

**TURKISH MARGARINE INDUSTRY:  
FROM PAST TO PRESENT  
MARGARINE REALITY**

**METİN YURDAGUL**

Chairman, MUMSAD

International Food Congress, Nov 4th , 2010

# General Information about MUMSAD

**ASSOCIATION OF CULINARY PRODUCTS AND MARGARINE INDUSTRIALISTS**

**Established in 2004**

**Number of members: 32 / Number of member companies: 15**

**Margarine Producers:  
Unilever, Ulker, Marsan, Turyag, Kucukbay**

**Total market share of margarine producers: 90% appr.**

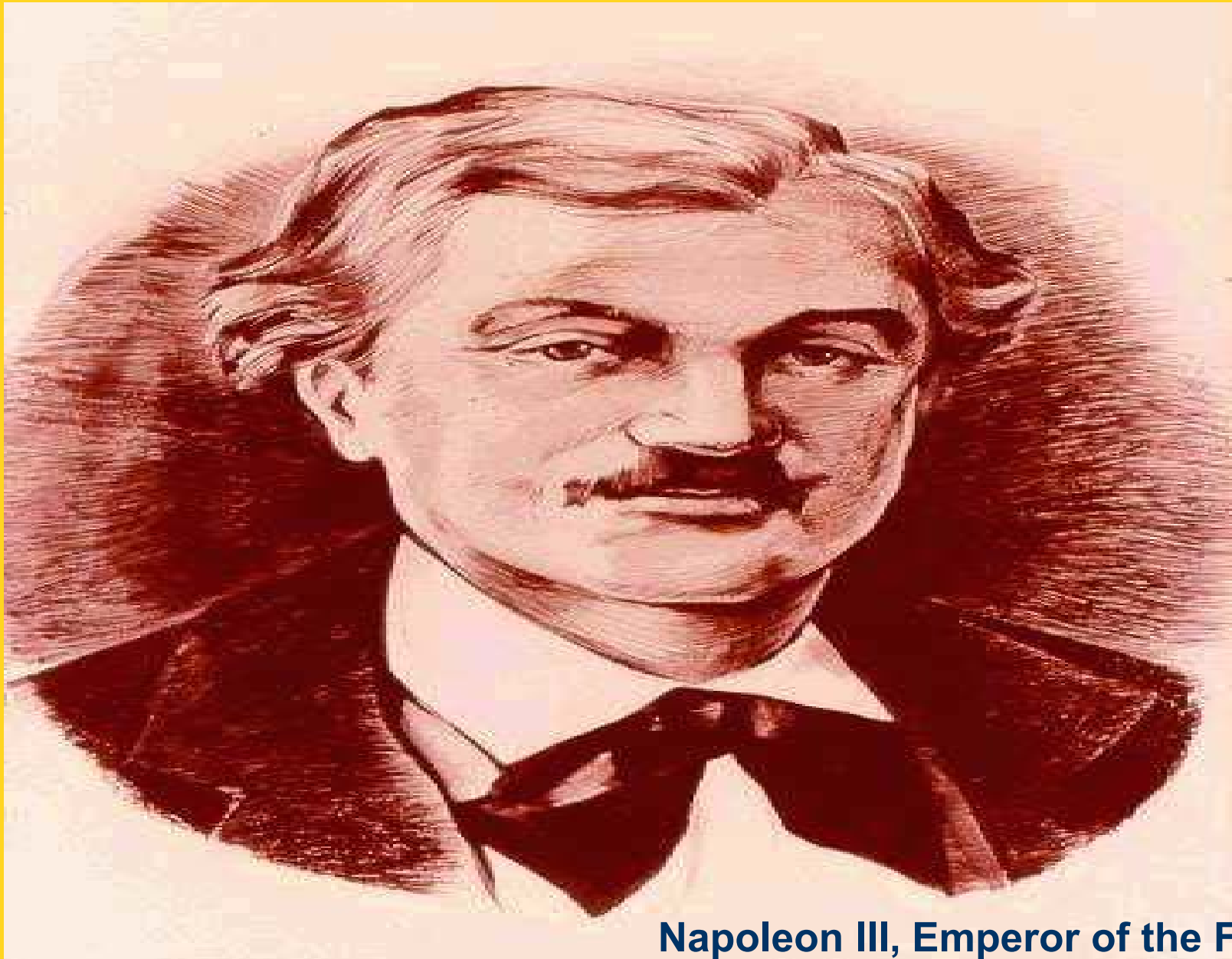
## **General Information about MUMSAD**

**International Federation of Margarine Associations (IFMA) and International Margarine Associations Countries of Europe (IMACE) member**

