

## International Treaty Project W2B-PR-41-Turkey Visibility Report for 2018

### TURKEY

#### 1-Logo works

A logo was created that appropriate for purpose of the project and easy to remember and will be used to increase the project visibility.



#### 2-Brouchure

An informative brochure was prepared to distribute during all project activities.

The International Treaty  
ON PLANT GENETIC RESOURCES  
FOR FOOD AND AGRICULTURE

Ege Bölgesi  
REGIONAL AREA

CIMMYT

EUROPEAN UNION

### BÖLGESEL YEREL BUĞDAY PROJESİ

Gıda ve Tarım için Bitki Genetik Kaynakları Uluslararası Antlaşması  
"Gönlümüzde Yetiştirilmekte Olan Yerel Çeşitlerin Genetik Çeşitliliğinin  
Devamını Sağlayarak Buğday Üretiminin Ve İklim Değişikliğine  
Dayanıklılığının Artırılması İle Gıda Güvenliğinin Geliştirilmesi" Projesi

**Projenin paradigması yerel buğdayların çiçeklerden toplanması,  
çiçeklerin karlılığı ile geliştirilmesi, çoğaltılması ve tohumun  
çiftçilere geri dağıtılması yanında yerel buğdaylar, tohum  
muhafazası ve bilimsel tarım üzerinde eğitim verilmesidir.**

Proje kapsamında yerel buğday çeşitlerinin toplandığı ülkeler Türkiye, İran ve  
Afganistan bulunmaktadır. Projede çalışılan bölge ve iller gelişmişlik ve yükseklik  
özellikleri, yerel buğday çeşitliliği, ulaşılabilirlik ve karlılıklarının güvenliği ile yüksek  
biyo-olojik kriterlerinin kullanılması ile belirlenmiştir.

Bölgesel yerel buğday projesi; "Türkiye'de Yerel Buğday Çeşitlerinin Esvanterinin  
Çıkarılması" projesi kapsamında 2009-2014 yılları arasında yürütülen çalışmalar  
sonucunda 65 ilde 1850 çiçekten toplanarak gen bankalarına kazandırılan 3000  
populasyondan koruluk ve yüksek sıcaklık toleransı gibi bazı özellikler bakımından  
seçilen yerel buğdayların çiçek tarlalarında ve koşullarında yerinde korunmasını  
amaçlamaktadır.

