

Being held at Tüyap Fair, Convention and Congress Center, the highly anticipated meeting point of the industry of food products and technologies, 27th WorldFood İstanbul is continuing at full speed!

'2020 Agenda of Food Sector' left its mark at the 27th WorldFood İstanbul

International Food Products & Processing Technologies Exhibition-WorldFood İstanbul, the program of which include important names from the category of logistics solutions and health products as well as the sector professionals such as producers, wholesalers, retailers, and importers operating in the food and beverage industry, has entered its third day with high participation of visitors and interesting food shows of the famous chefs.

WorldFood İstanbul provides up-to-date information to the exhibitors in the sessions held by leading names in the sector in order to help them draw up their 2020 roadmaps, create new sales strategies, and identify ways to maximize customer satisfaction.

On the first day of the exhibition, sessions that shed light on the future of the food sector were held in the afternoon. The Chairman of İHBİR (İstanbul Cereal, Pulses, Oil Seeds and Products Exporters' Association) **Haluk Okutur**, Chairman of ETÜDER (Association of Out-of-Home Consumption) **Melih Şahinöz**, and T.R. Ministry of Trade Deputy General Manager for Exports **Musa Demir** shared their views by attending the session "**2020 Agenda of Food Sector**" moderated by Journalist & TV Presenter **Didem Arslan Yılmaz**.

Underlining that simple formulas can be applied in order to save the agriculture sector from dying, **Chairman of İHBİR, Haluk Okutur** stated: "Agriculture includes important and strategic products. There is a possibility that in the future wars may be fought over agricultural products. For long years, we have been proud of being one of the few self-sufficient countries in agriculture. Now, however, we export most of the agricultural products. The flavor, nutritional values, etc. of food that exist in Turkey are appreciated. People across the world like the taste of food produced in Anatolia. Now, we are in the 21st century and the world is talking about artificial intelligence. Top agricultural producing countries produce higher yielding crops using technology. Smart farming technologies enable higher crop yields in smaller areas with less energy and water. In the long term, this system will be more advantageous for the farmers. In return, this will result in dissatisfaction with the existing conditions and they will start working in order to produce higher yielding soil. Branding is critically important in this regard. In the future years, those who do not build a brand will not make any money. We need to adapt personal, city, company and national

branding. Branding is significantly important in terms of agriculture. Everything starts by taking one bold step. Today, we export products worth 18 billion dollars. However, if we were to sell these products as a brand today, we could have reached an export value of 200 billion dollars. Unfortunately, we sell our products without branding, packaging or processing”.

President of ETÜDER Melih Şahinöz, on the other hand, stated that consumers are looking for a story and said: “Nowadays, consumers would like to buy an item from someone that tells a story. If you personally have a story, they would like to do business and start a conversation with you. At this point, the value you create and the contribution you make to society determines the result. It is important that your intention is to do business; you cannot simply become a brand if your only motive is to make money. We have the necessary information and we are given endless encouragements, yet we are not a country that makes progress it is supposed to make on a widespread scale. We need to say that “from now on, we will proceed this way,” and we need to introduce a strategy; then move forward. We need to give further details by saying “we should do this and that; we should avoid doing this/that etc.” And, then, brands come to life this way. Secure food defines the whole process of producing a food item at the right place, in the right way, at the right time, and in the right package and delivering it to the consumer under ideal conditions. In Turkey, 33 percent of food goes to waste. Each year, 250 billion TL is wasted in Turkey. “

Underlining that that food will be one of the strategic topics of the year 2050, **T.R. Ministry of Trade Deputy General Manager for Exports Musa Demir** stated; "After the 2009 crisis, the world experienced a considerable contraction in trade. After 2015, this contraction turned into an expansion. Normally, in 2008-2009 estimates, world trade was expected to exceed 30 trillion. We can call it stagnation. As one of the net agricultural exporter countries, Turkey’s export figures in 2018 reflect 17.5 billion dollars’ worth of exports. When it comes to agricultural policies, there are some points that we need to fix. We should pursue a more refined and proactive policy. Otherwise, we won’t survive in the future.”

