



STRONG SUPPORT FROM MIGROS TO LOCAL PRODUCTION AND PRODUCERS

With the cooperation of Kayseri Governorship and Migros; alongside the supports of Kayseri Provincial Directorate of Agriculture and Forestry, Kayseri Beet Planters Cooperative, Kayseri Şeker, GürAta and Zzef, the local production move launched last year with local green lentils continues to grow with new procurement projects on sunflower seeds and safflower oil.

With the purchase of lentils being increased 4 times this year, chickpeas, dermason beans and pumpkin seeds will be added to the project in the upcoming period.

Offering a sustainable market to local producers and delivering quality products to consumers at affordable prices, Migros will package the newly purchased products at its own facility in Keşan, MiGBAK. The products will be carried to the shelves across Türkiye with the "Migros" and "Anadolu Lezzetleri" brands which is an umbrella brand for traditional products.

Migros not only supports local development with its direct purchases from local producers all over Türkiye but also continues to bring quality and affordable products to consumers. While the tonnage was increased this year for the local green lentils, safflower oil and sunflower seeds purchased by Migros from Kayseri within the scope of the local products project, new products were also added to the scope. With the cooperation of Kayseri Governorship and Migros and the supports of Kayseri Provincial Directorate of Agriculture and Forestry, Kayseri Beet Planters Cooperative, Kayseri Şeker, GürAta and Zzef, chickpeas, dermason beans and pumpkin seeds were included in the purchase list for the first time this year. Migros will buy 100 tons of chickpeas and 100 tons of beans from Kayseri in the first stage. In addition, with the 75 tons of seeds given to the producers by the Kayseri Governorship and Kayseri Metropolitan Municipality, the production of domestic green lentils will be quadrupled compared to the previous year and will reach 2 thousand tons.

At the ceremony held in Kayseri; Kayseri Governor Gökmen Çiçek, Migros Group CEO Özgür Tort, Kayseri Metropolitan Municipality Mayor Dr. Memduh Büyükkılıç, Kayseri Provincial Director of Agriculture and Forestry Bülent Saklav, Kayseri Beet Planters Cooperative Chairman Hüseyin Akay, Kayseri Şeker Chairman of the Board of Directors Hurşit Dede, GürAta and Zzef Board Member Erkan Gürkan, Food Retailers Association President and GürAta Chairman of the Board Alp Önder Özpamukçu signed the procurement protocol of the new season.

Kayseri Governor Gökmen Çiçek: "Kayseri's abundance reaches all corners of Türkiye "

Kayseri Governor Gökmen Çiçek said, "Kayseri stands out with its production power not only in industry but also in agriculture. It is of great importance for our local producers to reach the national market in order for them to continue to produce sustainably. By bringing together Migros with our producers affiliated with Kayseri Şeker, we have created a strong model that supports local development. Thanks to this cooperation, we ensure that our basic legume



products such as chickpeas and beans and special products such as safflower oil and seeds meet consumers throughout the country. This success, which has been carried from local to national, brings profit to both our farmers and our country. The abundance of Kayseri reaches all corners of Türkiye."

Özgür Tort, Migros Group CEO: "We are empowering the local economy and our producers"

Özgür Tort, Migros Group CEO, said, "Local production is the leverage of the national economy. As Migros, we provide purchase guarantees to producers to encourage local agriculture and sustainable development. We increase quality standards and protect Türkiye's unique agricultural values. Thanks to this sustainable business model we have established with our local producers, we support not only our farmers, but also the local economy. We buy more than 300 kinds of products in 26 different categories from Kayseri. We sell most of these products exclusively in our stores in the region. In the province, we deliver local products that our customers are accustomed to with Migros quality. In addition, we carry products whose production has grown and reached a certain capacity to be sold on a national scale. Our local green lentil project is the best example of this. In addition to reducing imports by encouraging production, we provide packaging support in our own facilities, ensuring that the products are offered for sale in our stores all over Türkiye at the most affordable price, preventing product losses. This year, we are expanding our cooperation, which we started last year in Kayseri with chickpeas, dermason beans and pumpkin seeds. We will continue to support the local economy and our producers in different regions of Türkiye."

Kayseri Metropolitan Municipality Mayor Dr. Memduh Büyükkılıç: "We have made our city one of Türkiye's leading provinces in agricultural production"

Kayseri Metropolitan Municipality Mayor Dr. Memduh Büyükkılıç said, "As Kayseri Metropolitan Municipality, we always stand by the producer. Since 2019, when we started our service, we have provided great support to farmers, livestock producers and rural development. We have made our city one of Türkiye's leading provinces in agricultural production. Within the scope of the "Great Support to Agriculture from the Metropolitan" project, we are distributing 75 thousand tons of chickpea and lentil seeds to our farmers to contribute to agricultural development in 2025. We will continue our investments so that our citizens engaged in agriculture and animal husbandry can make their production more efficient and sustainable."

Hüseyin Akay, Chairman of the Board of Directors of Kayseri Beet Planters Cooperative, said, "As Kayseri Şeker, we carry out projects that will make the labor of our farmers valuable. At the same time, we are proud to deliver high-quality national products to consumers. This cooperation with Migros is an important step both for the development of local agriculture and for the spread of sustainable production models."

Hurşit Dede, Chairman of the Board of Directors of Kayseri Şeker, said, "This partnership, which aims to contribute to the local economy, will inspire similar projects in the future. With this cooperation, we believe that we will implement successful projects that will benefit producers and consumers in the agricultural sector and add value to the agricultural development and economy of the region."

Erkan Gürkan, Member of the Board of Directors of GürAta and Zzef, said, "In order for local producers to be empowered and integrated into the national market, we support them under unions and cooperatives and bring them together with retailers. We have realized one of the



most successful examples of this scheme in Kayseri. We will continue our efforts to disseminate projects that support local production and producers."

From the field to Keşan and to all over Türkiye

The packaging of the produces from the field is done at MİGBAK, Migros' own facility in Keşan. All the special products Migros has discovered by traveling every inch of Anatolia, will reach consumers with the Anadolu Lezzetleri and Migros brands, exclusively gathering Anatolian flavors under its roof.

