

# Future of us

A macro view  
on global hazelnut ecosystem

Ahmet Bilge Anbarlılar

**BALSU**



# About Balsu



**BALSU**



**One of largest hazelnut processors in the world** providing natural and processed hazelnuts to domestic and international B2B markets with unique and leading market position since 1979.



**Highest capacity internationally patented processing facilities located in Hendek and Ordu**, supplying from all growing regions of Turkiye.



**Efficient business model with vertically integrated value chain and strong processing expertise**, enabling tailor-made solutions with optimized processing and automation technology.



The pioneer position in the sector **strictly focusing on child labor-free and traceability via Family Foundation since 2008.**

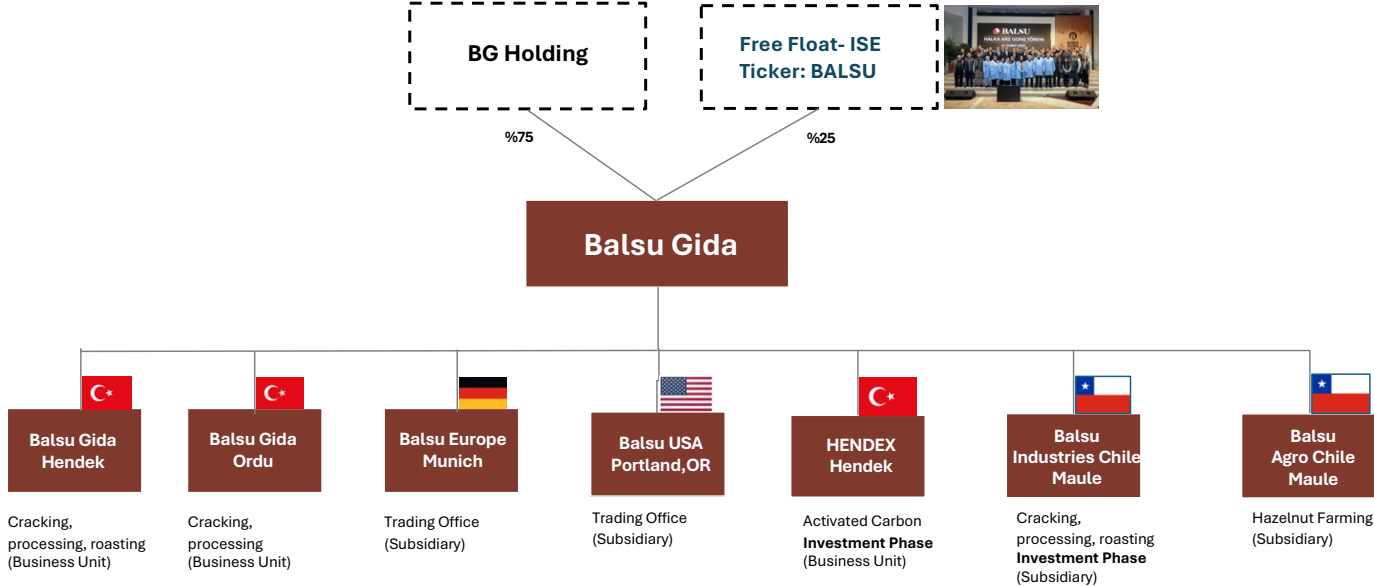


**Enhanced supply chain management through its procurement organization**, enabling direct and exclusive access to more than 10.000 farmers and 300 wholesalers in the industry.



**Wide ranging product portfolio** allows the Company to meet various demands of the diversified customer base, blue-chip well-known confectionery brands in the world.

