

Environment & Sustainability

using fewer natural resources and less energy while generating less waste

Pınar Et: Management systems

Pınar Et conducts all of its production operations and processes within a framework of integrated management systems.

- **OHSAS 18001 Occupational Health & Safety Management System**
- **ISO 9001 Quality Management System**
- **ISO 22000 Food Safety Management System**
- **ISO 17025 Laboratory Certification**
- **Lean Six Sigma projects**
- **Kaizen practices**
- **ISO 14001 Environmental Management System**



Pınar Et, environment & sustainability

At Pınar Et, all activities are conducted within the framework of ISO 14001 Environmental Management System standardization in order to determine the environmental dimensions of products and services, to assess their risks, and to develop and implement control methods as needed.

In order to ensure the sustainability of management systems and increase their effectiveness, Pınar Et engages in European Foundation for Quality Management (EFQM) "Excellence Model" activities and also applies other standards and methodologies as are currently in use at the company.

Making effective use of energy resources

As a result of projects undertaken at Pınar Et in 2010, improvements were made in production processes. The company's 2009 energy consumption values were maintained despite increases in economic and commercial activities.

Pınar Et is a corporate citizen which adheres to the principle of using fewer natural resources and energy while generating less waste to create the same amounts of output. It accomplishes this by employing efficient production technologies and methods.



A record-breaking number of 887,660 submissions were entered in the 29th Pınar Kido Art Competition.

Under the heading of environmental protection and energy efficiency activities carried out in 2010 at the company, an effort was made to achieve greater fuel consumption efficiency in combustion systems and for this purpose, combustion controls were optimized. At the same time,, research also continued looking into ways to achieve the highest efficiencies in heating & cooling, air conditioning, and heat transfers. Pınar Et worked together with industry specialists in the conduct of these projects.

Regarding the problems of climate change as a very serious threat to the future of humanity and to our planet, Pınar Et is investing in alternative cooling technologies which do not involve hydrofluorocarbons and which do not cause harm to the ozone layer.

In order to increase energy efficiency throughout plants, the amount of energy used by every department is monitored by means of appropriate measurement devices. Through this system, about 85% of all plant spaces where energy is consumed are kept under observation. In addition and in order to prevent/minimize energy consumption losses, thermal cameras are deployed to collect data at Pınar Et plants. These findings are used to identify places where losses are taking place so that corrective action may be taken as needed.

Efforts to reduce the environmental impact of products and services

In all of its production operations, Pınar Et seeks to effectively manage:

- its natural resource and energy consumption
- its solid wastes, effluents, and emissions.

In the conduct of these activities, the company adheres to the principle of taking an integrated approach to achieving minimum levels in both categories.

Pınar Et products cause no harm to the environment whatsoever. At the same time and because both of its sense of social responsibility and of its commitment to achieving full compliance with the requirements of laws and regulations, the company also seeks to minimize the adverse environmental affects and emissions caused by its raw materials and production processes and engages in a systematic effort to do so.

Pınar Et works with recycling firms which have the ability to properly recycle, recover, and dispose of all forms of solid waste and which are licensed by the Ministry of Environment and Forestry.

Pınar Et sends 64% of the waste generated by its production processes to recovery and recycling deliveries so that it may be made economically reusable.

All effluents generated by Pınar Et's production processes and facilities are treated in the company's own on-site biological treatment plant. Waste water quality is periodically checked for compliance with standards by officials of the Ministry of Environment and Forestry and by an independent laboratory as well as in the company's own laboratories.

Quality assurance at Pınar Et is fundamentally inherent in the organization of the company's production processes and it embraces everything from live animal procurements to product shipments.



37% packaging recovery
in 2010



Greenhouse gas emissions

There is evidence that there have been significant rises in the amounts of carbon dioxide and other greenhouse gasses released into the atmosphere since the 1970s, that the world's atmosphere has begun to undergo changes, and that there has been an average increase in global temperatures on the order of 0.8-2 °C over the last century.

Behaving as a responsible corporate citizen, Pınar Et regards it as its duty to take part in the struggle to minimize the direct and indirect adverse consequences of these changes. To this end, Pınar Et has initiated efforts to increase energy efficiency while also making use of appropriate sources of energy in all of its manufacturing and distribution processes.

As a first stage of these efforts, a team has been set up that will carry out a project to identify greenhouse gas emissions throughout the company and to propose methods to reduce them. The members of this team have been given training in the areas related to the EN 16001 (energy management systems) and to the ISO 14064-1 (organization level quantification and reporting of greenhouse gas emissions and removals) standards.

During 2010, all Pınar Et personnel were also given climate change and carbon footprint training in order to make them better aware of greenhouse gasses and of ways to reduce their emissions.

The amounts of packaging waste that were recovered from products sold by Pınar Et are shown below, broken down by type and year.

