



A NEW ERA IN AGRICULTURE



ANADOLU ETAP



A NEW ERA IN AGRICULTURE

Anadolu Etap, as Turkey's first large-scale fruit and fruit juice company contributes to the health of future generations, provides economic development and a new investment opportunity for the country and advanced technologies for Turkish agriculture.

Anadolu Etap has created Turkey's first fruit brand, DOAL, by growing the most natural fresh fruit possible.


Discover Anadolu Etap's journey and learn how we have grown to become Turkey's largest fruit grower and fruit juice processor.

8 farms 

30,000 HA of area 

5,000,000 fruit trees 

3 fruit juice plants 

1 packing house 

300,000 tonnes fruit processed per year 

ÇANAKKALE /
KUMKALE FARM

TURKEY'S LARGEST
FRUIT GROWER
AND FRUIT JUICE
PROCESSOR



1 ÇANAKKALE / KUMKALE FARM

Peach, nectarine and apricot on 600 HA.

2 BALIKESİR / TAHİROVA FARM

Peach, nectarine, apple, pear, plum and cherry on 1,000 HA.

5 DENİZLİ PLANT

Fruit processing capacity for 100,000 ton/annually logistical advantage for export.

KONYA / KARAPINAR FARM 6

Turkey's largest organic sour cherry farm on 160 HA, apple farm on 200 HA. Contracted apple farm on 500 HA.

MERSİN PLANT 7

Fruit processing capacity for all fruits including citrus.



3 BALIKESİR PACKING HOUSE

Established on 20,000 m², with atmospheric controlled cold storage warehouses, fully automatic calibration and packing machines.

4 DENİZLİ FARM

Sour cherry and cherry on 160 HA.

8 ADANA R&D FARM

Peach, apricot and nectarine on 120 HA.

URFA R&D FARMS 9

Peach, nectarine, pomegranate and sour cherry on 160 HA in North and South Farms. Turkey's largest organic pomegranate farm on 50 HA.

ISPARTA PLANT 10

Fruit processing capacity for 100,000 ton/annually.

KARAMAN FARM 11

Apple and pear.



**THE WORLD
IS CHANGING**

**AGRICULTURE
IS GROWING**



ANADOLU ETAP



BALIKESİR / TAHİROVA FARM

WORLD POPULATION

2017

7,6 BILLION



2050

9,6 BILLION



+30%



POPULATION INCREASE RATE

+70%



FOOD DEMAND INCREASE RATE

NUMBER OF PEOPLE THAT 1 HA OF FIELD FEEDS

1960



2050



TURKEY IS THE
#1 IN EUROPE
#7 IN THE WORLD
IN AGRICULTURE

RISING DEMAND
FOR AGRICULTURE

**A STRONG
AGRICULTURAL
SECTOR**

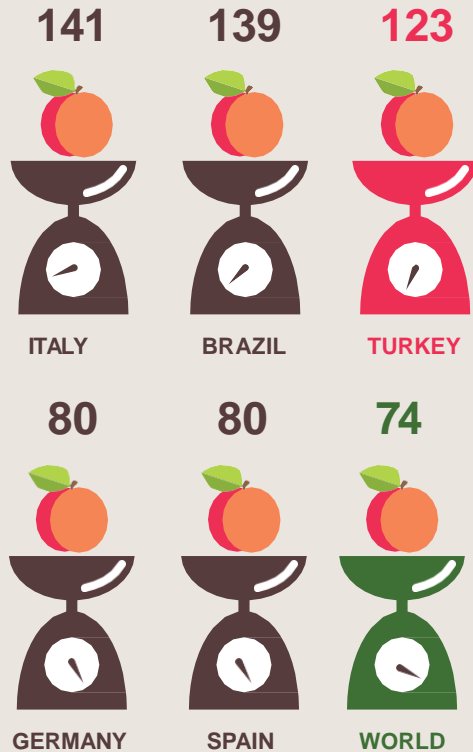


**A STRONG
TURKEY**

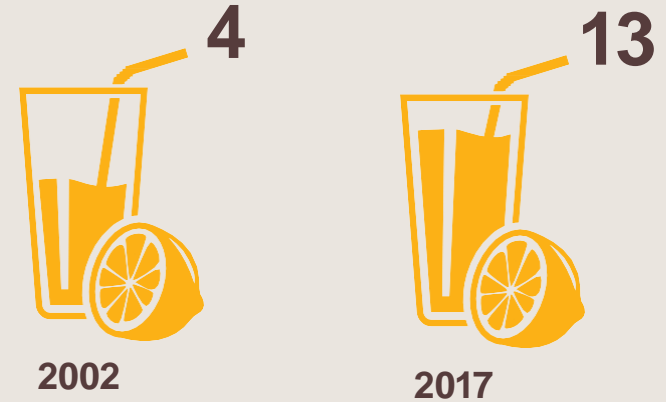


ANADOLU ETAP

Annual per capita fruit consumption in the world, 2017 (KG)



Annual per capita fruit juice consumption in Turkey (L)



FRESH FRUIT AND
FRUIT JUICE MARKETS ARE GROWING

Anadolu Etap established in 2010
to meet the market demand
for high quality fresh fruit and
fruit juice.

