

## Donau Soja - Austrian Development Agency Strategic Partnership Creating New Opportunities in Europe

### The Programme Goal

The international association «Donau Soja» and the Austrian Development Agency (ADA) started a strategic partnership to build sustainable, inclusive and well-functioning value chains for non-GM and organic soya in Ukraine, Serbia, Bosnia and Herzegovina, Moldova. In a period of 5 years, the 9 Million Euro project (Donau Soja and ADA each support the project with about EUR 4.5 mln) will bring benefits for the domestic market, food producers, consumers and the environment in the four countries, as well as strengthen their trade and economic relations with the EU until 2021.

### Expected Results

- Increased competitiveness of local soya producers and processors in structurally weak areas in Europe;
- Increased access to local, regional and international markets through consumer oriented information;
- Positive income development and safeguarding of 8,000 jobs;
- Sustainability through capacity development (e.g. trainings and consulting service for actors along the soya value chain);
- Improved legal and policy framework for production and trade with GMO-free soya from the Danube region/Europe and alignment to EU quality standards;
- Certification of about 152,000 tons "Donau Soya" or "Europe Soya" in the four countries until 2021.

### The target group in the four countries includes:

- 1220 soya producers,
- 10 collectors and traders,
- 25 food and feed producers,
- 12 soya processing plants,
- 6 seed producers.

In addition, public extension service providers, farmers' associations, agriculture and research Institutes, certification and control bodies, ministries of agriculture and food safety agencies will benefit from capacity building activities. The indirect target group comprises all participants along the value chain where 8000 agricultural workers as well as thousands of consumers – in the four countries but also in EU and other non-EU-countries – will benefit from the planned activities.

### The Programme Activities

The following activities will be conducted in order to systematically develop the soya markets in the 4 countries: trainings for producers to share knowledge and best practices in soya cultivation and processing, capacity development of extension services, the introduction of the Donau Soja and Europe Soya quality system and labelling scheme, the promotion of organic cultivation, market development and trade facilitation, improvements of the business environment to favor soya production, processing, trade and use, as well as the promotion of European standards in agricultural production. The Donau Soja structures that were already established in the four countries during the previous inception phase will be further strengthened.



## Target countries:

- ✓ **Moldova**
- ✓ **Ukraine**
- ✓ **Bosnia and Herzegovina**
- ✓ **Serbia**

## Areas of intervention - tailor made for target countries

1. **Production and processing** - Improvement of product quality and quantity, promotion of best practices for sustainable and inclusive soya production, introduction of new forms of cooperation and improvement of access to inputs. Especially the promotion of organic soya production as an attractive market niche.
2. **Value chain development** - Creation of linkages and networks among all value chain participants. Market development for sustainably produced non GMO products with regional added value.
3. **Awareness raising and sensitization** - Dissemination of information about local production, healthy nutrition, food safety, and environmental aspects of agriculture and food production.
4. **Certification and labeling** - Setting up sound procedures and institutional frameworks consisting of certification bodies, qualified experts and testing facilities to guarantee product quality and to build the basis for accessing markets.
5. **Business environment and policy framework** - Contribution to conducive and effective support mechanisms and regulations for soya production and trade.

## Areas of intervention - Internationally

1. **International market development** - Match making and linking the value chain participants from SEE and CEE with buyers in EU markets. Use of International PR and for awareness raising of EU consumers.
2. **Knowledge and technology transfer** - Introduction of new standard developments and quality assurance along the value chain. Knowledge transfer and dissemination of state of art production and processing.
3. **Project development and consultancy** - Providing support to project development and access to funding through consulting and technical assistance



*Donau Soja is an international, non-profit organization based in Vienna. The "Donau Soja" and "Europe Soya" brands stand for soya bean cultivation in the Danube region and in Europe and promote a non-GM, sustainable and regional protein supply. Soya farmers comply with EU plant protection regulations and EU labor and social standards (ILO). Furthermore, their land usage is limited to fields cultivated for agricultural purposes prior to 1 January 2008. Prominent European institutes and organizations support this ambitious initiative. Different agricultural ministers of Danube countries have demonstrated their support by signing the Donau Soja Declaration.*

*For more information see: [www.donausoja.org](http://www.donausoja.org)*

*Austrian Development Cooperation supports countries in Africa, South Eastern and Eastern Europe as well as the Caribbean Basin in their sustainable development. Austria contributes to poverty reduction, peacekeeping, environmental protection and resource conservation worldwide. Long-term programmes and projects provide help towards self-help.*

*The Federal Ministry for Europe, Integration and International Affairs plans the strategies. The Austrian Development Agency (ADA), the operational unit of Austrian Development Cooperation, implements programmes and projects together with public institutions, civil society organizations as well as enterprises.*

*For more information see: [www.entwicklung.at](http://www.entwicklung.at)*

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