Type of packaging	(%) recovered in 2008	(%) recovered in 2009	(%) recovered in 2010
Paper & cardboard	35	36	37
Plastic	35	36	37

Packaging waste management

Pınar Et investigates new ways to prevent the generation of packaging waste in order to protect natural resources and to reduce the amount of waste that it created. It also invests in technologies needed to achieve this.

Pınar Et makes use of a waste management "sort at source" system at all of its production units whose aim is to make the packaging of goods that are sold recoverable and reusable. From the very beginning of the packaging design process to the production and post-use stage, the company is mindful of making use of materials that will generate as little waste and cause the environment as little harm as possible. Pınar Et gives preference to packaging materials that are recoverable.

By lowering the unit weight of the foil contained in product packaging, Pınar Et has reduced not only the amount of foil that it uses but also the waste generated by its production activities.

Pınar Et continues to work with the ÇEVKO Foundation, which brings local governments, manufacturers, and consumers together in a collaborative effort to systematically collect, recover, and recycle packaging waste of every kind, and to fulfill its responsibilities in such areas as mandated by law. All Pınar Et products bear the ÇEVKO-authorized "Green Dot" informing consumers that their packaging is recyclable.

Pınar Et's quality approach and system

Quality assurance at Pınar Et is fundamentally inherent in the organization of the company's production processes and it embraces everything from live animal procurements to product shipments.

Pınar Et's mission is to ensure that high-quality, safe products are made with an approach which is in compliance with laws and the rules of ethics, which focuses on consumer protection and satisfaction, and which is environment-friendly and which also contributes towards the company's goals of increasing profitability and productivity.

Process management is the basis of all quality management system activities at Pınar Et.

Ongoing improvements are made in processes by taking an effectiveness-based cost approach in which every process is regarded as a link in a value chain, with steps being taken to add value during each one. Process targets and management system objectives are identified for each year and then reviewed at regularly conducted meetings. Pınar Et makes intensive use of new production and information technologies in order to achieve productivity increases and improvements in its key processes. At the same time, the compliance of Pınar Et products with the requirements of the Turkish Food Codex and associated communiques is verified by means of chemical and microbiological laboratory analyses.

Pınar Et owns and operates a fully-equipped laboratory that is capable of performing all of the microbiological laboratory analyses referred to in Turkish Food Codex Meat Communiques. Pınar Et's laboratory received TS EN ISO/IEC 17025 certification in 2008, which qualifies it to act as a contractual laboratory for the Turkish Standards Institute.

Last year Pınar Et was inspected by the Turkish Standards Institute in May and in September by the European Food Safety Inspection Service (SAI GLOBAL-EFSIS). As a result of these inspections, in which all of the company's management systems were audited, Pınar Et received a Grade A rating.



A corporate citizen that shares with the community

Since 1975, Pınar has sought to contribute towards the physical and mental development of its consumers and to ensure the wellbeing of future generations through the products that it makes and the services that it provides. In line with this goal, Pınar contributes towards numerous projects in the areas of education, sport, culture, and art.

Pınar Kido Children's Theater

Besides supporting children's mental development through the products that it makes, Pınar also contributes towards activities in the areas of culture and art. The Pınar Kido Children's Theater, which has so far given about 3 million children a chance to attend theatrical performances, for which no admission is charged. Employing a professional team of performers, directors, designers, and backstage crews, the Pınar Kido Children's Theater has mounted dozens of children's plays since 1987.

During the theater season, the Pınar Kido Children's Theater appears on stage in schools in İstanbul, İzmir, Bursa, and Eskişehir. During the summer months, it goes on tour and captures the hearts of thousands of children in other parts of the country where there is frequently no other opportunity to see plays performed.

During the 2010-2011 academic year, the Pınar Kido Children's Theater mounted performances of Nasreddin İnadın Sonu, a newly-composed play that reintroduces the Turkish folk hero Nasreddin to a new generation while also acquainting children with traditional Turkish theater.



Pınar Kido Art Competition

The Pınar Kido Art Competition has been held for 29 years with the aims of increasing primary school children's interest in art and of contributing towards the development of the artists of the future. Children from all over Turkey take part in the Pınar Kido Art Competition, which has been focusing on a different theme each year since it was inaugurated in 1981. A record-breaking number of youngsters took part in 2010.

A total of 887,660 submissions were entered in the 29th competition, whose theme was "Draw what most interests you". Last year's Pınar Kido Art Competition even provided valuable input for a unique sociological study in the form of information about the longings, living conditions, attitudes, and perceptions of children of elementary school age in Turkey.