ICARDA  
International Center for Agricultural Research in the Dry Areas

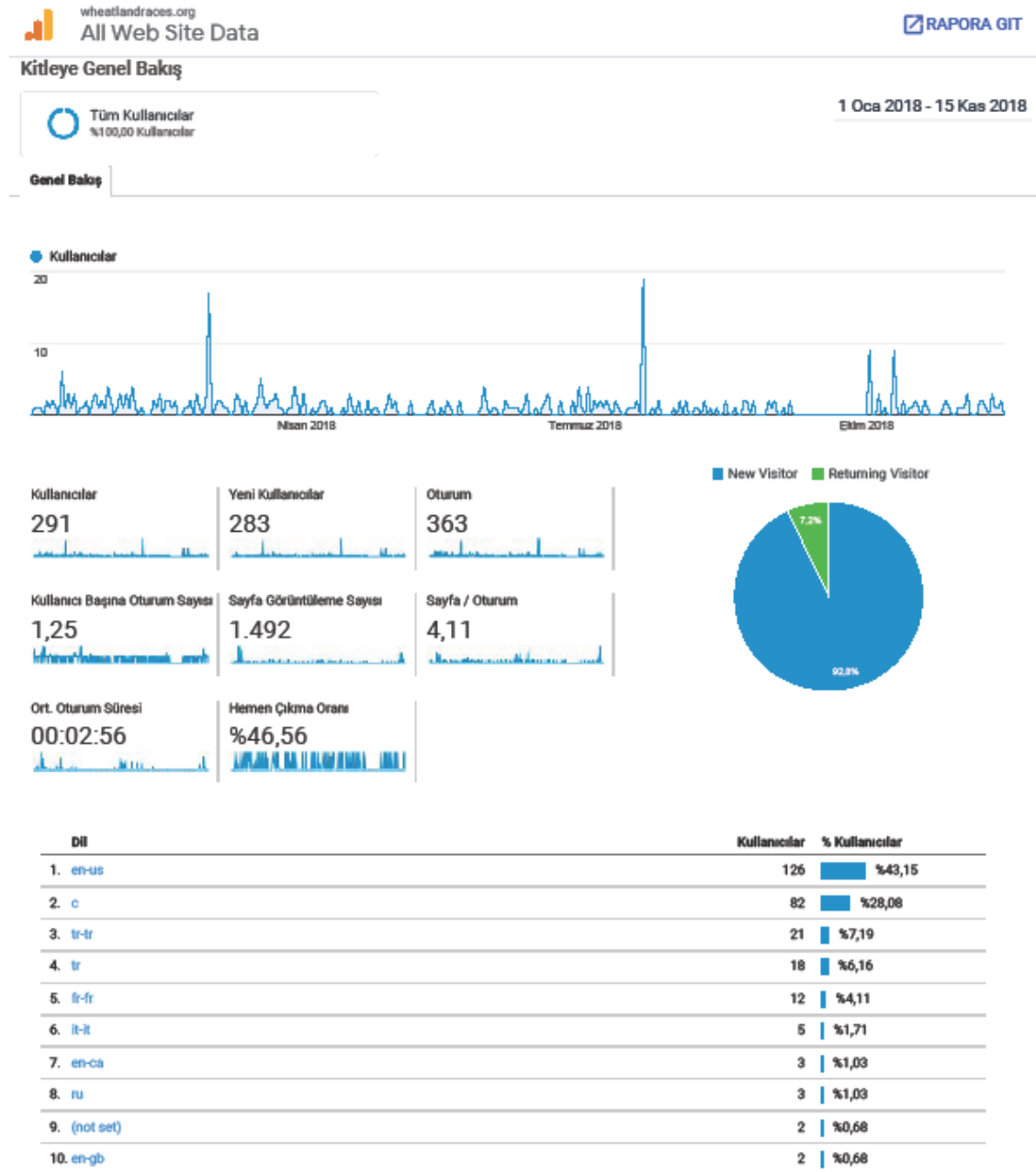
Ege Bölgesi  
REGIONAL AREA

YORHAMA  
CITY  
UNIVERSITY

### 3-The project web sites

All project activities (farmer visits, field days, workshops, meetings, results, reports etc.) shared through the project web sites.

[www.wheatlandraces.org](http://www.wheatlandraces.org) in English. The number of visitor is 291 and page views 1492.



