In almost all countries, rural poverty is a more common problem than urban poverty. In this context, policies and strategies for fighting poverty have been developed and implemented at both national and international levels. The purpose of this study is to examine the impact and role of sustainable rural development policies on poverty levels. The study is based on the results of previous research, reviews, and reports on these issues. Information on rural development policies and approaches is presented and the success of these policies are evaluated by considering the extent to which they have been successful in terms of expectations or intentions, and poverty-related implications of these policies are assessed. A social transfer policy is implemented in Turkey to prevent poverty. However, when the impact of the social transfers in Turkey on the population at risk of poverty is analyzed, it is concluded that the applied policies are not very effective. When the data are analyzed according to various criteria, it is found that the poverty is higher in the rural and agriculture sectors and the changes over time are also at a very low level. Measures to be taken in reducing and preventing poverty in developing countries and policies to be followed are important in both economic growth and sustainable development. Poverty affects the rural people the most. Therefore, effective policies should be developed for the rural areas. Targets should be identified with a sustainable and comprehensive approach in creation of policies designed to combat poverty and rural development. When policymakers make decisions on these issues, they should evaluate the impacts of policies on ecology, economy and social areas together.