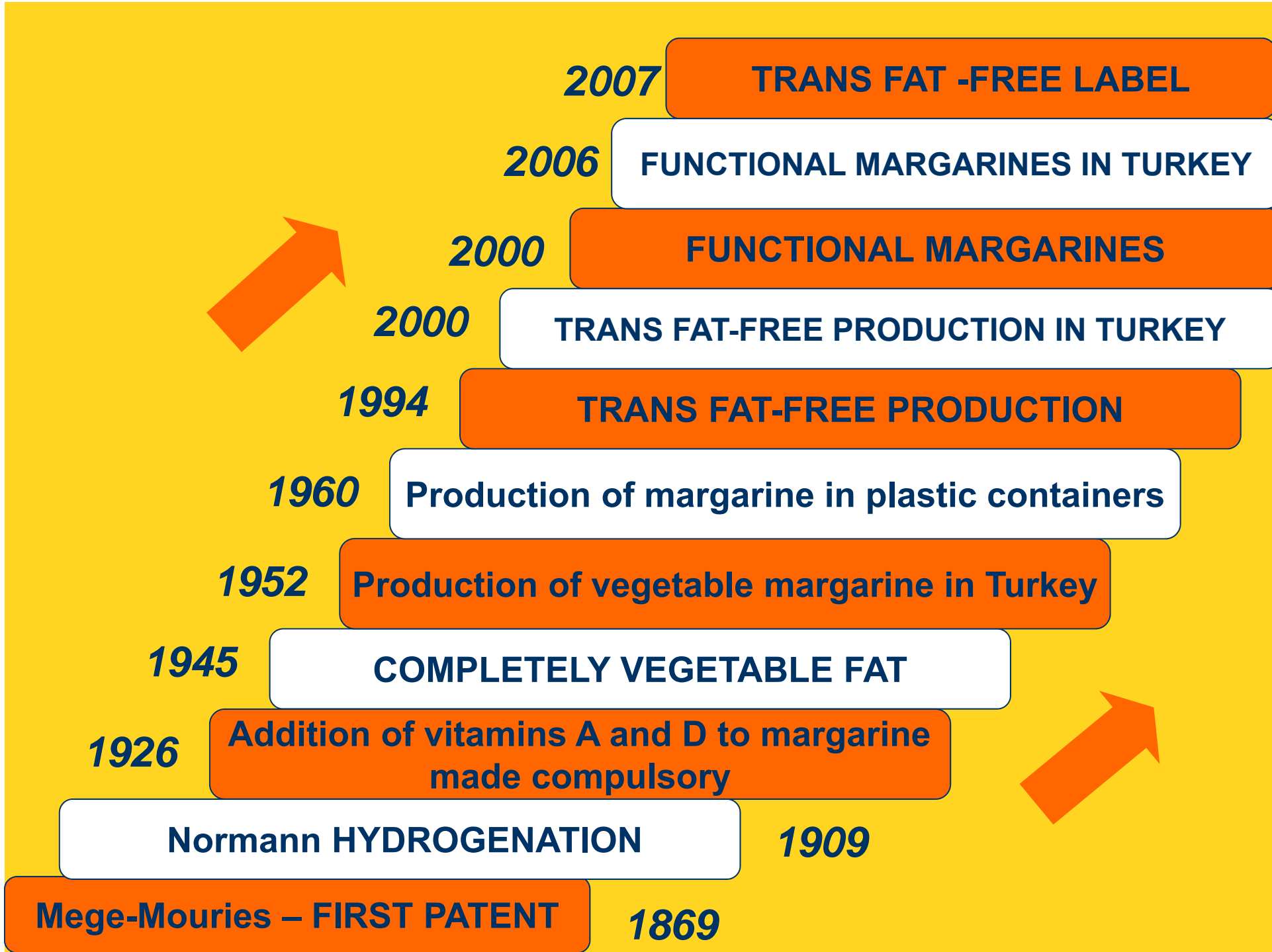
**AGM Congresses of AOCS**

**Cooperation with EURO FED LIPID and