[www.yerelbugdayturkiye.org](http://www.yerelbugdayturkiye.org) in Turkish

The number of visitor is 869 and page views – 8085

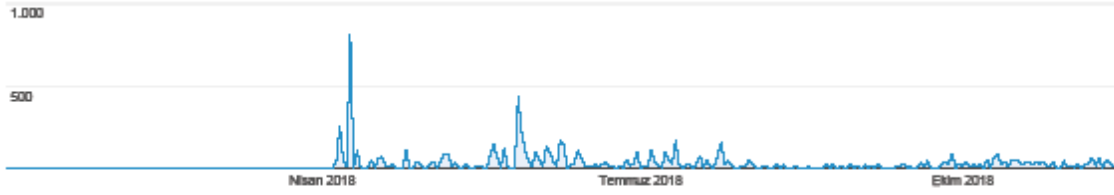
### Kitleye Genel Bakış

Tüm Kullanıcılar  
%100,00 Kullanıcılar

1 Oca 2018 - 15 Kas 2018

#### Genel Bakış

#### Sayfa Görüntüleme Sayısı



#### Kullanıcılar

869

#### Yeni Kullanıcılar

869

Oturum  
1.454

#### Kullanıcı Başına Oturum Sayısı

1,67

#### Sayfa Görüntüleme Sayısı

8.085

#### Sayfa / Oturum

5,56

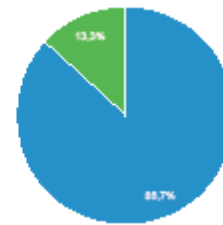
#### Ort. Oturum Süresi

00:04:43

#### Hemen Çıkma Oranı

%46,63

New Visitor Returning Visitor

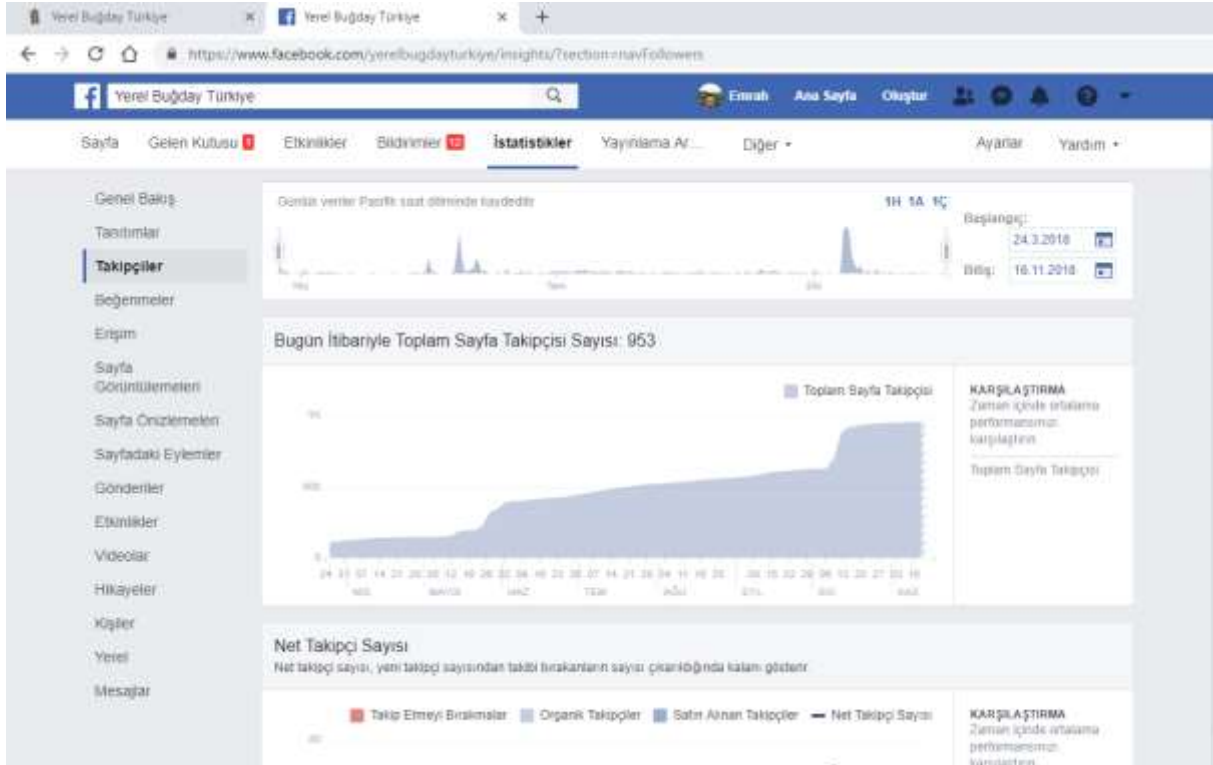


Dil	Kullanıcılar	% Kullanıcılar
1. tr-tr	514	%58,94
2. en-us	146	%16,74
3. tr	68	%7,80
4. en-gb	67	%7,68
5. c	59	%6,77
6. de-de	5	%0,57
7. (not set)	2	%0,23
8. ar	1	%0,11
9. de	1	%0,11
10. de-ch	1	%0,11

