

HALF OF THE VEGETABLES IN RESTAURANTS GO TO WASTE

In a study on the identification of food waste, it has been revealed that 68 percent of vegetables in restaurants go to waste. Vegetables is followed by meat and bread with 13.7 percent and side dishes with 10.3 percent.

The conversion of food produced for human consumption into waste causes waste not only of food, but also of time, energy, labor, money and natural resources spent in the production and consumption cycle. In order to determine the food waste generated in restaurants in Istanbul, a research was conducted in first and second class restaurants. In the study, the food group that creates the most waste was also examined. The results revealed that 68 percent of vegetables create waste in the kitchen, followed by meats and bread group, frozen foods, breakfast products and appetizers. Carrying out the research, Res. Assist. from Istanbul Gelisim University Gastronomy and Culinary Arts Department Emel Çirişoğlu said, “Considering that vegetables are the most wasted, 49 million tons of vegetables and fruits are produced in Turkey every year. When we look at this production, only 52 percent of fruits and vegetables can reach consumers. The remainder is estimated to be wasted between 25 percent and 40 percent due to exposure to bad conditions in the food supply chain.”

1/3 OF THE FOOD PRODUCED IS WASTED

Noting that food waste continues to increase as a global problem, Çirişoğlu said, “One third of the food produced in the world is wasted before it reaches the consumer. It means that food waste per person reaches up to 100 kilograms.”

Çirişoğlu said that the servicing constitutes 14 percent of food sector in the world and gave details about the research, “In the research, we discussed the sections where food wastes are most common in 3 units: purchasing and storage, kitchen and service. We have shown that wastes are formed mostly in the kitchen and service departments.”

79 PERCENT OF WASTE IS CREATED IN THE SERVICE

Çirişoğlu said, “We observed that 79 percent of the waste is generated in the service department. In the kitchen, during the preparation and cooking stages, approximately 38 percent of food waste is generated.”

ATTENTION TO WASHING, CHOPPING, SORTING!

Reminding that the most waste-generating product in the kitchen is vegetables, Çirişoğlu pointed out that it is necessary to pay attention to processes such as washing, chopping and sorting and said “It causes many losses here. According to researches, when these processes are done with machines, a waste rate of 10 percent occurs, while a waste rate of up to 45 percent occurs when done manually. In this context, it is necessary to pay attention to the use of technological tools in the kitchen.”

'WASTE TRAINING' ADVICE TO BUSINESSES

Çirişoğlu pointed out that enterprises should receive waste training.

Çirişoğlu stated that in order to prevent waste, resource reduction and prevention methods should be used in the first place and said, “If these steps are not realized, the wastes should be directed to animal shelters for evaluation, directed to compost production or directed to food banks. Public institutions and organizations need to work to ensure coordination between them. When this coordination is achieved, it may be possible to direct the wastes left on the plates of the customers to animal shelters or to compost production in order to obtain natural fertilizers. Thus, a sustainable production approach will be adopted by bringing every waste out of the kitchen back to the kitchen without going to waste.”

Çirişoğlu added that customers should also be informed by businesses.

“WE DO NOT WASTE LEFT FOOD”

Restaurant operator Cumali Altındağ pointed out that the most waste occurs in soups and juicy dishes and said, “The more customers we have the more waste we produce and we put it to good use. Instead of wasting it, we give it away to people in

need. We take care not to exceed a certain capacity in the products we buy. We pay attention to using daily and fresh products for vegetables.”

Another operator, Yunus Özefe, pointed out that they are careful not to waste leftover food, and said, “No product is wasted when things are too busy. We also give it to stray animals during the weekend. Sometimes people in need come and we give them leftovers rather than wasting. We use a lot of tomatoes, pickles, onions, but they are not left over. Since we buy daily and fresh, we try to buy in accordance with our daily consumption. We don't waste food because we buy as much as we need.”