OFI (Oils & Fats International)**

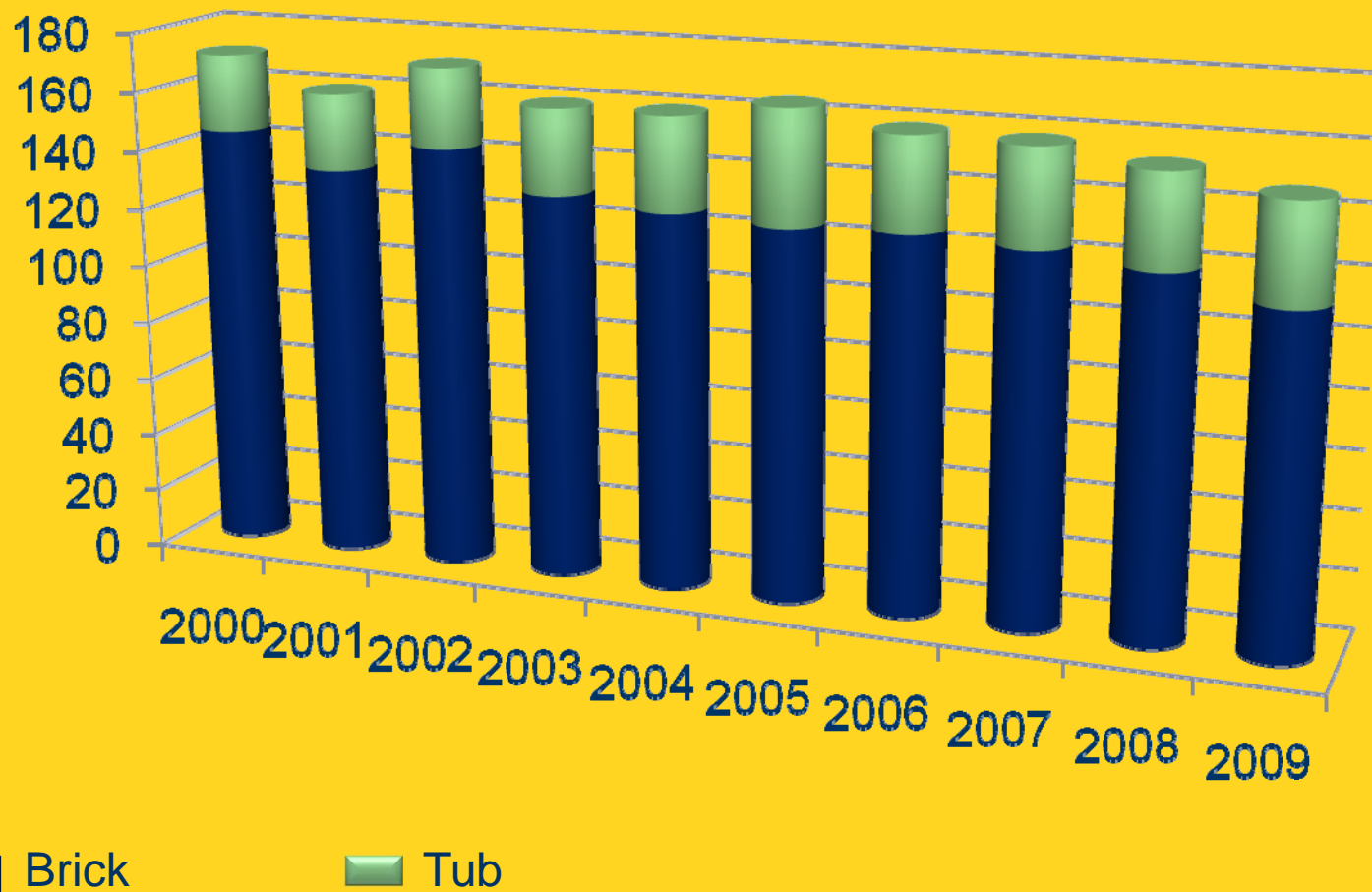
# Short History of Margarine