# Group Structure



## What does us mean?

- Growing, processing and marketing hazelnuts have entered in a new era and will **never be the same** again.
- Due to significant growth in Chile and Oregon crops, we have become a **global community**.
- Who are **we**?
  - Farmers and Farming Industry
  - Processing Industry
  - Chocolate & Snack Industry

## One goal

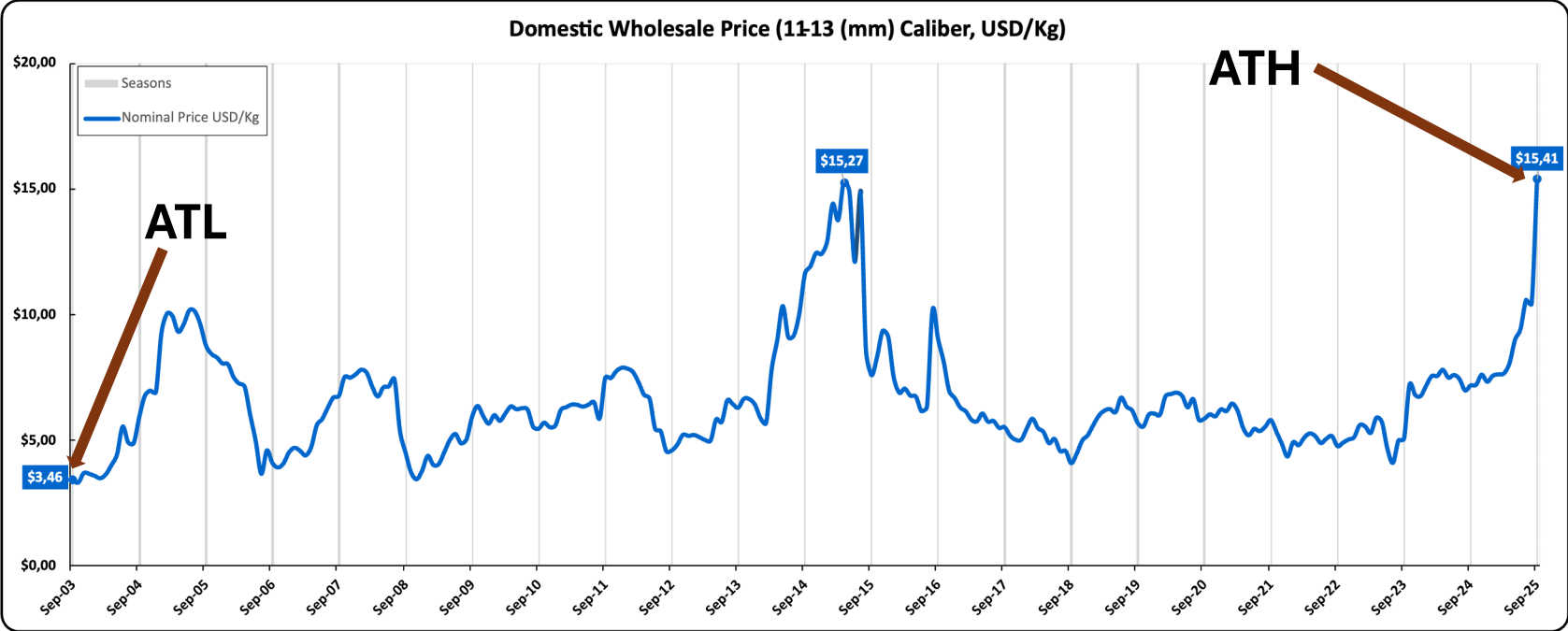
As a community, we should prosper in a **sustainable** manner.

- Prospering in expense of other stakeholders brings chaos in the long run.
- One of events should not cause for long term fear or greed.