IT IS POSSIBLE TO MANAGE BODY IMAGE ANXIETY

Many people who got stuck at their homes due to the coronavirus epidemic began to experience mental difficulties related to body image and struggle with this situation. In studies conducted on adults abroad, it was seen that emotional eating increased and unwanted weight changes were experienced due to the pandemic life. Stating that there are things that can be done to manage body image anxiety, Psychiatrist Dr. Alişan Burak Yaşar gave advice.

The stress of the pandemic has caused many people to turn to other coping mechanisms that can be harmful to both their physical and mental health. Looking at studies with adults abroad, the Australian National Health and Medical Research Council-supported COLLATE project, and a study of 5,469 adults in Australia, it has been noted that 35 percent of the participants increased their binge eating or they ate large amounts of food in a short time due to the pandemic life. In another survey study conducted by the Italian Ministry of Health on 365 adults in 2 stages, the data shared that emotional eating increased in 25.7 percent of the participants during the quarantine.

The most recent survey conducted by The Harris Poll in the US in February was with 3,000 adults. According to the result, 61 percent of the participants stated that they had experienced undesirable weight changes since the beginning of the pandemic. Making evaluations on the subject, from Istanbul Gelisim University Psychiatrist Dr.

Alişan Burak Yaşar pointed out that during the coronavirus period, stress-related difficulties in body image have changed, as in many mental disorders.

THERE ARE MANY DISEASES RELATED TO BODY PERCEPTION DISORDER

Stating that there are many diseases related to body image disorder, Dr. Yaşar said, “In diseases such as anorexia nervosa and bulimia nervosa, which are in the eating disorder group, people can be disturbed by the idea of seeing themselves as overweight, disliking themselves, and thinking 'I should lose more weight' when they look in the mirror, even though they are underweight or remain below healthy averages according to their body mass index. Sometimes this can go as far as doing very intense sports, cutting back from eating or drinking, or trying to make oneself vomit. In such cases, there are various treatment methods.”

“What people pay attention to determines what particular folds of the brain work. This is about other human relationships and how we perceive the outside world with the attention filter of our brain” said Dr. Yaşar and continued his words as follows:

“Whatever we look at, we see it thinner. The mind necessarily ignores other parts and leaves them behind. Especially in the pandemic, as people lead their lives at home, in limited areas and in a process where face-to-face communication decreases, their attention inevitably began to be more about themselves and their bodies. They focused on the inner points. It had positive aspects as well as stressful aspects. When there is stress, and with the increase of stress, such anxieties and symptoms related to mental disorders also increase. We know that as stress increases, exacerbation is quite normal in many diseases that we call psychiatric syndromes.”

WAYS TO MANAGE BODY PERCEPTION ANXIETY

Underlining that communicating with people who are good for the person is a good healing strategy, Dr. Yaşar said, “In such cases, even looking at the broad scientific background, we can summarize: Human is the medicine for human! Human heals human. Therefore, it would be good to chat with people who are good for us as much

as possible, smile more and communicate more with them. Attention training is given in the applications of some psychotherapy methods. Sometimes trainings are given to focus on the moment of eating an apricot, an application is made to pay attention to the transition process of the apricot in the mouth for 5-10 minutes. In this way, attention and staying in the moment exercises are practiced. This is staying in the moment. Being able to give oneself to what is, to our current perceptions... There are many things our body does when it moves. We do not notice most of them.

Therefore, being able to pay attention to all that is happening in the moment will enable us to take some distance from the thoughts that cause us anxiety, and make room for our senses by staying in the moment, as it will make those folds of the brain work. It is necessary to be a little more careful about where we focus our attention."

Stating that activities such as sports and meditation are also valuable for anxiety management, Dr. Yaşar said, "Today, some types of sports are very valuable to manage anxiety. In meditation and yoga practices, we develop our ability to stay in the moment, shift and expand attention. We can recommend such daily supportive activities in mild cases, and various psychiatric treatments such as psychotherapy or drug therapy in moderately severe cases. To put it simply, paying more attention and spending time with the environment that is good for us is very valuable in mild mental difficulties. Of course, this is still a difficult task."