A NEW
PLAYER IN THE
AGRICULTURAL
SECTOR



Anadolu Etap targets to become one of the leading fruit companies of Europe and to grow healthy fruits for healthy generations.



ÇANAKKALE /
KUMKALE FARM

HEALTHY
FRUITS FOR
**HEALTHY
GENERATIONS**





Setting out to be Turkey's largest fruit and fruit juice producer, Anadolu Etap works to maintain the balance between people and nature, to preserve natural resources, to meet the needs of future generations and to actively support regional development.

SUPPORTING SOCIAL,
ECONOMIC AND
ENVIRONMENTAL
SUSTAINABILITY



2.000 people employed on the farms,
of which 70% are women.



75% of 750 farmers participating in
AgroAcademy trainings are women.



50% of students who are granted scholarships
under AgroScholarship are girls.



25% of white collar employees are women.

BALIKESİR / TAHİROVA FARM

INCREASING EMPLOYMENT AND WOMEN'S PARTICIPATION



In August 2014, Anadolu Etap was the first agricultural company in Turkey to publish and commit itself to Sustainable Agriculture Principles.

Anadolu Etap considers social, economic and environmental sustainability as its most important values and supports local economic development in all the areas it operates in.

Turkey's first agriculture company with 'Sustainability Report' in accordance with GRI Standards.

SUSTAINABLE AGRICULTURE SUSTAINABLE FUTURE

ÇANAKKALE /
KUMKALE FARM



FROM A SAPLING TO TURKEY'S LARGEST ORCHARD



OCTOBER 2009

JOINT VENTURE

JANUARY 2010

INVESTMENTS STARTED

APRIL 2011

FIRST SAPLING PLANTED ON APRIL 23RD

MAY 2012

100 THOUSAND TONS OF FRUITS PROCESSED

MARCH 2013

BALIKESİR, TURKEY'S LARGEST FRUIT FARM, ESTABLISHED

MAY 2013

FIRST PEACH HARVEST

JULY 2013

THE HIGHEST FRUIT CONCENTRATE PRODUCTION ACHIEVED AFTER THE ACQUISITION OF PENKON

2014

CONCENTRATES AND PUREES SOLD TO JAPANESE, LATIN AMERICAN, EUROPEAN AND US MARKETS

DECEMBER 2014

TURKEY'S LARGEST ORGANIC APPLE FARM ESTABLISHED IN KONYA

2015

TURKEY'S FIRST FRUIT BRAND DOAL LAUNCHED. 162 K TONS OF FRUIT PROCESSED. TURKEY'S LARGEST STONE FRUIT HARVEST COMPLETED

2016

NEW PLANTS ESTABLISHED IN BALIKESİR AND ISPARTA

2017

THE FIRST AGRICULTURAL COMPANY WHICH PUBLISHED THE SUSTAINABILITY REPORT.