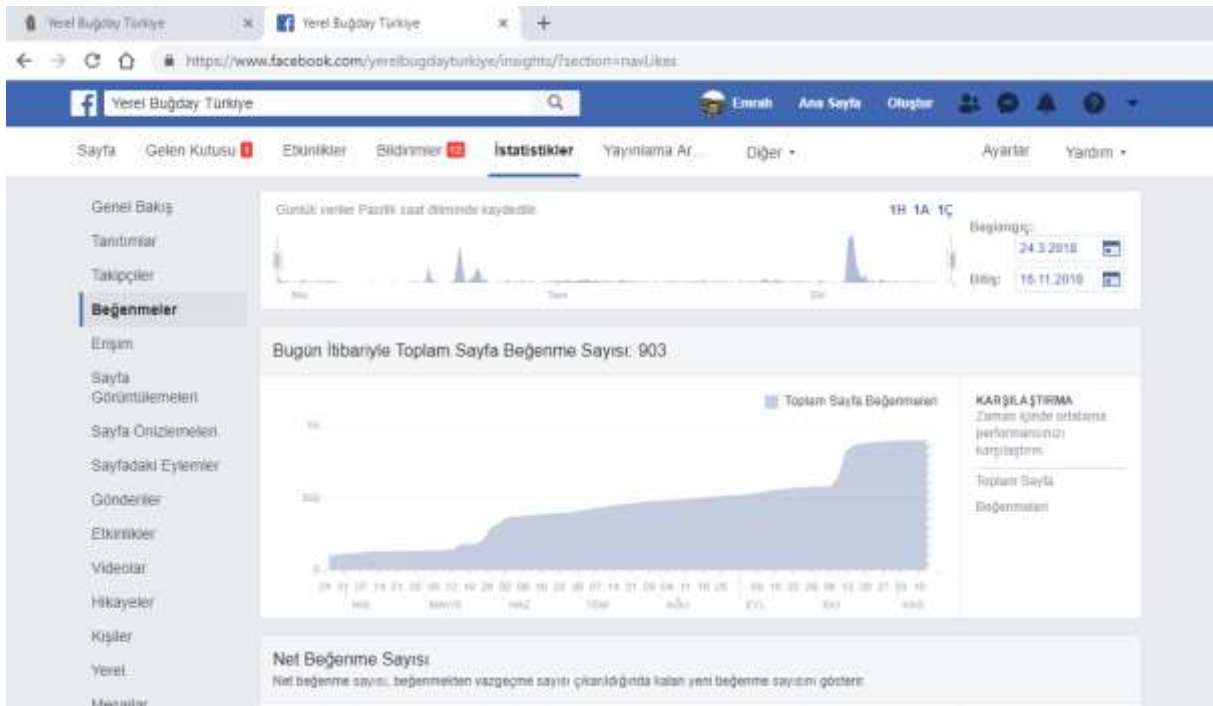
#### 4-The project social media accounts: facebook, twitter and instagram opened in 24 March 2018