SOLIDARITY IS THE MOST IMPORTANT THING THAT HEALS PEOPLE

Pointing out that body image disorders and depression rates have increased with the pandemic in many psychopathologies, Dr. Yaşar said, "The rates of traumatic stress and anxiety disorders have increased. When stress increases, all psychopathologies can flare up or emerge from scratch. In other words, if the person has a pre-existing and cured disease, it can flare up again. Moreover, if the person has potential conditions for an illness to occur, it can be triggered. Therefore, the stress during the pandemic has put everyone in a more vulnerable place for spiritual difficulties. A spiritual pandemic has occurred. One of the most important things that heal people is solidarity. Being together, hope and being able to do something together in life. It seems that we are coming to this stage, especially with the latest vaccination news.

Because vaccination rates are increasing. Therefore, we expect an improvement here as well.”

“STRESS MANAGEMENT BEFORE YKS IS ESSENTIAL”

Physiotherapist Gülşah Konakoğlu stated that stress-related anxiety came to the fore as the common feeling of all candidates who will take the exam, with only a few days before YKS. It is extremely important to pay attention to sleep hygiene as well as breathing control and relaxation exercises in stress management.

“Whatever the factor causing the stress is, the body always reacts to the stress in the same way” said Konakoğlu and added, “The brain prepares the body to be active in the face of stress. Therefore, conditions such as increased heart rate, blood pressure and respiratory rate, and slowed digestion occur. These are all normal and necessary reactions to survive and cope with what is seen as danger. If these are prolonged and become excessive, problems will begin and the balance of the body will be disturbed. If this situation is prolonged, stress-related diseases will occur.”

“UNMANAGED STRESS PLAYS A NEGATIVE ROLE ON QUALITY OF LIFE”

Stating that some fatigue and increased activity are necessary and beneficial in order to be successful, from Istanbul Gelisim University Lect. Physiotherapist Gülşah Konakoğlu said, “However, if it is too much, it affects the performance negatively and as a result the weariness as well as the diseases become inevitable. Unmanaged stress can weaken a person's immune system functions, increase their vulnerability to chronic pain, lung cancer and cardiovascular disease, and negatively impact quality of life.”

“POOR SLEEP CAUSES INCREASE FAILURE AND IRRITATION”

Emphasizing the importance of stress management in the preparation process for the university exam, Konakoğlu expressed the following statements:

“In stress management, it is extremely important to pay attention to sleep hygiene as well as breathing control and relaxation exercises. Poor sleep causes increased fatigue and irritability. In sleep disorders, solutions are produced for the problem. These solutions include using supportive mattresses and pillows, regulating bedtime,

light music, warm bath/shower, relaxation exercises, blackout curtains, discontinuing caffeinated beverages such as tea/coffee and stimuli such as alcohol/cigarettes at least 2-3 hours before bedtime and finally removing television/computer from the bedroom.

PERFORM THESE MOVEMENTS

Sharing details about the exercises, Konakoğlu said:

“Relaxation is the process of making the body rest, mentally and physically strengthening and energizing. At the same time, the physiological effect of relaxation is in the opposite direction to the body's response to stress. The person under extreme stress pulls the chin down, tilts the head forward, tightens the shoulders by pulling them up towards the ears, keeps the arms close to the chest and rigidly, elbows and trunk bent and hands are fisted or making a repetitive motion. Relaxation programs should be for changing this characteristic pattern.”

Konakoğlu said, “For respiratory control, it is necessary to normalize the breathing rate and depth by exhaling the breath taken in one unit of time through the nose in 2 units of time. There are various physical methods we use in relaxation training. The relaxation training I would recommend is one of them. It can be done on the back on a hard surface, with eyes closed. You should not hold your breath during the movements, the tongue should be loose in the mouth so that it does not press against the palate. Do each move in sequence, as many times as you want, and then move on to the next. Starting from the shoulders, push your shoulders in the direction of your feet and relax. Then bend and unbend your elbows as many times as you wish. Stretch your fingers and let go. Turn the hips outward and release them. Move and release your knees until you relax. Push the toes down and relax. Transfer the air you take from the nose to the chest, transfer the air from the chest to the diaphragm, and then exhale. Press your body to the ground and relax. Press your head against the pillow and relax.

