



FOOD LOSSES AND WASTE IN TURKEY

THE CAMPAIGN FOR PREVENTING BREAD WASTE

2017

Bread, one of our society's sacred values, guest of honor on our tables and which we name as “the staff of life” also represents hard work, sharing and abundance.

In spite of all sacred values attributed, unfortunately «bread is» one of the most wasted food products both in Turkey and in the world.

Two comprehensive researches on the bread waste in our country were conducted in 2008 and 2012 by TMO.

According to the 2012 research results, it was found that;

- the ratio of bread waste in Turkey increased by **20%**,
- 6 million loaves of bread per day and **2,1 billion** loaves per year were wasted, and
- the economic value of bread waste was **1,6 billion TL**.

- **“The Campaign for Preventing Bread Waste” was initiated by our President Recep Tayyip ERDOĞAN on 17th January 2013, as a comprehensive social responsibility project.**
- **Circular of the Prime Ministry was published in the Official Gazette on April 2, 2013 for this purpose.**

During the Campaign;

- Campaign web site has been made up,
- **7 different public serve ads, a campaign music and a promotional film were made,**
- **2012 and 2013 Research on Bread Waste in Turkey Books, Recipes of Food with Stale Bread Cookbook, 2013 Campaign Results Book, 2015 Campaign Book and Brochures were printed and distributed.**

Public serve ads were broadcast **7.963** times on national TV channels, were reported as news **1.456** times on news channels and **8.334** times at print media on local, regional and national level.

The Campaign has been supported nationwide and a total of **884** events have been carried out with **819** institutions till today.

During the Campaign;

- **Being participated in panels, symposiums, meetings, conferences, contests, marches, etc.**
- **Being participated in fairs and campaign stands were opened ,**
- **Children books about bread waste were printed and distributed,**
- **Articles about the Campaign have been published in newspapers and magazines.**

As a result of the Campaign, a new research was conducted by TMO at the end of 2013 and the results were declared to the public at a press conference held on 17.01.2014.

According to the results of the Campaign;

- **The daily bread waste which was 5,9 million loaves of bread in 2012 decreased to 4,9 million loaves at the end of 2013.**
- **Annually 384 million loaves of bread have been saved from being thrown away.**
- **Therefore a reduction of 18% was achieved.**

- **Consequently; the Campaign contributed to the economy of Turkey as much as 2,8 billion TL (740 million \$) annually.**
- **The contribution of The Campaign has been 11 billion TL (2,9 billion USD) so far.**
- **In addition, as the Campaign promoted the consumption of healthy bread, the consumption of whole wheat bread increased by 93 % and of wheat bran bread by 283 %.**

- **The campaign had remarkable outcomes in a short time of just one year which is carried out without imposing any legal sanctions and with only voluntary support and participation, and these outcomes are very important as it raises public awareness and resources are being consumed without being wasted.**
- **The studies for Preventing Bread Waste are aimed to be continued until the end of 2018.**



THANK YOU

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