

TURKISH EFFORTS AND EXPERIENCES ON FOOD LOSSES AND WASTE

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**REPUBLIC OF TURKEY
MINISTRY OF FOOD AGRICULTURE
AND LIVESTOCK**



OUTLINE

- ☐ Introduction
- ☐ Researches
- ☐ Campaign
- ☐ Results

Turkish Efforts and Experiences on Food Losses and Waste



Introduction

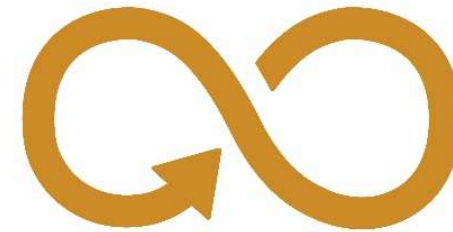


MILLENNIUM DEVELOPMENT GOALS

SUSTAINABLE DEVELOPMENT GOALS



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



12.3 By 2030, halve per capita global food waste at the retail and consumer levels and reduce food losses along production and supply chains, including post-harvest losses

General Information

- FLW is a global problem of great economic, environmental and societal significance.

1 Trillion \$

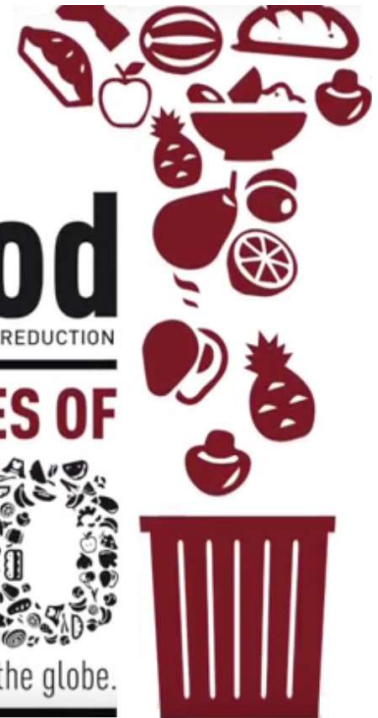
save food

GLOBAL INITIATIVE ON FOOD LOSS AND WASTE REDUCTION

1.3 BILLION TONNES OF

FOOD

is lost or wasted every year around the globe.



(FAO, 2013)



Situation in Turkey

The percentages of food losses and waste

Main FLW Source

	Agricultural Production	Postharvest Handling and Storage	Processing and Packaging	Distribution	Consumption at Household Level
Cereals	5%	4%	2%	1%	5%
Roots and Tubers	7%	6%	2%	3%	2%
Oilseeds and Pulses	15%	5%	7%	1%	4%
Fruit and Vegetables	20%	8%	10%	10%	5%
Meat	10%	0%	5%	1%	1%
Fish and Seafood	10%	0%	0%	0%	2%
Milk	10%	1%	2%	6%	2%
Eggs	6%	1%	2%	1%	0%

(Tatlidil, Dellal, Bayramoğlu, FAO, 2013)



Situation in Turkey

Wheat Production : 7.8 million ha (TSI, 2016)

: 17.7-22.6 million tons (TSI, 2016)

Bakery sector : 56% of food enterprises

Flour mill : > 700

Flour production : 8.5 million tons (TSI, 2014)

Export (118 countries) : 2.8 million tons (TSI, 2015)





Situation in Turkey

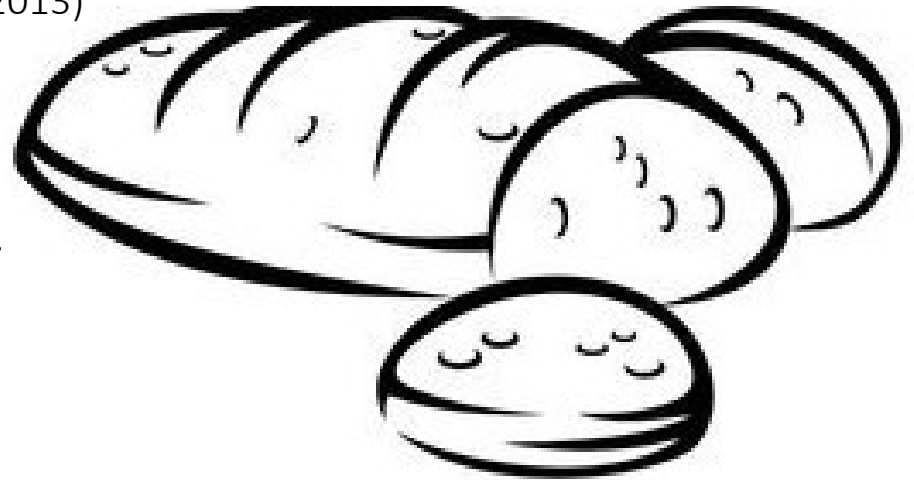
Bread Sector Value : 10 billion \$ (Euromonitor Int., 2013)