Pınar KSK

Pınar has been providing advertising support for Pınar Karşıyaka, a basketball team that has been contending in the Turkish Premier Basketball League since 1998. Pınar Karşıyaka successfully represented Turkey in the Euro Challenge Cup games during the 2010-2011 season. In addition, nearly a thousand children also benefit from the facilities of the Çiğli Selçuk Yaşar Sports Center every year.

Professional Training Unit

Through the Pınar Et Professional Training Unit, children who might otherwise be unable to stay in school are given a chance to continue their educations. In 2010, 79 apprentice-level students attending the professional training unit were given instruction in meat and meat product operations and management by professional masters. Nineteen of the unit's graduates were subsequently employed directly by Pınar Et.

TOBAV

Pınar is the prime sponsor for the "Listen to Me" project conducted by the İzmir branch of the State Theater, Opera and Ballet Employees Foundation (TOBAV) in which training is provided to musically talented children and youths. Under this project, students are given musical training while also being prepared for admission examinations in order to attend fine arts lycees, state conservatories, university music departments, and other music schools so that they can make music their profession.

Publications

Yaşam Pınarım

Employing an engaging style and delivering unique content, Yaşam Pınarım is an in-house magazine that has been serving a readership of Pınar consumers, business partners, and members of academic circles and government since 2004. Yaşam Pınarım is published every month in 10,000 copies that are distributed free of charge.

Pınar

Pınar is a quarterly newsletter published in 20,000 copies. Intended mainly for the company's producers, Pınar is an important source of information for meat and dairy farmers.

Fairs, congresses, and sponsorships

- Pınar exhibited its products at the Yaşar Group Food & Beverages Division's stand at the 79th İzmir International Fair in 2010.
- Pınar was a prime sponsor of the Forum İstanbul 2010 conference when it was held in İstanbul in May to discuss the theme of Turkey's emergence from the current global financial and economic crisis and where Turkey was likely to be going between now and 2023.
- Pınar provides sponsorship support for the congresses, seminars, and exploratory conferences organized by the Federation of Food and Drink Industry Associations of Turkey.
- Pınar was on hand as a prime sponsor for the 3rd International Golden Cap Chefs Competition which was organized by the Turkish Federation of Cooks and by the Antalya Chefs Association when it was held at the Antalya Expo Fair and Congress Center. Nearly 2,500 cooks from all over Turkey took part in the event.
- Pınar was a prime sponsor for the 1st National & International Tocology Students Congress held in May jointly by Ege University's Department of Obstetrics, the Association of Turkish Midwives, and Ankara University's Faculty of Health Sciences.
- Pınar was a prime sponsor for the 13th National Public Health Congress held in İzmir in October by Dokuz Eylül University and the Association of Public Health Specialists.

- Pınar acted as a sponsor for the "11th In Search Of Perfection Symposium" conducted by the İzmir Quality Association.
- Pınar was a sponsor for the first "Safe Food Symposium" organized by the İzmir branch of KalDer in December 2010.
- Pınar supported the United Nations World Food Day Congress organized in İstanbul by the Turkish Food Industry Employers' Association (TÜGİS) and by FAO as a prime sponsor.
- Pınar sponsored the "Local Chains Gathering Conference" held by the Federation of Turkish Retailers when it was held in İstanbul in April.
- Pınar was one of the sponsors of the "4th International Corporate Governance Summit" held by the Corporate Governance Association of Turkey.

Awards & recognitions

The leading name in Turkey's meat and meat products industry since the day it was founded, Pınar Et was again the recipient of awards from respected organizations in recognition of the company's high production standards, advanced technology, and innovative and principled business approaches.

- In Nielsen's "Brand Recognition" survey, Pınar racked up yet another success as the brand that first came to people's minds in the packaged meat category with a 25.6% ranking in that company's most-recognized brand names.
- In Capital magazine's 11th "Best-Like Companies in Turkey" survey conducted jointly with the GfK Türkiye market research firm, Pınar Et ranked first in the "Packaged Meat Products" category.
- On the occasion of "International Day of Persons with Disabilities" Pınar was awarded a plaque by the İzmir Metropolitan Municipal Council of Disabled Persons in recognition of its exemplary efforts and practices.
- On the occasion of the 125th anniversary of the founding of the İzmir Chamber of Commerce, the İzmir Tax Office conducted a "2009 Tax Awards Ceremony" at İzmir Ekonomi University" at which Pınar Et was cited as one of the top three taxpayers in the corporation tax category in the province of İzmir. Pınar Et was also awarded a gold medal based on its reported pretax earnings and a silver medal for its superior export performance.
- In 2010 Pınar Et received a gold medal from the Aegean Chamber of Industry for its success in the "Highest Production Performance", "Highest Export Performance", "Highest Investment Performance", and "Highest Employment Performance In Production" categories. The company was also recognized for its performance in both the "Firm Paying The Most Tax" and the "Brand-Building" categories.