



02.11.2006

**PRESS RELEASE**

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### **Genuine seed” pays off**

The nation wide campaign to promote the use of “Registered Seed”, launched by Toros Tarım was concluded with an awards ceremony.

For the first time in the agricultural sector, Toros Tarım initiated an awareness campaign with the aim to draw attention to unlicensed and fake seeds and the harm they cause to both the economy and the agriculture. The campaign held between June and December 2005 with the slogan “Registered Seeds Reward” generated a widespread interest. Close to 4000 nursery growers and growers using young plants participated by sending in over tens of thousand of empty original Zeraim-Gedera seed packets with Toros Tarım’s hologram. The lottery was drawn on Jan 16, 2006 in the presence of a notary and lottery committee. In the ceremony that took place on Feb 11, 2006 in Antalya; the grand prizes were delivered to their winners: a latest model New Holland TT 60 B tractor and a Mitsubishi L200 DC 4X2 double cabin pick-up to the fortunate Şevket Ekici (Aksu, Antalya); and Uğur Çelik (Gazipaşa, Antalya) respectively.

11 Şubat Cumartesi günü Antalya Dilek Sabancı Spor Salonu'nda gerçekleşen törende, büyük ödüller olan son model New Holland TT 60 B traktör ve Mitsubishi L200 DC 4X2 çift kabin pikap sahiplerine teslim edildi. Traktörü Antalya'nın Aksu ilçesinden Şevket Ekici; pikabı ise Antalya'nın Gazipaşa ilçesinden Uğur Çelik kazanmıştı.

During the ceremony, a Toros Tarım representative said “We really drew a lot of interest. The campaign aimed to emphasize to the grower that quality seeds would ensure quality products and long term benefits. Fake seeds harm Turkish economy as much as they harm the growers themselves. These unregistered, smuggled and fake seeds still form 30% of the market and we will continue to fight them aggressively. That’s why we plan to continue this campaign in the coming years.

The ceremony, presented by Savaş Karakaş, was concluded with a concert by popular artist Songül Karlı.

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