Bakery : 24.597 (MFAL)

Employment : >100.000 people

Bread Consumption : 146 - 168 kg/person.year

(Approximately 52% of our country's daily energy needs)



MFAL: Ministry of Food Agriculture and Livestock



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Researches



According to the 2012 research results;

CHANGE

- ❑ The ratio of bread waste in Turkey increased by 20% (2008 to 2012)



- ❑ 6 million loaves/day
- ❑ 2.1 billion loaves/year

WASTE

VALUE

- ❑ The economic value of bread waste was nearly 0.8 billion USD (1.6 billion TRY)



Turkish Efforts and Experiences on Food Losses and Waste



Campaign

 **T.C. Resmî Gazete**

Başbakanlık Mevzuatı Geliştirme ve Yayın Genel Müdürlüğünce Yayımlanır

KURULUŞ: 7 EKİM 1920

* (Republic of Turkey, Official Newspaper; April 2, 2013)

2 Nisan 2013 Salı

- Prime Ministry Circular -

The Campaign for Preventing Bread Waste



Turkish Grain Board



Ministry of Culture
And Tourism



Ministry of Health



Ministry of
National Education



Ministry of Interior



Ministry of Family
and Social Policies

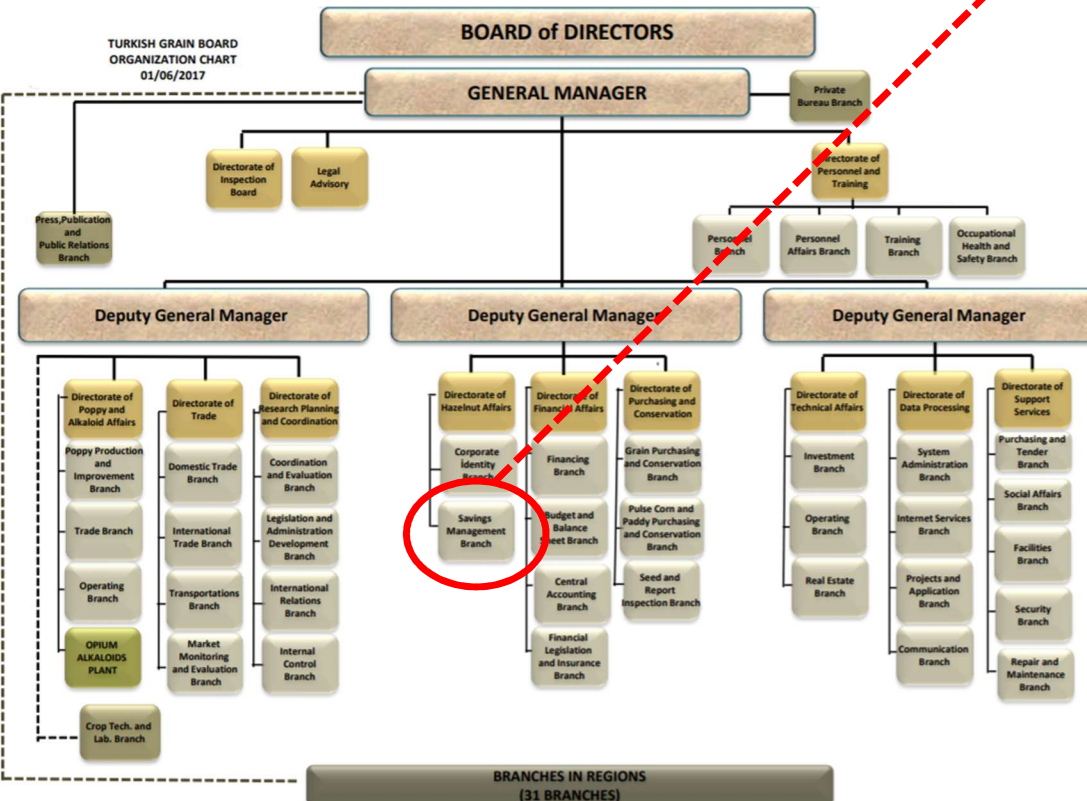


Presidency of
Religious Affairs



Turkish Grain Board

SAVING MANAGEMENT BRANCH



More than 100 coordinators



www.ekmekisrafetme.com





- ☐ 7 different public serve ads were prepared
- ☐ Campaign music was composed and shared.