Napoleon III, Emperor of the French

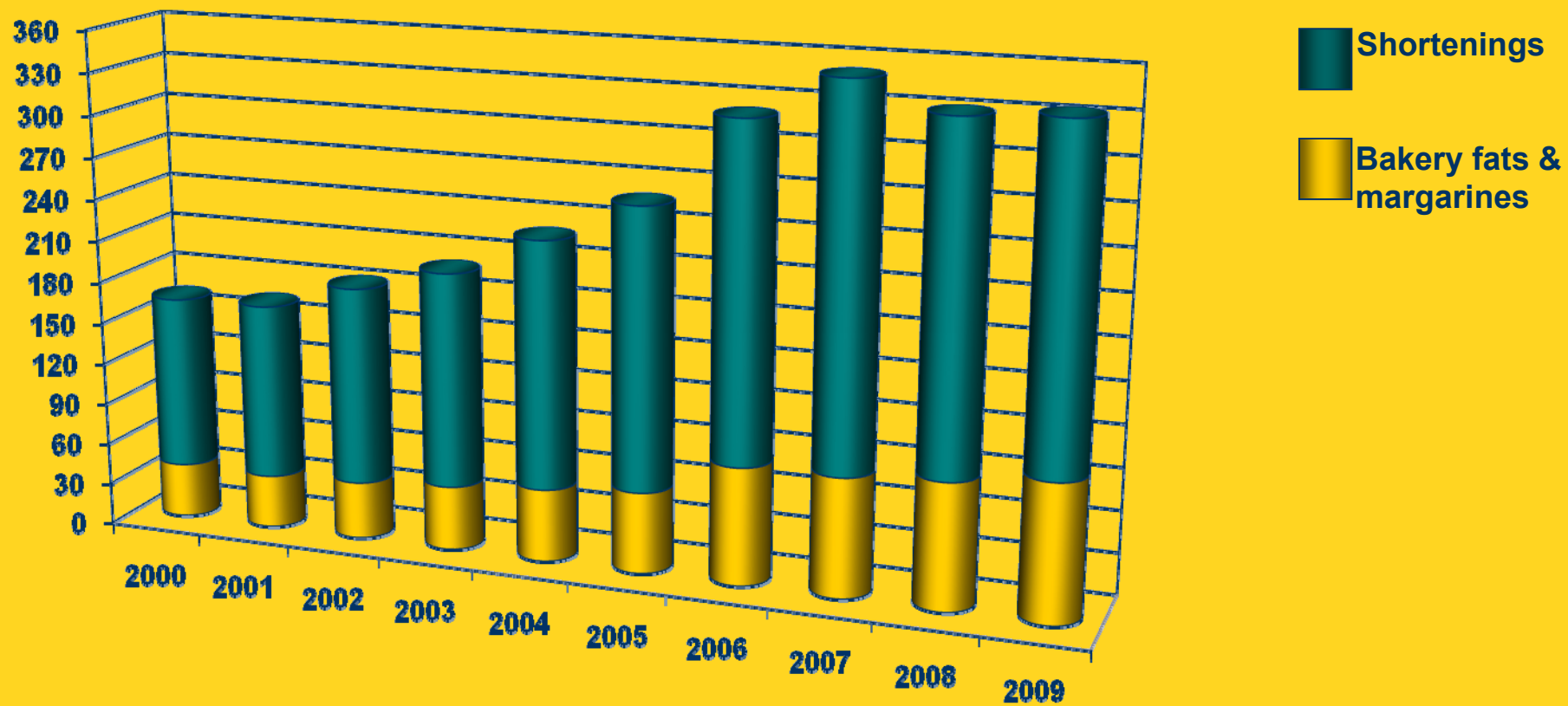


# Table Margarine