



Besler's Smart Agriculture Project has been granted €2,8 million in support by the EU

Besler's AI-powered SAFER project is shaping the future of sustainable agriculture. Following the successful completion of its first phase, the project has secured €2.8 million in funding from EIT Food, Europe's leading food innovation community, for its second phase.

As a market leader in Türkiye's frozen food and margarine industries, Besler is spearheading digital transformation in agriculture through its SAFER – *Smart Agriculture Fields in the European Region* project, developed in partnership with the European Union and TÜBİTAK. Recognized as a benchmark initiative in sustainable agriculture, the second phase of the project has been awarded €2.8 million in grant funding from EIT Food, the largest food innovation network in Europe.

Implemented with the support of the EU and TÜBİTAK, the SAFER project leverages real-time field monitoring to enhance efficiency and reduce environmental impact in the pre-harvest stages of potato cultivation, with its second phase officially launched at a stakeholder meeting held at Yıldız Holding's Çamlıca Campus.

In the successfully completed first phase, the project delivered strong results in tech-driven agricultural efficiency and environmental impact reduction. Key outcomes included a 17% increase in yield, a 25% improvement in product quality, and a 40% reduction in water usage throughout the potato cultivation process, significantly contributing to sustainable agriculture standards. In its next phase, SAFER will develop advanced AI-driven systems to predict the quality of harvested potatoes more accurately.

Mert Altınkılıç: "SAFER will shape the future of sustainable agriculture in Türkiye"

In his opening speech at the phase-two launch event, **Besler CEO Mert Altınkılıç** emphasized the company's commitment to driving innovative projects that build a sustainable future in agriculture. He stated: "The SAFER project plays a pioneering role in the digital transformation of agriculture in Türkiye and introduces a forward-looking, sustainable model. The funding secured from EIT Food, one of Europe's most respected food innovation organizations, for the second phase of this multi-stakeholder, efficiency-focused initiative, confirms that our efforts are recognized internationally. At Besler, we remain dedicated to contributing strategically to Türkiye's agricultural development. Together with all stakeholders in the food ecosystem, we will continue to create value for the industry and lead the way in sustainability and innovation."