Research Books

- ❑ Research books were distributed.



2012



2013



Recipes - Brochures

- ❑ Recipes of food with stale bread cookbook and campaign brochures were printed and distributed.



2012



2013



Events

- ❑ The Campaign has been supported nationwide and a total of 887 events have been carried out with 822 institutions till.



Public serve ads were

- ❑ broadcast 8.010 times on national TV channels,
- ❑ reported as news 1.459 times on news channels,
- ❑ placed 8.512 times at print media on local, regional and national level.

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Results

Press Conference

With the termination of the campaign;

A new research was conducted by TMO at the end of 2013.

The results were declared to the public by FAL Minister at a press conference.



17.01.2014



2012 → 5.9 million loaves

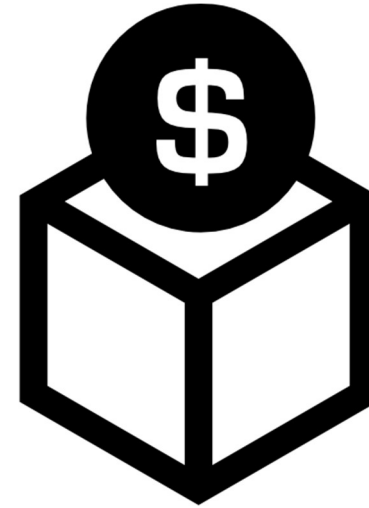
2013 → 4.9 million loaves





- ❑ 384 million loaves of bread have been saved from being thrown away.

- ❑ Campaign contributed to the economy of Turkey 1.4 billion \$ (2.8 billion ₺).



Consumption of;

- ❑ Whole wheat bread increased by 93%
- ❑ Bran bread by 283%



During the campaign period, significant results were obtained with voluntary support and participation.

These results are very important in terms of increasing social awareness and ensuring effective use of resources without waste.

The Campaign is also considered by FAO;

‘The most comprehensive practice carried out through a public institution and shown as an example of good practice around the world.’



The screenshot shows the FAO website interface. At the top is the FAO logo and the text 'Food and Agriculture Organization of the United Nations'. Below this is a navigation bar with links: 'About FAO | In Action | Countries | Themes | Media | Publications | Statistics | Partnerships'. There are also language options for 'English' and 'Русский'. The main heading is 'FAO Regional Office for Europe and Central Asia'. Below this is a sub-navigation bar with links: 'Home', 'FAO in Europe and Central Asia', 'Regional perspectives', 'News', 'Events', 'Resources', 'Programmes and projects', and 'Partners'. The main article title is 'Turkey wages an all-out campaign against bread waste'. The article text states: 'Bread can be found on nearly every kitchen table in Turkey, where bakers produce 37 billion loaves annually. But this year, Turks will be happy to find significantly less bread in a place where it doesn't belong: in waste bins. Thanks to a robust, national public information campaign, daily bread waste in Turkey dropped by an impressive 18 percent and saved a total of 384 million loaves of bread. Before the year-long campaign began in early 2013, Turkey wasted 5.9 percent of all bread production, amounting to 6 million loaves of bread every day. According to the Turkish Grain Board, which directed the campaign, the leading cause of waste is neglect and lack of awareness—people frequently buy too much bread and bakers over-produce. In shops and homes across the country, bread is often improperly stored and stale bread is either thrown away or fed to livestock.' There is an image of a stack of Turkish Lira banknotes. A caption below the image reads 'Image: ©TMO'. To the right of the article is a 'Links' section with four bullet points: 'Report: Food Losses and Waste in Europe and Central Asia', 'Study: Reducing Food Waste for Improved Food Security and Agrifood Chain Efficiency in Europe and Central Asia', 'TMO Campaign against Bread Waste', and '29th FAO Regional Conference for Europe'.

February 2, 2015



The Campaign has also been presented in different international platforms within framework of FAO and G20 meetings held in *Budapest, Rome and Bucharest.*



The studies for Preventing Bread Waste are aimed to be continued until the end of 2018.



One man's trash is
another man's treasure ☹️

THANK YOU

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