Production (TT)

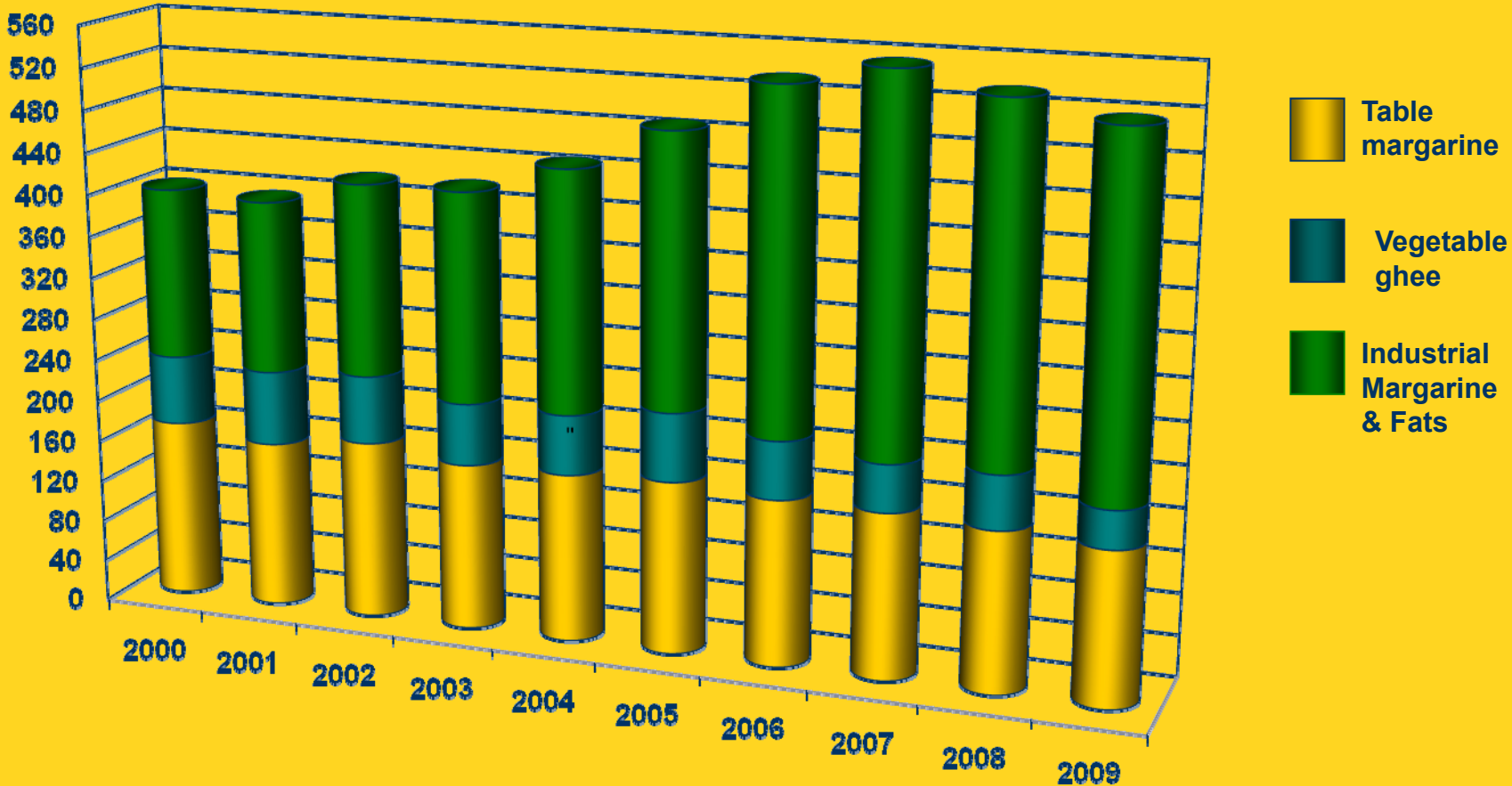


Source: MUMSAD

# Shortening and Bakery Margarine