

## **Studies on Measuring of Fruit and Vegetable Losses Throughout the Supply Chain and Awareness-Raising Campaign “Save Your Food” in Türkiye**

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A study conducted between 2015-2017 on Measuring of Fruit and Vegetable Losses Throughout the Supply Chain in İzmir / Türkiye. The aim of the study was to determine the causes and extent of pre-harvest, harvest and post-harvest losses in agricultural production and to propose solutions that could be effective in reducing losses. Other purposes of the research are listed below.

- Identify the causes of food losses in the fruit and vegetable supply chain in the World and Türkiye,
- Determine the extent of food losses in the fruit and vegetable supply chain in the World and Türkiye.

After the studies for measuring food losses, the national “Save Your Food Campaign” is constructed. “Save Your Food Campaign” aims to create awareness and improve understanding of the causes and impacts of food losses and waste and to drive behavior change in individuals and communities in Türkiye. With this campaign, the Ministry of Agriculture and Forestry and FAO aims to combat food loss and waste both at the national and international levels, raise awareness of the issue, and make Türkiye a role model for efforts in this regard in the international arena.

**Keywords:** Food losses, food waste, fruit and vegetables, supply chain, save your food, Türkiye