

Company: SuperFresh, Istanbul, Türkiye

Nomination Submitted by: Lorbi PR

Company Description: Founded in 1970, SuperFresh is one of Turkey's first and leading frozen food brands. Offering a wide range of products - including vegetables, fruits, pizzas, pastries, seafood, and ready meals- the brand delivers fresh, practical, and tasty solutions year-round. With a strong focus on quality, food safety, and sustainable agriculture, SuperFresh is trusted both in Turkey and international markets

Nomination Category: Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

Nomination Sub Category: Achievement in Corporate Responsibility

Nomination Title: Women Stars of Agriculture PHASE II

1. Specify the date on which this campaign or program was launched:

01.07.2022

2. Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 248 words used.

At the beginning of the project, we set our main goal as increasing the ratio of supported women farmers by 100% within 3 years.

- Our product procurement target was set at 5,000 tons.
- After the goals of Phase I were significantly exceeded by the end of the first year, and based on the results of the social impact analysis, we moved into Phase II, aiming to make women more visible at this stage.
- For the peas grown within the scope of the TKY project, we set a target equivalent to half of our annual sales.
- For the first time, we organized a harvest event for these peas and promoted the project through visual media, reaching wider audiences. We also held a launch event for the "Harvest from the Aegean" peas, with the participation of trusted experts.
- We turned the labor of the TKY project into a tangible product: "Harvest from the Aegean with the Labor of Women Stars of Agriculture" peas were placed on store shelves.
- These women-produced products were featured for the first time on the menu of a Michelin 2025-recommended restaurant in Türkiye.
- We shared short films on social media for the first time, where the Women Stars of Agriculture told their stories and experiences. This increased their visibility and showcased real stories that could inspire future generations and other women.
- To inspire young people and ensure sustainable employment in agriculture, we launched our first internship program.

3. 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 131 words used.

In our project carried out with the goal "**Agriculture in Türkiye will shine with women stars; with more equipped, more self-confident, and more visible women farmers, our agriculture will become more sustainable,**" we aimed to increase women's access to information and technology to ensure their leadership in production, and to contribute to economic development and social equality by supporting equal opportunities in agriculture.

The video content we prepared for **October 15, International Day of Rural Women**, reflects the social awareness gained in line with our goal of increasing the visibility of women farmers.

Our reel content and post shared on Instagram, which received high engagement, demonstrate the audience reached through the project. These materials allow us to be the voice of women farmers by sharing stories directly from the field.

4. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (Choose one):

Written answers to the questions

5. If you are submitting a video of up to five (5) minutes in length, provide the URL of the 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. If you are submitting written answers to the questions, provide them in the appropriate spaces below:

6. Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 249 words used.

While the agricultural sector has experienced a major loss of workforce over the past decade, the visibility of existing labor has also been quite limited. Women make up the largest portion of this invisible labor. As SuperFresh-one of Turkey's largest agricultural raw material buyers and the leader of the frozen food sector-we could not remain indifferent to this picture.

To address two key barriers preventing women from taking a leading role in production-lack of financial capital and limited access to technical knowledge-we launched the Stars of Women in Agriculture project in 2022, in cooperation with the Ministry of Agriculture and Forestry and UN Women. We provided training, technical support, demonstration fields, and awareness activities to women farmers.

According to a social impact study conducted with Boğaziçi University and IPSOS, participant satisfaction was 100%. Feedback emphasized a desire for greater visibility, knowledge, and a stronger network of solidarity. Based on this, we launched the second phase of the project and took it to the next level by establishing a community platform where women farmers can connect, share experiences, and inspire one another.

The most notable step was transforming the project into a tangible product for the first time. Peas cultivated by women were launched under the label "Harvested with Women's Efforts –First Crop from the Aegean" This turned into a symbol of respect and recognition for women's agricultural labor, from field to shelf. We also introduced an internship program to involve youth in agriculture and ensure the sectors long-term sustainability.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

Total 248 words used.

SuperFresh increased the ratio of women farmer suppliers from 6% to 27%.

- We created ₺90 million in value through the purchase of 13353 tons of products from women farmers.
- we received over 500 applications and awarded certificates to 382 women across 4 modules. Our satisfaction goal of 90% for training quality was exceeded with a 98% satisfaction rate.
- Our project, won 16 local and global awards. Through press releases, we generated significant media coverage, achieving a reach of 6.5 million people.
- With an always-on awareness approach, we exceeded our goal of reaching 10 million people, ultimately engaging 15 million.
- Our Instagram posts, designed to maximize the visibility of our women farmers, reached 9.021 million views and received 4,500 engagements. Under the hashtag #TKY 395 user-generated contents reached 2.1 million people.
- With the peas labeled "Harvest from the Aegean" grown by women farmers, we introduced a tangible product of our social responsibility project to consumers in the frozen food category a first in the industry.
- Our digital campaign celebrating International Day of Rural Women and International Women's Day achieved high visibility and an exceptional 14% engagement rate, far above benchmarks.
- Our corporate sustainability image score improved: "Supports women farmers" rose 8 points to 51%, and "Cares about sustainability" increased 3 points to 61%.
- In Phase II, we expanded the training to reach more people and launched our first internship program, inspiring young people and promoting sustainable employment in agriculture.

Attachments/Videos/Links:

[Women Stars of Agriculture PHASE II](#)



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