

13 May 2020

## Significant Support from Migros Ticaret and National Bank Collaboration to Farmers



Migros Ticaret signed the “Producer Financing System” agreement with the leading National Bank operating all over Turkey to invest in the future of agriculture by empowering farmers and contribute to sustainability in agricultural production. It is the first time in Turkey country creating cooperation of farmers, supermarkets, and banks together. Within the scope of the project, farmers will be able to receive the price of their products to be sold in Migros Ticaret directly from the National bank in advance. Thus, while the producers will be able to collect their payments in a shorter time, intermediaries in the supply chain will be reduced, contributing to the balancing of food prices.

On the other hand, Ministry of Treasury and Finance and Ministry of Commerce established a Digital Agriculture Platform (DİTAP) to create direct link between producer and consumer, and we are the first retailer member of this platform. Thanks to this platform, farmers will be able to gain a place for their products in the domestic and foreign markets with high added value. Migros Ticaret

plans to move the cooperation with National Bank to this platform in the near future.