The project facebook account <https://www.facebook.com/yerebugdayturkiye>

Total followers – 953 people



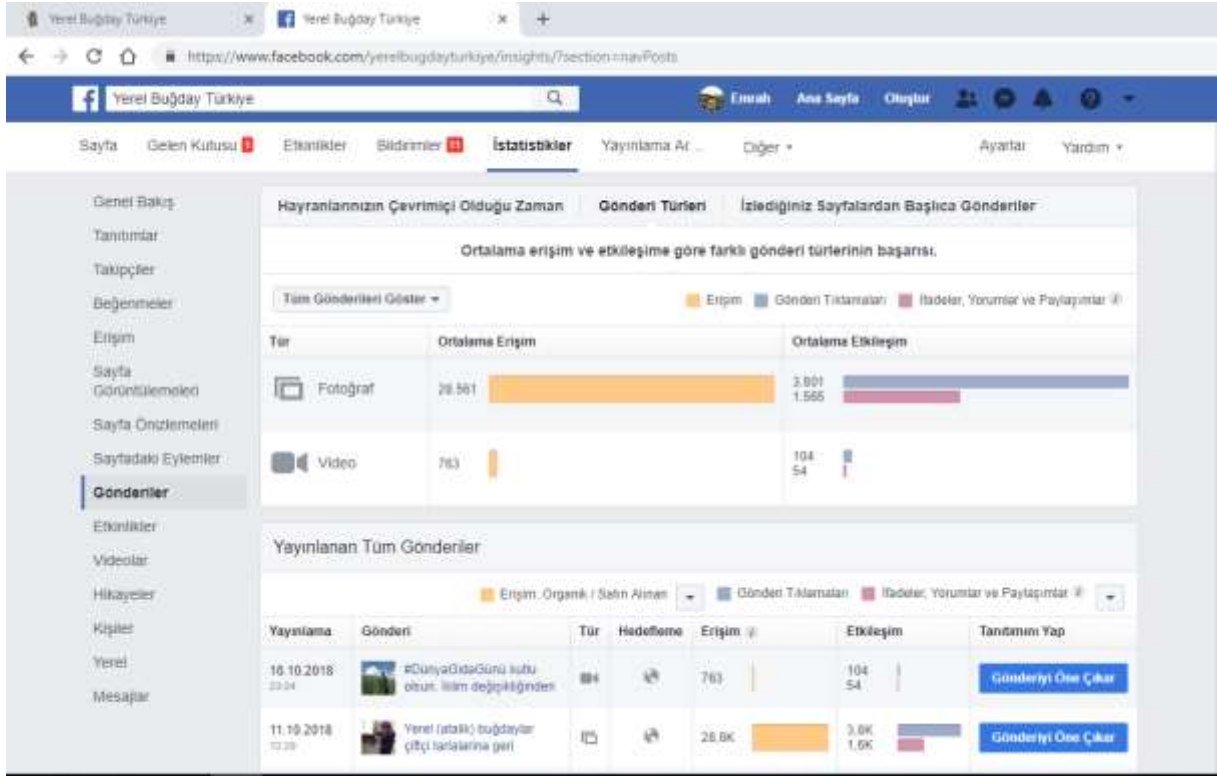
The number of page likes – 903



The success of different posts according to average access and interaction.

Photo – average access **28,651** people and average interaction **5,365** people

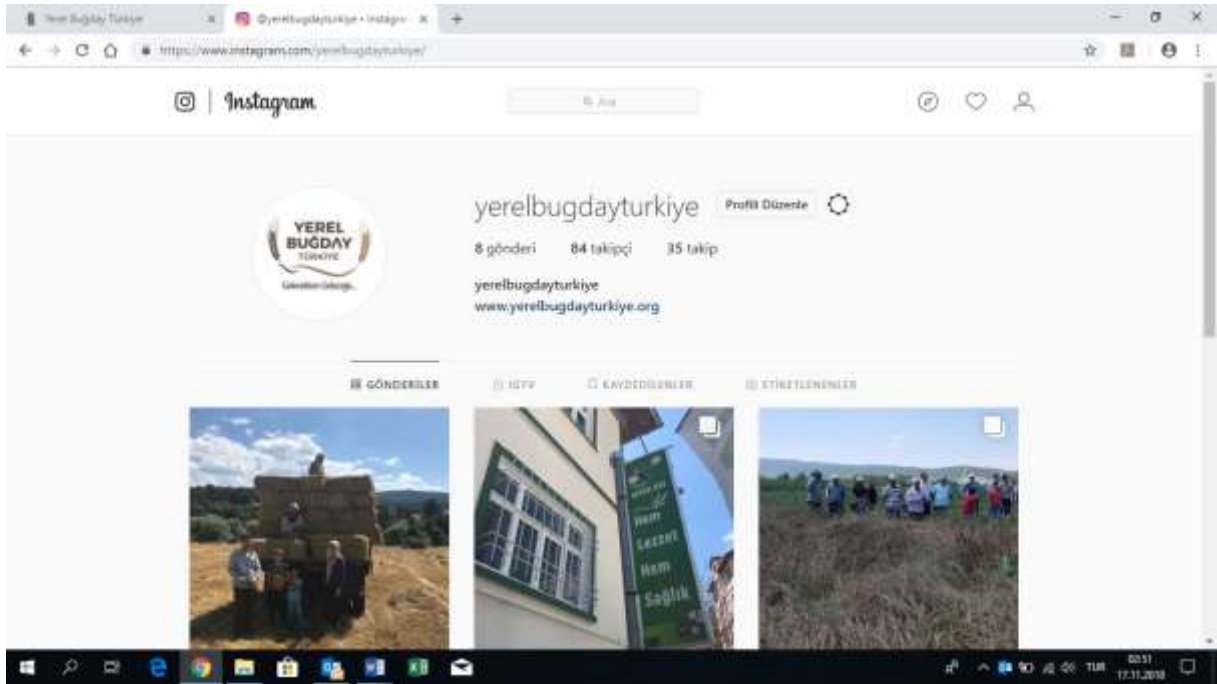
Video – average access **763** people and average interaction **158** people



Twitter (@yerelbugdaytr) <https://twitter.com/yerelbugdaytr>



Instagram (<https://www.instagram.com/yerelbugdayturkiye/>)



## 5-Promotional items

Promotional items were prepared with the project logo on and distributed during all project activities especially to farmers. Cloth bag - Journalist vest for the project farmers - Hand bag for farmers' wives - Pen with seed on top - Hat - Lighter



## 6-News on website of extension agencies and local/national newspaper

Field day news on website of provincial directorate of agriculture and forestry in **Aksaray**

[Yerel Buğday Çeşitleri Tarla Günü Etkinliği Düzenlendi.](#)

