



## **Technical Transfer Group: Knowledge Sharing and Collaboration in Hazelnut Cultivation**

The “Technical Transfer Group Project” has been initiated in the Eastern and Western Black Sea regions to support sustainable hazelnut cultivation and rural development.

Consisting of lead farmers, the group holds regular meetings to exchange innovative solutions and share their experiences, aiming to expand these practices within their regions. In cases where solutions are required, relevant stakeholders are included in the process, fostering a collaborative network for knowledge sharing and practical implementation.

As Balsu, we contribute to the project through field visits, training programs, and equipment support. The initiative began with hazelnut pruning training in January and will continue each month, introducing different agricultural techniques.







## Balsu and Young Lives Foundation Participate in Monitoring Committees



As part of the B.E.S.T Program, Balsu actively fosters strong collaborations with stakeholders to promote sustainable agricultural practices and improve the living and working conditions of seasonal agricultural workers.

To achieve this goal, we collaborate with public institutions and local governments through projects organized in partnership with the Young Lives Foundation, participating in district-level **monitoring committees**. These committees provide a platform for discussing existing regulations regarding **seasonal agricultural workers**, the responsibilities of local administrations, and strategies to enhance support for migrant agricultural worker families and their children.

Balsu and the Young Lives Foundation took their first steps in this initiative during the post-harvest period by joining monitoring committees in Gürgentepe, Ordu, and Hendek, Sakarya.





## Indian Sectoral Trade Delegation Visited Balsu Factory

As part of the [Indian Sectoral Trade Delegation](#) Program organized by the Istanbul Exporters' Associations (IEA) for the hazelnut and processed products sector, representatives from 7 companies visited the Balsu factory.

During the visit, we shared insights into our hazelnut production processes, quality standards, and sustainability initiatives.







## Hazelnut Pruning Competition Organized with the Cooperation Supported by Balsu

An "[Award-Winning Hazelnut Pruning Competition](#)" was held in the Evci Neighborhood of the Terme district, Samsun, through the collaboration of the Terme District Governorship, District Directorate of Agriculture and Forestry, Balsu, Young Lives Foundation, and local hazelnut producers Bacacı Hazelnut and Karaçuha Hazelnut.

The [event featured](#) both training and a competition. Participants acquired theoretical and practical knowledge about hazelnut pruning techniques and subsequently took a written exam. During the award ceremony held after the pruning competition, pruning equipment was awarded as gifts to the top-performing farmers.





## **Balsu Shared Its Efforts at the Brown Marmorated Stink Bug Control Meeting**

At the "Combating the Hazelnut Stink Bug" meeting organized by the [Giresun Commodity Exchange](#), measures and control methods against the brown marmorated stink bug were evaluated. The meeting was attended by the [Deputy Minister of Agriculture and Forestry](#), the [President of TOBB](#), and industry representatives.

As Balsu, we shared information about the mechanical and biological control efforts we are conducting in the Eastern and Western Black Sea regions. We also announced that the pheromone trap project, which we launched last year in collaboration with the Tirebolu District Directorate of Agriculture, will continue this year with increased capacity.

During the meeting, we emphasized that our efforts are shaped by data collected through smart trap monitoring and that we are working in collaboration with district agriculture directorates and agricultural chambers. Additionally, we highlighted that through field trainings for farmers, we support the adoption of timely and effective control methods.

