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## **Ulker, Turkey's First Member to the World Cocoa Foundation**

**Ulker joins global chocolate manufacturers that are committed to a sustainable cocoa economy.**

Ulker, Turkey's biggest cocoa user, with an annual usage of 35.000 tons, has joined the platform of world's leading chocolate manufacturers by becoming a member of the World Cocoa Foundation. As a member of the foundation, Ulker aims to contribute to a vibrant world economy and help the social and economic development of cocoa farmers by adopting principles of sustainable agriculture for the welfare of the world's population.

**World Cocoa Foundation President Bill Guyton** said, "Ulker's membership in the World Cocoa Foundation is a milestone for us and is very good news for cocoa farmers around the world. It coincides with rising Turkish consumption of chocolate and increased consumer interest in and support for industry investments in cocoa farmers and their communities."

**Mehmet Tutuncu, Group President of the Food and Beverage Division of Yildiz Holding** who said Turkey's chocolate and chocolate coated products market has a volume of nearly 180.000 tons and that Ulker is the biggest cocoa user in Turkey added that: We are the first Turkish company which became a member of the World Cocoa Foundation. The World Cocoa Foundation, established in 2000, is an international organisation which aims to promote sustainable cocoa economy by giving support to cocoa farmers. The foundation is active in 15 countries across America, Africa and Southeast Asia, the biggest cocoa producer countries throughout the world. World Cocoa Foundation in cooperation with the governments, farmers, universities and NGOs aims to conduct researches that help to improve the quality and efficiency of cocoa production while giving training to cocoa farmers and their families. More than 540,000 cocoa farmers have benefited from WCF programs, including in training, literacy activities and other areas. As a company which recognizes the importance of agriculture for the development of countries, we have strategic policies for sustaining agriculture and contribution to the farmers. Now by joining the World Cocoa Foundation we are happy to continue these efforts on a global scale.

**Mehmet Tutuncu** saying that agricultural raw materials are vital for Yildiz Holding businesses added Holding companies themselves also play a major role for the efficiency in agriculture and farmer revenues. **Tutuncu** said that: Yildiz Holding food and beverage companies, which are among Turkey's biggest buyers of agricultural raw materials help to facilitate industrial uses of various agricultural commodities from

wheat to milk, nuts to vegetable oil. For instance we support wheat farmers, one of the basic ingredients of biscuits, by helping them to increase efficiency and giving them support for seeding.

Ulker as a market leader with approximately 50% share of Turkey's chocolate market which has a consumption volume of 200.000 tons with 3 billion Turkish Lira of revenue, also draws attention at international markets. According to Candy Industry Magazine Global Top 100 list of 2011, Ulker ranks as the 10th confectionary company globally.

Yildiz Holding, dedicated to innovation and customer satisfaction since the day it was founded, also became the only Turkish member of the Liaison Committee of the Confederation of Food and Drink Industries of the EU (CIAA) in 2009.