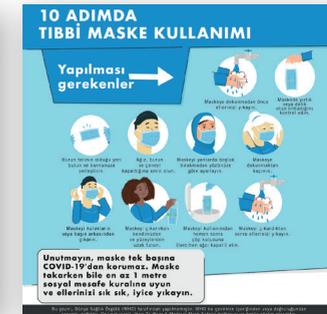
VIEWS
31.322

VISITS
33.458

As of 31 November

WITH OUR SOCIAL MEDIA ACCOUNTS

17.050.422 People



*Figures are up to December 15th.

A young boy stands in a field of tall grass, his arms outstretched and head tilted back, looking towards the sky. The entire image is overlaid with a semi-transparent red filter. The text 'NATIONAL AND INTERNATIONAL COOPERATIONS' is written in white, uppercase letters on the right side of the image.

NATIONAL AND
INTERNATIONAL
COOPERATIONS

We cooperated with the United Nations Food and Agriculture Organization (FAO), and started food literacy trainings

A primary goal of our Foundation is to contribute to the growth of healthy and health conscious generations. In this context, we launched a brand-new project to teach children of primary school age about healthy nutrition. In a first for Turkey, we will cooperate with the United Nations Food and Agriculture Organization (FAO) on this issue, contributing to the education of preschool and primary school students on food literacy.

We have integrated this project into our flagship Balanced Nutrition Education Project. Thus far we have raised awareness of nutrition in over 6 million students, teachers and parents in 20 cities across Turkey. In cooperation

with the FAO, age appropriate educational materials on food literacy prepared by the FAO will be provided to children in schools where the Balanced Nutrition Education Project is being conducted. Through these trainings we aim to raise awareness on food and nutrition among children through the fun of asking questions and gameplay. In these trainings, children will be introduced to all kinds of scientific information about healthy food selection, energy value and nutrient content on food labels. The traditional, cultural and ecological dimensions of nutrition, as well as the preparation of food and beverages, and cooking will also be included.

EIT Food

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

About EIT Food;

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

1. The trust of low-income consumers - targeting European citizens who adopt the smart food system,
2. Providing health-beneficial foods for healthier food consumption,

3. Creating a consumer-centric environment connected to the food system, providing a digital food support network for both consumers and businesses,
4. Developing solutions for transition from the traditional produce-use-waste model to a circular bio-economy model within the scope of sustainability,
5. Providing innovative, developmental and participatory education - providing students, entrepreneurs and professionals with advanced training programs to gain "food system" skills,
6. Facilitating food entrepreneurship and innovation.

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

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

Our Foundation seeks to disseminate the most appropriate information from reference institutions on health and nutrition. We achieve this via a variety of means including "Science Talks" and via training programmes. Each year since 2017 we have hosted a 2-day training programme for media professionals with the objective of

giving attendees a better understanding of nutrition science and science communications. We have explained to delegates how to access the most appropriate information in the field of nutrition and health, and how to determine which information can best be relied upon. Our training programme has been identified as a good example of best practice and it has now been featured in an article in Karger journal, a prestigious publication in the world of science. In this article, we have discussed the importance of seeking out the most appropriate information and communicating this in a manner that can be understood by the target audience. As an example, popular diets, whilst providing faster weight loss results, may actually have negative effects on health by causing hidden hunger in the short and long term.

EU PROJECTS

HORIZON 2020

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

Our Foundation applied to the "Horizon 2020" European Union Research and Innovation Programme - aimed at bridging agriculture with food producers and consumers - with a project entitled "Innovative Food Procurement". This has been accepted

and we have received a grant of 133 thousand Euros for our project, which is planned to start in January 2021 and span 36 months. We are proud to be the first and only partner from Turkey to have taken part in this project.



sabriulkerfoundation.org