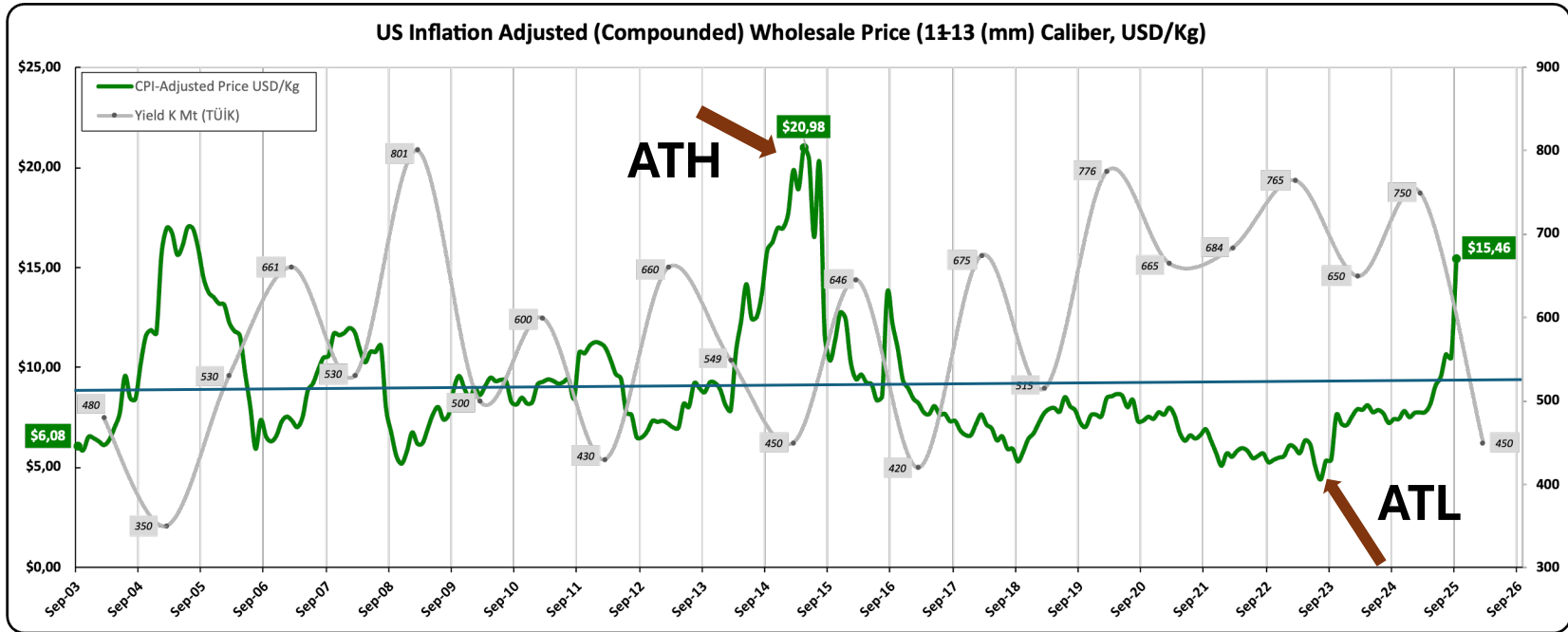
## Mother of all seasons – An outlier event

- Turkish and Italian crops hit by 40% due to frost, draught and infestation.
- Regular world crop, incl c/o: **~1300k MT**
- 2025 world crop, incl c/o: **~950k MT**
- Regular global consumption: **~1100k MT**
- Independent from price, the world will consume **~15%** less hazelnuts with min. carryover

# Short story of the last 22 seasons



# An alternative perspective: Adding on crop and CPI figures



## Post Frost syndome will be different this time

- Frost, draught, bugs are different categories
  - **Frost**: Statistically every 10 years- (?-84-93-04-14-25-?)
  - **Draught**: Confirms a trend for Italy and Turkish West Blacksea
  - **Bugs**: On going efforts based on trial and error
- Next season, this saga will probably not continue
- Expect the prices will down to previous levels, no static level up, due to «we».

## **A sincere transformation from «them» to «us»**

- Clear communication and commitment of «One Goal»
- Responsibility grows parallel by size
- Enjoy the lottery, but don't be consumed by gambling
- Respect the interdependence with an independent nature
- Do not confuse your competitors
- World is big enough

## Grow together

- **More** hazelnuts produced and sold globally
- With **sustainable** and **affordable** prices
- Continious improvements towards **efficiencies** and **effectiveness**
- By focusing on **core competencies**

ensuring a **fair distribution of wealth** throughout the value chain

**Please meet with TeamBalsu and visit our Stand**



**Muzaffer** Taviloglu  
Vice Chairman & COO



**Umut** Kucuk- GM  
Balsu Agro Chile

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