



PRESS RELEASE

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Ministry of Agriculture and Rural Affairs hand in hand with DenizBank

- **In the joint meeting with Ministry of Agriculture and Rural Affairs and DenizBank, while the campaigns “350.000 books for 3500 villages” and “Agricultural Folk Song CD and Book” were promoted, the exhibition of “Agriculture and People Themed National Photography Contest” was also opened.**
- **Minister of Agriculture and Rural Affairs Mr. Mehdi Eker emphasized that they attach great importance to agricultural publication in order to provide training to producers on agricultural efficiency and have many methods in doing so. He said with “350.000 books for 3500 villages” campaign, our farmers will have a guide they can reach on all kinds of agricultural information whenever they need in their daily lives.**
- **DenizBank CEO Mr. Hakan Ateş said “We have a special bond with agriculture. As children of this country, we find ourselves lucky to live in a spectacular country with rich history and cultural depth and geography. We feel the responsibility this luck brings to us on our shoulders”.**

Besides being the highest lender bank in private sector towards agriculture in the last 3 years, **DenizBank** aims to contribute to Turkish agriculture with consultancy services on informing and making aware producers together with **Ministry of Agriculture and Rural Affairs**. Ministry of Agriculture and Rural Affairs and Denizbank met on May 11, 2011 at Deniz Academy to promote the social responsibility project on agricultural fields. Minister of Agriculture and Rural Affairs Mr. **Mehdi Eker**, DenizBank CEO Mr. **Hakan Ateş** and SME and Agricultural Banking EVP Mr. **Gökhan Sun** participated in the meeting. Minister of Agriculture and Rural Affairs Mr. Mehdi Eker emphasized that they attach great importance to agricultural publication in order to provide training to producers on agricultural efficiency and have many methods in doing so.



He said that as a public body, they established Web TV in Turkey for the first time and broadcast agricultural training purpose material towards producers, consumers and the entire agricultural sector with the rich archive of the TV and expert team. He also said that they support these studies with many materials both written and visual. Stating that agricultural activity based on technology with awareness is an important factor in increasing efficiency, Minister Eker said "As it is known, technological advancements create important changes in terms of agricultural sector as it is the case for many others. We have branch offices carrying out agricultural publications under our Provincial Offices and we go to villages for practical training. With "350.000 books for 3500 villages" campaign, our farmers will have a guide they can reach on all kinds of agricultural information whenever they need in their daily lives. In 2009, the campaign started with "100.000 books for 1000 villages" and we are very happy to see that it developed so much. I would like to thank DenizBank for supporting our studies on informing our producers".

"We have a special bond with agriculture"

Speaking at the meeting, DenizBank CEO Mr. Hakan Ateş stated that they give great support to agricultural sector in all senses. Emphasizing the special bond between agriculture and DenizBank and how they attach great importance to agriculture in terms of societal responsibility, "We have a special bond with agriculture. As children of this country, we find ourselves lucky to live in a spectacular country with rich history and cultural depth and geography. We feel the responsibility this luck brings to us on our shoulders". When we view it from this perspective, we are proud to be the leader in agriculture among private banks. For our Bank which believes wholeheartedly in the strategic importance of the agricultural sector for our country and which is the proud and leading flag carrier with its investments in this field, our relationship with agriculture will continue to develop".

350.000 Books for 3.500 villages!

Hakan Ateş further stated that they initiated a new book campaign. Ateş said, "By widening the scope of the "100.000 books for 1.000 villages book project" which we initiated in 2009, we distributed 150.000 more books to 1.500 villages in 2010. Hence we distributed "250.000 books for 2.500 villages" in total. In 2011, we will have distributed 350.000 books to 3.500 villages by giving out 100.000 new books to 1.000 villages. Thus, with agriculture-related books of 100 different types, we will ensure producers make more aware production and have more yield. As DenizBank, we would like to extend our gratitude to our Ministry of Agriculture and Rural Affairs and our Distinguished Minister for their interest and collaboration both in this project and all other projects."

DenizBank is the sponsor of the "Agriculture and People themed National Photography Contest"



At the meeting held at Deniz Akademi, the exhibition of "Agriculture and People themed National Photography Contest" was also opened. Since 2009, DenizBank has been the sponsor of the "Agriculture and People themed National Photography Contest" which is organized by the Ministry of Agriculture and Rural Affairs Publication Department.

"Agricultural Folk Songs CD and Book" from DenizBank

Another project realized by DenizBank with the Ministry of Agriculture and Rural Affairs has been "Agricultural Folk Songs CD and Book". The "Agricultural Folk Songs CD and Book" which consists 12 folk songs with melodies belonging to every region of Turkey was prepared with the contribution of the Ministry of Agriculture and Rural Affairs. Besides the CD, there is also a Folk Songs book of 700 pages in the project. The book which is prepared by Salih Turhan and Abuzer Akbıyık takes its readers to a wonderful musical journey towards the folk songs of Anatolia which is the cradle of civilizations and makes them witness the richness of the Anatolian people's spirit, accompanied by the touchy melodies.

Pre-Harvest Support Credit

Another innovation by DenizBank for farmers is the pre-harvest support credit. Harvest times usually draw attention as being the periods whereby farmers have intense cash needs. The farmer somehow fulfills his/her needs and first repays this debt at harvest time. However at that time, the market does not exist and the product cannot find its real value. With the Pre-Harvest Support Credit, DenizBank supports farmers by applying a special interest rate. The farmer will be able to use the credit from today until June 30th 2011 and repay 45 days after harvest; hence s/he will not be short of cash and will have the chance to wait until the product reaches its real price. Thus, the price increases will be reflected on the farmers as profit.

"Credit we provided to the agricultural sector reached TL 2.2 Billion"

DenizBank SME and Agricultural Banking Group Executive Vice President Gökhan Sun drew attention to their support for agriculture during his speech at the meeting. Sun said, "With project investment credits, the total amount of credits we gave to agricultural sector reached TL 2.2 Billion. We are the bank which lends most to agricultural sector among private banks. We will maintain our position in the coming years and we will continue to finance agricultural sector."