Production (TT)



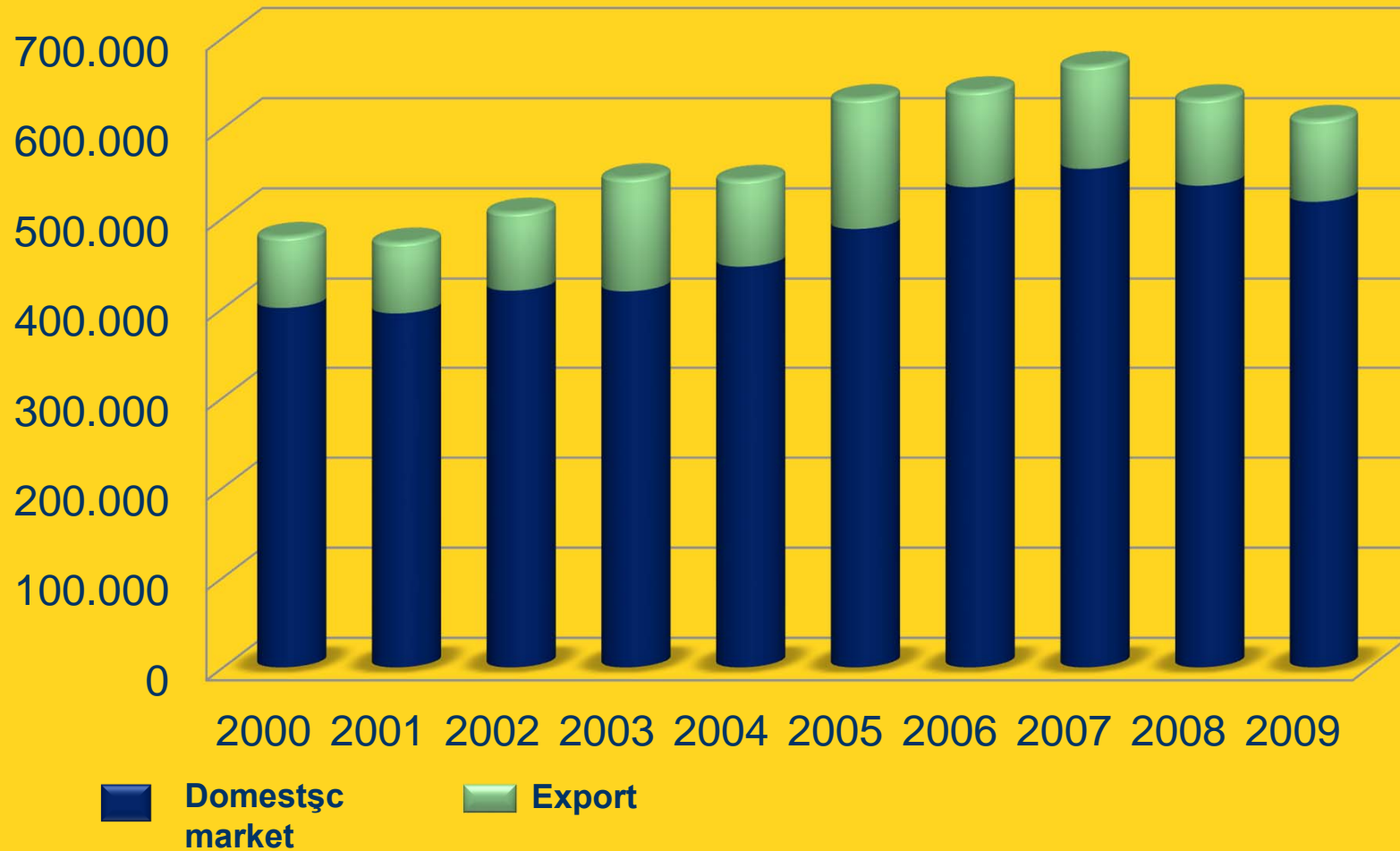
# Total Margarine & Fat Production (TT)



