SAVE YOUR FOOD
YOUR ACTIONS MATTER
FLW IN TÜRKİYE

- **BREAD WASTE**
  - Daily 4.9 million loaves

- **HIGHEST IN FRESH FRUITS AND VEGETABLES**
  - 50% of production

- **FOOD WASTE IN SERVICE SECTOR**
  - 4.2 tonnes/year per business

- **BEVERAGE WASTE IN SERVICE SECTOR**
  - 2,000 litres/year per business

**IN 2019**

- **19.1 million tonnes**
  - Of food is wasted

- **× 635,000**
PREPERATION STAGE

ESTABLISHMENT OF A WORKING GROUP

OBTAINING SOCIAL MEDIA ACCOUNTS AND WEB SITE DOMAINS

1st WORKSHOP - SURVEY ON FLW PROVINCIAL DIRECTORATES

2nd WORKSHOP – STAKEHOLDER PRIVATE SECTOR & NGO
Mostly in fruit and vegetables before reaching to the customers.

High rate of waste in food services.

Waste differs in income groups.

Food supply chain needs to be improved.

Food literacy: knowing how to read date labels.
NATIONAL STRATEGY AND ITS ACTION PLAN

1. RAISING AWARENESS
2. MEASURE, MONITOR AND EVALUATE
3. CAPACITY BUILDING
4. INCREASE EFFICIENCY OF THE FOOD SUPPLY CHAIN
5. FOOD RECOVERY AND REDISTRIBUTION
6. CONVERTING FORMER FOODSTUFFS TO ANIMAL FEED
7. COLLECTING ORGANIC WASTE
8. ENERGY RECOVERY FROM ORGANIC FOOD WASTE

- SOURCE REDUCTION
- FOOD REISTRATION
- ANIMAL FEED
- RECYCLING
FLW IN TÜRKİYE

• BACKGROUND INFO
• CONCEPT
• GOALS AND TARGETS
• PLAYERS:
  • GOVERNMENT
  • PRIVATE SECTOR
  • NGOs
  • ACADEMIA
  • HOUSEHOLD
RAISING AWARENESS
WHAT IS ON THE MENU FOR CITIES
RESULTS IN ONE YEAR

- Consumers started to waste less and households saved around 80 M USD
- 20% rise on awareness of date labelling
- 40% decrease in over cooking and portioning
- 22% rise on recycling of wasted food.
- 93% of consumers find the campaign useful and 84% are more cautious about food waste now.
THANK YOU

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