<http://yenigungazete.com/haber-8117-IHLARA-DA-BUGDAY-CESITLERI-TANITILDI.html>

Wheat landraces and new varieties were introduced with field day and workshop in **Konya**

<http://www.anadoludabugun.com.tr/konya-da-yerel-ve-yeni-cesit-bugdaylar-tanitildi-59762>

<http://www.milliyet.com.tr/konya-da-tarla-gunu-etkinligi-konya-yerelhaber-2891787/>

<https://www.tarimtv.gov.tr/tr/video-detay/yerel-bugday-tarla-gunu-8505>

<https://www.siristat.com/2018/05/bolgesel-yerel-bugday-projesi.html>

Wheat landraces field day and workshop in **Malatya**

<https://malatya.tarimorman.gov.tr/Haber/485/Yerel-Bugday-Tarla-Gunu>

<http://www.malatyasonsoz.com.tr/bugday-gunlerinde-tarlada-inceleme-h97054.html>

<http://www.malatyasoz.com/haber-tohumlar-gelecek-icin-atildi-16231.html>

<https://malatya.tarimorman.gov.tr/Haber/460/Bolgesel-Yerel-Bugday-Projesi-Calistayi-Yapildi>

Wheat landraces harvest bairam in Manisa

<https://www.haberturk.com/manisa-haberleri/62019313-gordesde-yerel-bugday-projesi-kapsaminda-hasat-yapildi>

<https://m.sondakika.com/haber/haber-gordes-de-yerel-bugday-projesi-kapsaminda-hasat-11023672/>

Wheat landraces workshop in Tokat

<https://tokat.tarimorman.gov.tr/Haber/375/Ilimizde-Yerel-Bugday-Cal%C4%B1stay%C4%B1-Duzenlendi>

[http://www.tokatgazetesi.com/hll\\_haber\\_detay.php?id=39931#.W-dvGJMzBIU](http://www.tokatgazetesi.com/hll_haber_detay.php?id=39931#.W-dvGJMzBIU)

Activity report of provincial directorate of agriculture and forestry in Tokat

<https://tokat.tarimorman.gov.tr/Belgeler/2017%20%C4%B0l%20G%C4%B1da,Tar%C4%B1m%20ve%20Hayvanc%C4%B1l%C4%B1k%20%20M%C3%BCd%C3%BCr%C3%BC%C4%9F%C3%BC%20Faaliyetleri%20E2%80%8B%E2%80%8B%E2%80%8B.pdf>

## AFGHANISTAN

### 1-Brouchure

A brochure will be prepared during this session in local language (Dari & Pashto) and in English covering all project activities so far.

### 2-Promotional items

Promotional items were prepared and distributed during all project activities.

T-shirts.



### 3-Signboard

To increase the visibility where the project material planted an informative signboard was prepared for each project farmer field.





## IRAN

### 1-Logo works

A logo was created to increase the project visibility.



### 2-The project web sites

<http://dari.areeo.ac.ir/HomePage.aspx?TabID=26746&Site=dari.areeo.ac&Lang=fa-IR>

All project activities (farmer visits, field days, workshops, meetings, results, reports etc.) shared through the project web sites.

### 3-Signboard

To increase the visibility where the project material planted an informative signboard was prepared for each project farmer field.

### 4-News on website of project

[Regional Wheat landraces workshop “On-farm diversity of wheat landraces” held in DARI](#)

[Planting wheat landraces in Horand region.](#)

[Chilling stress in wheat landraces in Horand region](#)

[Wheat landraces workshop in Horand region](#)

[Iranian researches and extension staffs visit landrace project in Turkey](#)

[Harvesting landrace nurseries in in Horand region](#)

[Coordinate meetings of Regional Wheat Landraces Project in Iran.](#)

Broadcasting News on local TV: [Conducting International project on Wheat landraces in Dryland Agricultural Research Institut](#)

Broadcasting News on local TV: [International conference “ International Treaty on Plant Genetic Resources for Food and Agriculture Project “ held in tabriz](#)

### 5-News on TV channel and local news websites

**IRIB- SAHAND**

[International conference “ International Treaty on Plant Genetic Resources for Food and Agriculture Project “ held in tabriz](#)

**IRIB- SAHAND**

[Conducting International project on Wheat landraces in Dryland Agricultural Research Institut](#)

**FANOUSNEWS**

[Conducting International project on Wheat landraces in Dryland Agricultural Research Institut](#)

IRAN