Source: MÜMSAD



# Total Margarine & Fat Production (Domestic Market & Export) (HT)



Kaynak: MÜMSAD

## Oils & Fats & Margarines per Capita Consumption

	kg/year per person
Liquid refined oils	10.9
Table margarines	2.1
Vegetable Ghee	0.7
Bakery fats & margarines	1.3
Shortenings	3.4
Olive oil	1
Butter	0.5
<b>Total</b>	<b><u>19.9</u></b>

**World Average 21 kg.**

# Margarine & Shortening Consumption of the World

Per capita (kg.)

**UK**

**6**

**Denmark**

**18**

**Netherlands**

**24**

**Belgium**

**26**

**Singapore**

**18**

**Turkey**

**8,5 (2.2)**

# What issues does the fat & margarine industry face Turkey?



# Consumer trends...



## The truth about margarine

Margarine  saturated fat

Margarine is produced using vegetable fat and **DOES NOT** contain cholesterol.

Margarine **DOES NOT** contain TFA

# TFA and Technology

**Starting from early 2000s, efforts started in Turkey to decrease the content of TFA in margarine**

**In Turkey, foods that contain less than 1% of TFA are deemed TRANS FAT-FREE according to the Labeling Regulations.**

**Margarine produced by companies with MUMSAD membership contain less than 1% of TFA and has the “Trans Fat-Free” label attached to the package**

**TRANS YAĞ**

**YOKTUR!**





## MARGARINE PRODUCTS OF MUMSAD MEMBERS

**Sana**

**ÜLKER**  
**Bizim**  
yağ

**TEREMYAĞ**

**Halk**

**Becel**

**Sabah**  
1964'ten beri...

**Yayla**

**Evin**

**ÜLKER**  
**Kalbim**

**LUNA**

**Hüner**

**Becel**  
pro-activ

**ÜLKER**  
**Kalbim**  
**Benecol**

**ideal**  
**orkide**  
BİTKİSEL MARGARİN

# **We Eliminate Prejudice**

**As industry leaders, we feel our most important duty is to provide the public with true and correct information**

**We promote public awareness on margarine, a nutritive, useful and cost-effective choice**

**By providing correct information, we aim to eliminate urban legends on and prejudice and bias toward margarine created by misinformation**

