



Efforts to Combat the Brown Marmorated Stink Bug Continue

At Balsu, we continue our efforts to combat the brown marmorated stink bug in the Eastern and Western Black Sea regions. We closely monitor the pest's initial emergence using 50 smart traps and 11 monitoring stations. In previous years, the first sightings occurred at the end of March. However, due to an unexpected rise in temperatures above seasonal norms this year, the pest was observed as early as the beginning of March.

Throughout the month of March:

- 326 funnel traps were distributed to hazelnut farmers in Ferizli, Sakarya,
- 144 traps in Gümüşova, Düzce,
- And a total of 250 growers in Keşap and Tirebolu, Giresun, received traps.

The data collected from these traps is regularly shared with the Black Sea Agricultural Research Institute and the Hazelnut Research Institute.

In line with the targets set by the Ministry of Agriculture and Forestry, [one million parasitoids](#) will be produced in collaboration with the Black Sea Agricultural Research Institute and the Hazelnut Research Institute. At Balsu, we continue to support this initiative through our field projects by contributing to the identification of release sites and promoting the practical implementation of integrated pest management methods in the field.





Frost Risk in Hazelnut Production and Measures Taken

At the end of March, a sudden drop in temperatures led to the identification of areas at risk of agricultural frost in both the Eastern and Western Black Sea regions. As part of this effort, risk analyses were conducted and field visits were carried out in 4 provinces and 16 districts in the Western Black Sea region, and in 4 provinces and 34 districts in the Eastern Black Sea region.

To minimize potential damage, Balsu implemented a range of precautionary measures in the field:

- Agricultural insurance was provided for model orchards as examples for long- and medium-term risk management, and the importance of insurance was emphasized during farmer training sessions.
- Instant temperature data was monitored through meteorological stations and other systems, with regular analysis of the collected data.
- In high-risk areas, farmers were advised to apply preventive measures such as fogging and plant antifreeze; information sessions, group discussions, and training programs were organized.
- Plant nutrition practices were recommended to support recovery in frost-stressed plants.
- Based on temperature data, expert teams carried out on-site assessments of frost damage.

The following damage rates were identified:

- In Düzce province (Gümüşova and Cumayeri districts), a damage rate of approximately 10% was recorded. While leaf damage was observed, flowers were largely unaffected.
- In Ordu province (Gürgentepe and Gök köy districts), the damage rate was around 20%.
- In Sakarya province (Kandira district), the damage rate was approximately 15%.





Happy International Women's Day – March 8

As part of the B.E.S.T Program, various events were held in the provinces of Ordu and Sakarya to celebrate International Women's Day on March 8. With the participation of provincial and district health directorates, [municipalities](#), and social service centers, the events focused on raising awareness about important issues such as gender-based violence, health rights, and breast cancer.

Through our "Strong Women, Strong Agriculture" program, which highlights the value of women's contributions, we continue to support the involvement of hundreds of women in hazelnut farming - not only as workers but also as decision-makers and implementers.

We celebrate this special day honoring women, who make up 43% of the global agricultural workforce, play an active role in every stage of the production chain, and are a cornerstone of rural development.





Meeting with Students During Forest Week



As part of the B.E.S.T Program, a meaningful event was held in collaboration with the Hendek Municipality to mark Forest Week. We met with students from Kazimiye Middle School in Hendek, Sakarya, and carried out awareness activities on climate change, global warming, and the importance of forests in our lives. As part of the event, tree saplings were planted together with the students.





Meeting with Farmers on World Water Day

As part of the B.E.S.T Program, a meaningful event was held on March 22, World Water Day, in collaboration with Hendek Municipality, bringing together farmers in Hendek, Sakarya.

The event focused on raising awareness about the [importance of water in agriculture](#), combating drought, the impact of pesticide use on water resources, pest control strategies including brown marmorated stink bug management, and rainwater harvesting systems.



**BALSU****SUSTAINABILITY NEWSLETTER****MARCH 2025**

Sustainability Training Delivered to Balsu Employees

A comprehensive training program was organized for all employees at Balsu's facilities in Ordu and Sakarya. The sessions covered key topics such as supply chain management within the scope of corporate social responsibility, environmental sustainability, occupational health and safety, and employee representation.

In addition, information was shared on our company's ethics policy, social compliance criteria, national and international compliance processes, and the B.E.S.T Program (Balsu, Ethical, Sustainable, Traceable).





Young Lives Foundation Held Teacher Meetings as Part of the B.E.S.T Program



As part of the B.E.S.T Program carried out in collaboration between Balsu and the Young Lives Foundation, special teacher meetings were organized focusing on children of seasonal agricultural worker families and the fight against child labor. A total of 70 teachers across 10 provinces took part in these gatherings.

The trainings addressed key objectives such as ensuring the continuity of education for children affected by seasonal agricultural cycles, increasing teachers' awareness of child labor, raising institutional awareness among public authorities, and forming a teacher committee to work on long-term solutions. The role of educators in combating child labor and possible actions they can take were discussed in detail.