Konakoğlu underlined that the room should be quiet, well-ventilated, suitable temperature and slightly darkened during the exercises, and warned that the person should take off the tight clothes and be completely comfortable.

THE MARKETING COMMUNICATION STRATEGY AND PRACTICES OF GLOBAL BRANDS DISCUSSED

The book titled "Integrated Marketing Communication in the Context of Global Brands" and prepared under the editorship of Asst. Prof. Dr. Sarp Bağcan has been published.

The book "Integrated Marketing Communication in the Context of Global Brands", in which the basic components of marketing communication are explained by exemplifying how global brands are used, and how a global brand spread over two hundred countries establishes a communication strategy, has met with its readers.

Asst. Prof. Dr. Sarp Bağcan, expresses the following statements in the preface of the book;

“Marketing communication and integrated marketing communication, which makes marketing communication easier to define and implement it more systematically, are very important concepts. Since either we know that a brand has been popular for years or we suddenly see a brand enter our lives. We have different brands, products and services on different shelves in our minds. We take them from the shelves in case of request and need. Moreover, we are not alone, millions or even a few billions of people experience this situation, from our closest surroundings to the remotest parts of the world that we do not know. They also have similar things on their mind shelves, different ones too. Who puts these on mind shelves around the world? This book is a kind of journey of trying to understand them. We tried to explain how global brands convey themselves to billions of people around the world.”

In this context, the book examines important examples from the global brand lists of structures that work on brands such as Interbrand, BrandZ and Deloitte on a global scale.

The chapters of the book, to which Asst. Prof. Dr. Sarp Bağcan contributed as an author and also Asst. Prof. Dr. Adnan Duygun, Asst. Prof. Dr. Gülsüm Vezir Oğuz, Asst. Prof. Dr. Emel Tozlu Öztay, Asst. Prof. Dr. Ebru Nergiz and Asst. Prof. Dr. Sezgin Savaş from Istanbul Gelisim University, and Asst. Prof. Dr. İpek Okkay and

Asst. Prof. Dr. Saadet Uğurlu from other universities contributed, are listed as follows:

- Examining Global Brands in the Context of Global Communication Strategy and Advertisements: The Case of Coca Cola and China
- Examining the Importance of Event Management Components in Public Relations for Luxury Consumption in the Context of Global Brands: A Qualitative Research Example
- Comparison of Global and Local Advertisements of Global Brands: Vodafone and Lay's Examples
- Analysis of Sales Development Activities of Global Brands in the E-Retail Sector: Amazon and Alibaba Examples
- Direct Marketing in Global Brands: The Example of Instagram and Facebook
- Personal Selling in the Context of Global Brands: Examples of Coca Cola and Nestle
- Global Brands and Trends in the Post Corona Period
- Use of Artificial Intelligence in Data-Based Integrated Marketing Communications and Digital Workforce Management

THE COUNSELING MEETINGS OF THE CANDIDATES CONTINUE ONE DAY BEFORE THE EXAM

Higher Education Institutions Exam (YKS) will be held this weekend. Counseling meetings organized by universities before the exam, which will be attended by 2.6 million people, continue until the last moment. In the online interviews, guidance and promotion experts answer the questions of the candidates on many subjects such as the exam system, the selection process and the opportunities of the universities.

Candidates who want to get information on many subjects such as anxiety and motivation, exam system, career choice, came together with Istanbul Gelisim

University's "Guidance Experts". Candidates who want to get information about scholarships, Erasmus program, accreditation, university campuses, quotas, base scores and opportunities of universities will continue their online meetings with "Educational Consultants and Promotion Specialists" after the exam.

THEY WILL COME TOGETHER THROUGH SOCIAL MEDIA

In the statement made by the university, it was reported that the online meetings will continue through social media accounts. It was also stated that academicians who are experts in their fields related to the departments and programs of the university will come together with the candidate students through their social media accounts.

Those who want to organize online meetings with Guidance Specialists, Educational Consultants and Promotion Specialists can be found on the university's website.