350 million USD

The largest investment in the sector

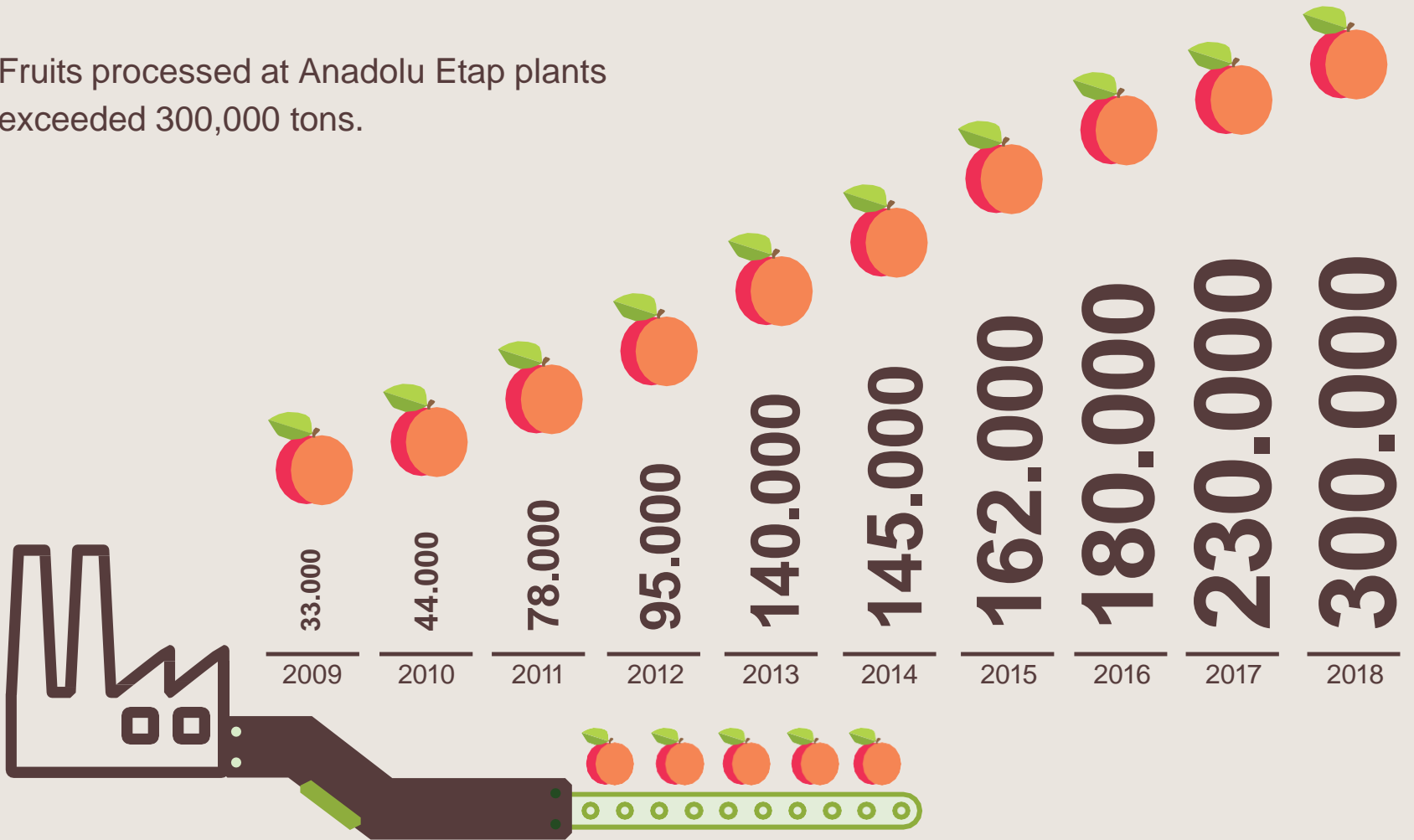
Competitive advantage - obtaining
70% of its revenue from exports
to markets ranging from
Japan to the USA.

ISPARTA PLANT

**TURKEY'S LARGEST
INVESTMENT
IN THE SECTOR**



Fruits processed at Anadolu Etap plants exceeded 300,000 tons.



A LEADER IN
FRUIT PROCESSING AND EXPORT



With a pioneering vision in the development of agriculture and agriculture-based industries, Anadolu Etap Etap aims to develop new projects and export its industry know-how to the world with the new R&D centers in Mersin Fruit Juice Factory and Balıkesir Tahirova Farm.



INNOVATION AND
EXPERTISE
R&D CENTERS



**A BRAND
IS BORN**

**ON FERTILE
SOIL**



ANADOLU ETAP

From Turkey's largest orchard, Turkey's first fruit brand, "Doal", fruit at its most natural.

Certified fruits are Responsibly Grown for those who care for healthy nutrition for themselves and their children and want to eat with confidence.

TURKEY'S FIRST **FRUIT BRAND**





Doal fruits are sensitive to human beings, to nature and to land with international GlobalG.A.P. and local Good Agricultural Practices certificates.

Doal fruits go through 600 different analyses and the whole growing process is managed by an integrated ERP IT system.



CERTIFIED
FRUIT

100 different types of 9 fruits are grown. These are peaches, nectarines, apples, pears, pomegranates, cherries, sour cherries, apricots and plums.

Hundreds of fruit varieties are grown in our research farms.

Experienced Turkish and foreign engineers combine the best practices in the world together with modern growing techniques.

