



foodsteps of your business

CORPORATE RESPONSIBILITY AT A GLANCE





NATURE of BUSINESS

As ASYA, we are a global player that exports to more than 23 countries in 4 continents throughout the World. With our 40 years of experience we offer food ingredients and service solutions in many sectors which extends from drink to candy, from cosmetics to baby formula...

Our journey has been started in 1974 with fruit juice, today we are running as a strategic solution partner for all our stakeholders in food industry through a very wide product range; extending from custom-made fruit sauces to fruit juice concentrates and purees. Our production principle is using state of the art technology and providing customized services...

Believing in the importance of value based management, we focus on developing long term, transparent and trust based relationships with our stakeholders as our main principle. Our customer service approach is to stand behind our commitments without any compromise of total quality in production and processes.

Constant change and development is amongst our founding values, as a result innovation is the heart of our production and business processes. While innovation is giving us flexibility for client solutions we further focus on mass customization for standardization and cost effectiveness of our products.

For detailed information about “how we work?” please visit our website; <http://www.asyataste.com>





OUR PEOPLE

Our most valuable source is our people...

Total number of employees

122

Total ratio of working woman in total number of employees

%17

Annual training duration

2.116,5 hours

Annual training duration per person

35,27



HIGHLIGHTS OF OUR FACTORY



Process storage area;

14.462 m2

Total facility area

33.280m2

Total production capacity

24.500 tons/year

Cold storage capacity

4.000 tons



OUR VALUES

TEAM

Team is a common consciousness; sharing is the root and value creation is the target.

Works for the success of each member, focuses on sharing knowledge and understanding

Focuses on the power of diversity

Knows that celebrating success is sacred; shares success.

Focuses on his/her self development and commits to the personal and team development.

EXCELLENCE

Every taken job is important; focuses on sustainable, high work quality.

Upon taking a decision, gets promptly in action.

Follows up his/her given promises; focuses on solutions.

Keeps communication and information channels open for improving performance by feedback.

Analyzes failures with a constructive approach and transforms them into opportunities.

TRUST

Work health and safety comes first; without exception.

Training and learning is the foundation of safety and is a priority

Gives respect to his/her stakeholders by focusing on safety.

Defines high standards to create trust and maintains them.

Remains aware that competency, sincerity and credibility are the roots of trust.



SUSTAINABILITY

Focuses on development by continuous change.

Takes initiative and his/her own responsibility.

Focuses on company growth thru value adding and profitability for its stakeholders.

Evaluates each change from social, economical, cultural and environmental perspectives.

Adapts promptly to changing rules and regulations.



INTEGRITY

Carries on The Company with its values; remains aware of his/her impact to the world.

Recognizes each stakeholder's impact to the whole.

Integrates knowledge with love; acts with the consciousness of serving humanity in harmony with its environment.

Focuses on making visions visible to everyone.

Creates social sharing by contribution to art and culture.



OUR CORPORATE RESPONSIBILITY APPROACH

As ASYA, we always act within the awareness of our responsibility towards society and all our stakeholders. We focus on creating value while developing our business processes. We aim to achieve triple bottom line; environmental, social and economic sustainability.

We get our power from nature. Protecting natural resources, using them in most efficient way is our main focus during our operations. Assessment, monitoring and reducing environmental impacts of the operations have priority for our company.

In order to manage our green-house gas emissions, we started measuring our annual carbon footprint in 2010. Internal Green Revolution Project, which targets to reduce CO2 emission, is the outcome of the measurement. Based on reference values determined in 2011, we aim to reduce our CO2 emissions %5 every year.








Integrating sustainability into our business processes was just a beginning for us... Within the awareness of our prior stakeholder is nature, we created our sustainable agriculture project **Green TAG**.

The main purpose of **Green TAG** is to achieve sustainable agriculture by the awareness through our hall supply chain.

Green TAG initiative is about raising sustainability and quality awareness amongst farmers by educating them on how to raise productivity and improve efficiency considering environmental and social impacts.

Besides providing several initial trainings in collaboration with public authorities, Asya is also providing financial support to the **Green TAG** farmers, who fulfill the productions criteria's successfully.

Green TAG Criterias;

-  Limiting omethoate to 0,02 mg/kg and patulin to 25 ppb
-  Clean fruit without mud
-  Participation to all Green TAG farmer meetings







Initial Outcomes

The project is started with 100 small scale farmers from Isparta, where Asya's production facility is located. By the end of the first year, the quality of the product increased 85% comparing to previous year.



-  To extend the scope of our project with 5 new villages and increase our number of Green TAG farmers to 250 within 3 years
-  To achieve full traceability, from farmer to consumer...



- ✔ **Green TAG** has been awarded as the “CSR Project of the Year” at the “National Platinum Apple Awards”.
- ✔ Asya has been granted the award for “Creating Value for Agriculture” given out to the Agricultural Companies who have been active participants to the Agricultural Economy of Turkey in 2012, as being the leading company in Agricultural Export, by the Isparta Trade Market .