Another stand-out session of the first day was ‘**Increase Your Profit by Providing Natural Cycle With Zero Waste Target in Food!**’ moderated by **TİDER Founding President & EkoRE CEO Serhan Süzer**. Speakers of this session included **İstanbul Commodity Exchange Vice President, President of PAKDER, and Vice President of TÜGİDER Hakkı İsmet Aral** and **Chairman of Executive Board of Reis Gıda Mehmet Reis** and they shared their views.

Addressing the topic of food wastage, **İstanbul Commodity Exchange Vice President, President of PAKDER, and Vice President of TÜGİDER Hakkı İsmet Aral** stated; “When we take a look at the data we have, we see that the world has performed poorly in terms of food wastage. Turkey, on the other hand, Turkey’s performance is even worse; overall performance is not good compared to a developing country. In the same way, when we take

a look at the situation in the USA and Europe, again, we see that wastage rate is high. Every year, around 33 million tons of waste is collected in Turkey. Nearly 14.5 million tons of this amount is dumped as food waste. Our country produces 20 million tons of wheat on an annual basis and dumps three quarters of this amount in the trash can. There are 1561 licensed recycling companies operating in Turkey. However, we suffer from lack of adequate recycling infrastructures. We are thinking about the progress of food banking deeply. We aim to initiate projects with ministries in order to expand the food banks base if the need arises. For example, we are preparing a regulation for the Ministry of National Education. We will deliver everything as completed. The regulation will include case studies regarding food waste in Europe and we need to explain the importance of this issue to primary school children.”

Chairman of Executive Board of Reis Gıda Mehmet Reis said that 840 million people in the world suffer from hunger and continued his words as follows: “When we look at the data, we see that 840 million people in the world suffer from hunger. Unlike these people, there are overweight people in our country and all over the world. Many people around the world face difficulties in accessing food and affording food in an economic sense. In my opinion, the main reason for this situation is wastage. Waste is experienced in all processes through the journey of food from farm to the table. As a result, 155 million children under the age of 5 are unable to complete their physical development properly because of inadequate food intake. Every year, fruits and vegetables worth around 35 billion liras are wasted in Turkey. 5 million loaves of bread are wasted. Our country needs a good planning for agricultural production. Everyone who grows, stores, supplies, sells, and consumes food has a responsibility in the prevention of waste. Awareness-raising activities must be carried out regarding this matter. We need to consume as much as we can eat. Waste causes a decline in available resources. We should abandon the excessive consumption habits and create a conscious society.”

Founder of X İletişim Cem Karakuş, Secretary General at UCLG-MEWA Mehmet Duman, Chef & Educator Umut Karakuş, and Supply Chain & Procurement Director of d.ream Volkan Yazar were among the speakers in the session "Taste The Future!" moderated by **President of Culinary Travel Society Gürkan Boztepe.**

Mentioning the importance of taking action in line with the United Nations Sustainable Development goals adapted in 2015, **Secretary General at UCLG-MEWA Mehmet Duman** stated; “Regardless of where we are in the world, one of our main issues is the sustainability of development. We are working in order to localize these goals. At one side, we have the problem of world hunger on the agenda; and on the other side, we face the problem of obesity. Excessive waste and malnutrition are the major obstacles to the sustainable development project. The more the rich waste food the more the poor go hungry. According to the United Nations report, across the world, 815 million people in the developing

countries go to bed hungry. When we think of the fact that 2 billion more people will fall into this category by 2050, the huge increase in numbers is frightening”

Stating that eating and drinking habits are similar in all the metropolises around the world, **Supply Chain & Procurement Director of d.ream Volkan Yazar** stated; "People are now collecting experiences. This is a major factor in the development of gastroeconomy. In addition, the desire to share experience has taken this situation to a whole new level. In fact, there is a point that we try to take into account from time to time. Which is expectations. We are all responsible for the revitalization of micro-economies and the re-emergence of local cuisines.”