MORE THAN
**100 FRUIT
VARIANTS**





**IMPORTANT
STEPS**

**THAT
ADD VALUE**

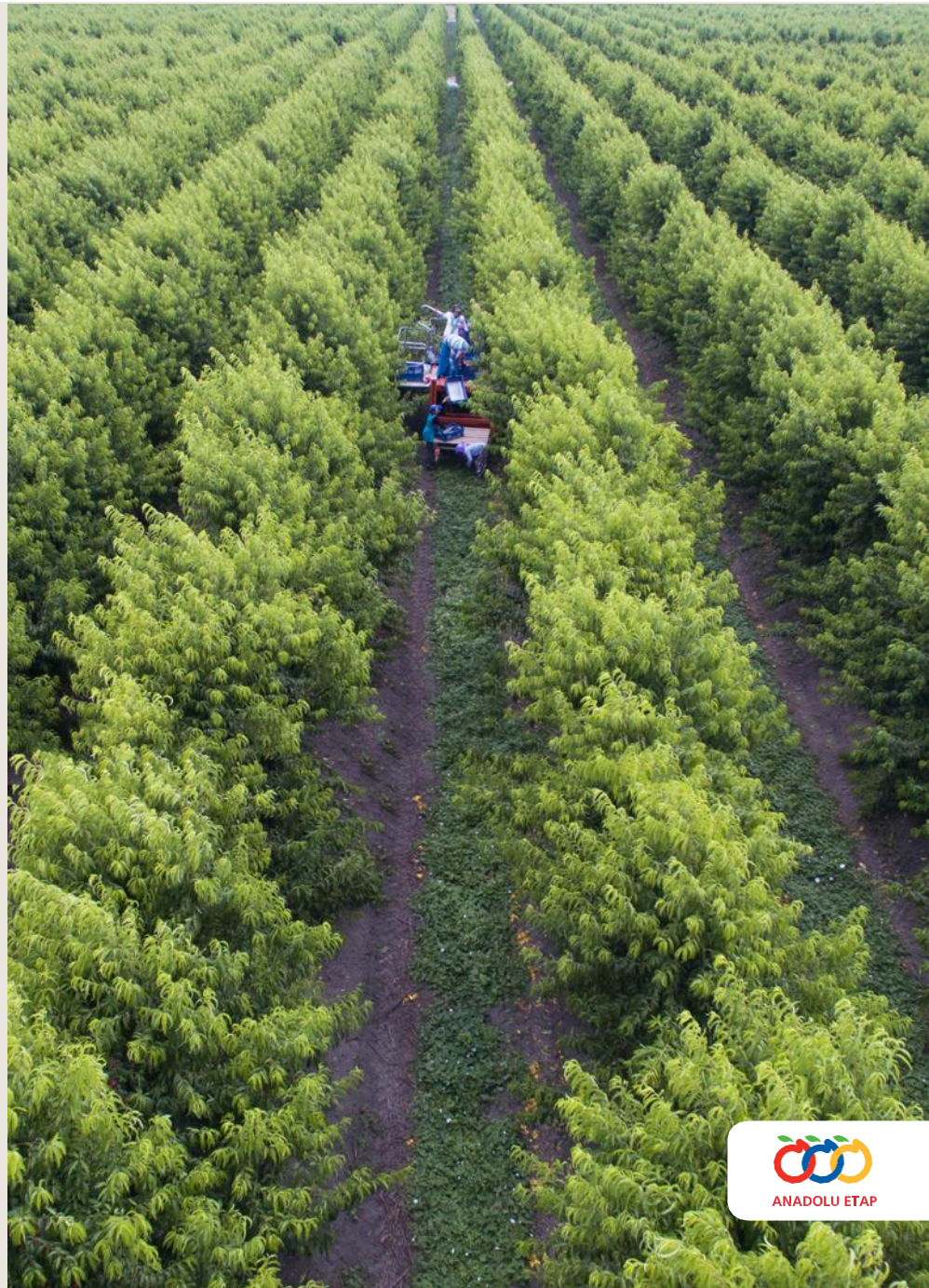


ANADOLU ETAP

Anadolu Etap is leading many innovations in economic, technical, social and environmental areas.

- 🍏 Turkey's first large-scale fruit growing project.
- 🍏 Turkey's first fruit brand.
- 🍏 Turkey's first company committed to executing their operations within the framework of the Sustainable Agriculture Principles.
- 🍏 The first laboratory approved by ISO/IEC 17025 in the industry and high production standards.
- 🍏 Cultivation practices with modern techniques.

INVESTING FOR THE
**IMPROVEMENT OF
THE INDUSTRY**



ANADOLU ETAP



The first agricultural company that builds high standard housing for seasonal workers providing safe and healthy conditions for them.

The first agricultural company that has a nursery school within the farms for the children of seasonal agricultural workers, which provides free and continuous education (MIÇO Project).



IMPROVED OPPORTUNITIES FOR **SEASONAL WORKERS**

Anadolu Etap established a training center called “AgroAcademy” in 2012 to increase the standards in fruit growing and to provide sustainability.

Anadolu Etap trains women farmers to increase the quality of the female workforce and to support women’s participation.

AgroAcademy has educated 750 farmers, 75% of whom were women, on Sustainable Fruit Growing.



DEVELOPING THE COMMUNITY: **AGROACADEMY**



HEALTHY FRUITS
FOR HEALTHY
GENERATIONS
**INNOVATION FOR
A SUSTAINABLE
FUTURE**



**Sustainable
Farming**



**Support Women
Workforce**



**Support Children's
Education**

Click to view our Sustainability Report.