# We Eliminate Prejudice

Media information meetings

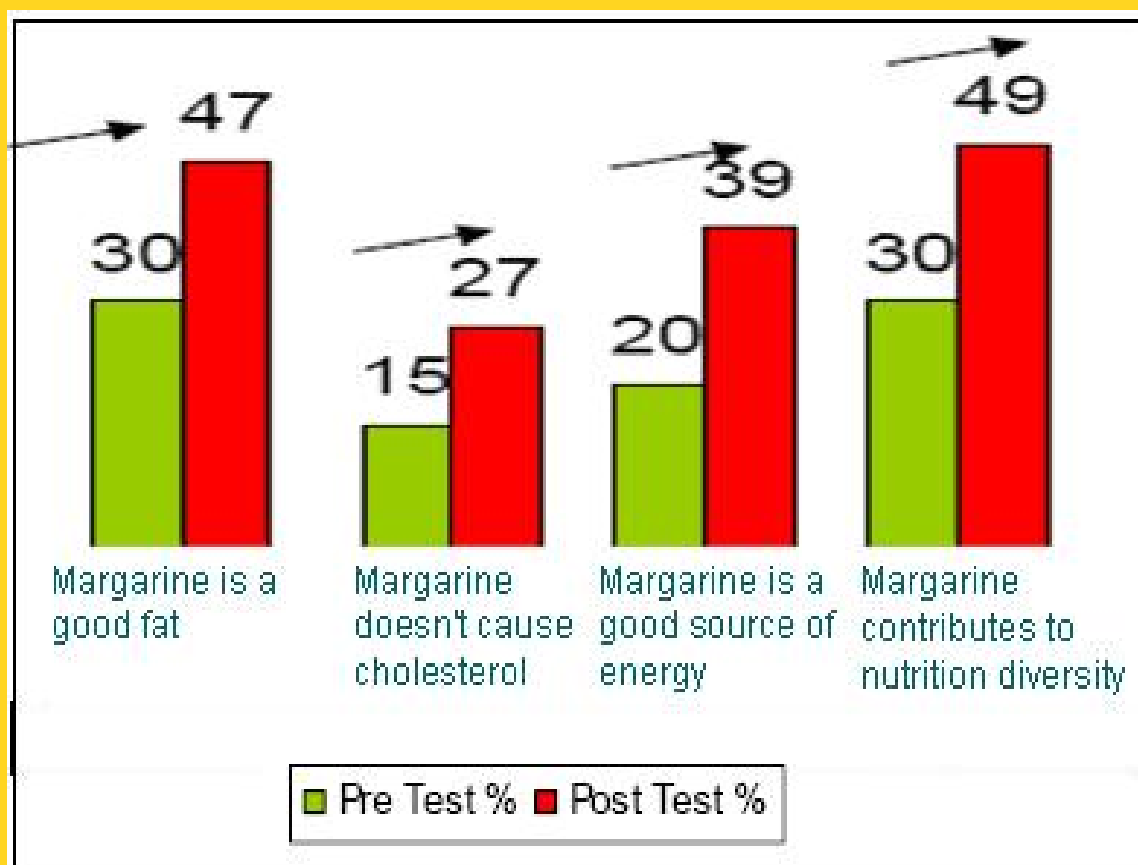
Advertising campaigns on TV and in the press

Public masses  
have been informed

[www.modernmargarin.com](http://www.modernmargarin.com)  
[www.margarininkarnesi.com](http://www.margarininkarnesi.com)  
[www.7gercek.com](http://www.7gercek.com)

Meetings with medical circles

## Remarkable Results of Perception Research



The research was conducted twice pre-campaign term and the post campaign term.



**MÜMSAD**

Mutfak Ürünleri  
ve Margarin  
Sanayicileri  
Derneği

# The truth about margarine

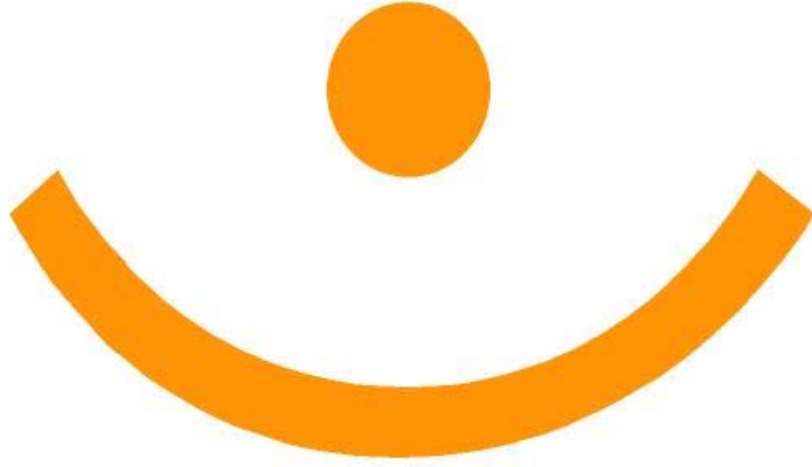
Margarine  saturated fat

Margarine is produced using vegetable fat and **DOES NOT** contain cholesterol.

Margarine **DOES NOT** contain TFA

## To summarize...

**Generally, margarine is an alternative that is suitable for consumption by all age groups, following the principles of healthy, sufficient and balanced (optimal) nutrition.**



# MÜMSAD

---

Mutfak Ürünleri  
ve Margarin  
Sanayicileri  
Derneđi