

Company: BESLER GIDA

Company Description: Besler Gıda is one of Turkey's leading brands in the frozen and canned food sector. Reaching consumers under the SuperFresh brand established in 1990, the company is headquartered in Istanbul. Operating with a team of approximately 2,100 specialists, Besler Gıda exports more than 400 product varieties to 45 countries across 6 continents.

Nomination Category: Sustainability Categories

Nomination Sub Category: Sustainability Product of the Year - in Europe

Nomination Title: SAFER (Smart Agriculture Fields in the Europe Region)

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 198 words used.

Besler Gıda began its journey in 1970 as Kerevitaş, initially exporting crayfish. In 1990, it launched **SuperFresh**, Turkey's first frozen food brand. The company joined **Yıldız Holding** in 2008 and expanded into the margarine market in 2017 by acquiring leading brands such as **Teremyağ**, **Bizim Yağ**, **Luna**, and **Yayla**. In 2023, it strengthened its bakery segment through **Donuk Fırıncılık Ürünleri** Frozen Bakery Products (FBP), and has operated under the name **Besler Gıda** since 2025. Besler hosts Turkey's first certified R&D center in the frozen food sector and is committed to delivering safe, high-quality food through innovation. Today, it operates six modern facilities, employs over 2000 people, and offers around 1500 products in 40 categories under 58 brands. Besler leads the frozen food market with SuperFresh (38% share) and the margarine market with a 69% share. Over the past three years, SuperFresh has increased tonnage by 50%, revenue fourfold, and now reaches 86% of Turkish households. Besler also runs Turkey's largest-capacity oil production plant (505,000 tons/year) and leads the frozen bakery sector through Donuk Fırıncılık, offering over 200 products in six categories with an average annual production capacity of **22000 tons**. Its products are exported to 45 countries.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 248 words used.

Besler Gıda enhances operational efficiency while reducing environmental impact by integrating sustainability, innovation, and digital agriculture into its operations. A flagship initiative in this area is the **SAFER Project** (Smart Agriculture Fields in the Europe Region), supported by the **European Union** and **TÜBİTAK**. SAFER stands out as a model project, making tangible contributions to both social and economic sustainability goals.

Developed over two years, SAFER monitors every stage of potato production, an essential raw material that accounts for 75% of the agricultural supply for SuperFresh, Besler's leading frozen food brand. Targeting potatoes for their high water demand, the project aims to minimize environmental impact while increasing social value across the value chain.

In its first phase, SAFER utilized AI-supported agricultural technologies to achieve measurable results: a 17% increase in yield, a 25% improvement in product quality, and a 40% reduction in water usage. This phase concluded in late 2023 with a stakeholder meeting at Yıldız Holding's Çamlıca Campus, attended by around 60 professionals from academia, industry, and the tech sector. Building on this success, **EIT Food**, Europe's largest food innovation community, awarded €2.8 million in funding for the second phase, which will focus on developing advanced AI systems to predict potato quality pre-harvest.

Beyond technical achievements, the project has helped raise environmental awareness across the entire value chain, from producers to consumers, highlighting the strategic importance of digital agriculture. The data collected plays a critical role in optimizing resource use and minimizing environmental impact in agricultural practices.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 245 words used.

The SAFER Project distinguishes itself from its peers with a pioneering model that integrates artificial intelligence-based decision-making systems into agricultural production processes. Utilizing an early warning system enhanced with Internet of Things (IoT) technologies, drones, and sensors, SAFER enables end-to-end monitoring of potato cultivation. AI-supported tracking systems monitor key indicators such as yield, quality, water usage, soil health, and environmental impact. This real-time monitoring infrastructure offers field-applicable, scalable, and measurable solutions for pre-harvest agricultural management.

SAFER stands out as one of the first initiatives in the agricultural sector to integrate artificial intelligence-based decision-making systems directly into production processes. The ability to predict product quality using AI represents a groundbreaking advancement in the digital transformation of agriculture. With its AI-powered quality prediction model, the project empowers farmers and supply chain stakeholders to make more accurate, timely, and sustainable decisions through early warning systems.

Beyond its technological innovation, SAFER also exemplifies a successful multi-stakeholder collaboration model bringing together academia, the private sector, and technology entrepreneurs under a shared vision.

Compared to Besler Gıda's previous sustainability initiatives under the Yıldız Holding umbrella, SAFER demonstrates a significantly higher level of impact. As a pioneer in the sector's transition to digital agriculture, it serves as a model in addressing the climate crisis, optimizing resource management, and enhancing operational efficiency.

Among technology-driven sustainable agriculture practices, SAFER offers a distinctive social value proposition for farmers, key stakeholders of Besler, by delivering increased productivity, resource savings, and financial benefits through its innovative approach.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 143 words used.

The video below offers a comprehensive overview of how the SAFER Project, having successfully completed its first phase, has emerged as a pioneering model in the digital transformation and sustainability of agriculture. Building on this success, the **€2.8 million grant** awarded by **EIT Food**, Europe's largest food innovation community, to support the project's second phase underscores its international credibility and impact.

The video also emphasizes that the project is carried out with the support of TÜBİTAK and the European Union. It showcases how this AI-powered agricultural technology has delivered measurable results, including a 17% increase in potato yield, a 25% improvement in product quality, and a 40% reduction in water consumption.

As Besler Food, the video highlights our close collaboration with farmers and our active role in supporting field operations—demonstrating the project's dual impact in both technological innovation and social value creation.

Attachments/Videos/Links:

[SAFER \(Smart Agriculture Fields in the Europe Region\)](#)



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