Increasing the direct use of vegetable protein for human consumption

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Five Pillars of a sustainable and European protein strategy

1. Generating long-term demand for a large quantity of sustainable and non-GM soya and soya products imported into Europe

2. Donau Soya und Europa Soya

3. Direct use of vegetable protein for human consumption

4. The increased use of sustainable and non-GM European protein meals for creating feed mixes in combination with sustainable and non-GM soya forms

5. Research for the reduce used of supplementary protein components in feed
Five Pillars of a sustainable and European protein supply

**WHY**
should we do this?

**HOW**
can we do this?

**WHAT**
is the benefit?

Donau Soya und Europa Soya
Increasing the direct use of vegetable Protein

- **WHY** should we do this?
- **HOW** can we do this?
- **WHAT** is the benefit?
Feeding/Nourish 9 Billion people?

The world population is now growing by 80 million a year and is expected to 9 billion by 2050.
Take a guess..

We are currently producing food for

6 Billion people

9 Billion people

12 Billion people
Take a 2nd guess..

Our current consumption of protein is..

- 30% below WHO's recommendation
- On WHO's recommendation level (+/- 15%)
- 70% above WHO's recommendation
Situation: Changes in Protein Consumption in Europe

+70% more than needed
Situation: Changes in Protein Consumption in Europe

Average Consumption
kg Protein per capita per year

+50%
Complex effects of Meat and dairy consumption

- Consumption of meat and dairy
  - Animals and husbandary systems
    - Feed
    - Manure
    - Nitrogen
      - Nitrogen emission
      - Greenhouse gas emission
    - Land (use)
  - Human Health
  - Animal Welfare
  - Climate Change
    - Loss of biodiversity
Land use

Livestock production uses around 80% of global agricultural land.

16 MILLION HECTARES IN NORTH & SOUTH AMERICA ARE DEDICATED TO SOYA BEANS THAT ARE EXPORTED TO EUROPE.
Climate change & Biodiversity

Greenhouse-Gas Emission

- Livestock: 85.50%
- Others: 14.50%

Loss of Biodiversity

- Livestock: 70%
- Others: 30%
Red meat causes colon-Cancer

Studies by WHO
Health benefits

TOP 10 REASONS TO EAT PULSES

- LOW-FAT
- LOW-SODIUM
- GOOD SOURCE OF IRON
- GOOD SOURCE OF PROTEIN
- EXCELLENT SUPPLIER OF FIBRE
- EXCELLENT SOURCE OF FOLATE
- GOOD SUPPLIER OF POTASSIUM
- LOW GLYCEMIC INDEX
- CHOLESTEROL-FREE
- GLUTEN-FREE
Increasing the direct use of vegetable Protein

WHY should we do this?

HOW can we do this?

WHAT is the benefit?
Potential Obstacles

- Emotions
- Culture, Religion, Values
- Social norms
- Knowledge & Skills
- Habits & Taste
- Food environment
- Politics & Economics
Solution - Stakeholders

- Emotions
- Politics & Research
  - Social norms
- Retailers & Industry
- Civil Society
  - Food environment
- Politics & Economics
International Agreements
China's plan to cut meat consumption by 50% cheered by climate campaigners

New dietary guidelines could reduce greenhouse gas emissions by 1bn tonnes by 2030, and could lessen country’s problems with obesity and diabetes.

The Chinese government has outlined a plan to reduce its citizens’ meat consumption by 50%, in a move that climate campaigners hope will provide major heft in the effort to avoid runaway global warming.
Increase quality – increase price
Animal welfare regulations and other requirements
Tax meat and dairy to cut emissions and save lives, study urges

Surcharges of 40% on beef and 20% on milk would compensate for climate damage and deter people from consuming as much unhealthy food.

Climate taxes on meat and milk would lead to huge and vital cuts in carbon emissions as well as saving half a million lives a year via healthier diets, according to the first global analysis of the issue.

The study shows that increasing the price of beef by 40% would lead to a 13% drop in consumption.

THE PROTEIN PUZZLE

The consumption and production of meat, dairy and fish in the European Union
JUST ONE VEGAN DAY A WEEK

Vorteile für KonsumentInnen
• Einkaufen wird einfacher
• Vegan wird normal
• ...

Referenten und Verein
Marktpotenzial
Marketing Best Practice
Ausblick
Veggie-Boom
Veggie-Boom
Veggie-Boom

Vega

Vita

Vita

Vita

Quorn healthy protein

Quorn healthy protein

Quorn healthy protein
BRATWURST WARS: German farmers furious over claims no more sausage meat in 20 years

GERMAN farmers have reacted with outrage after a major sausage manufacturer vowed the nation would become VEGETARIAN in two decades.

By REBECCA PERRING & MONIKA PALLENBERG

#VEGGIESCHNITZEL
„Meat alternatives“
Turn over up to +34% increase p.a.

in 1.000 Euro

Quelle: IRI Information Resources
Flächenverbrauch der Fleischproduktion

Das Problem:

Die Produktion von Fleisch bedarf immenser Flächen.

30% der weltweiten Landfläche wird für die Viehwirtschaft benötigt - für Weiden und Anbauplätzen der Futtermittel.

Und dass, obwohl Fleisch nicht einmal zu einem Fünftel zur Welternährung beiträgt.
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WHY  should we do this?

HOW  can we do this?

WHAT  is the benefit?
Effects of changed diet in the EU

Halving the consumption of meat, dairy products and eggs in the European Union

-40%

Nitrogen emissions
Greenhouse gas emissions
Per capita use of cropland for food production
Demand of feed

up to -40%
-23%
-45%
Sustainable Soya – Sustainable Europe

4 MILLION HECTARES IN NORTH & SOUTH AMERICA ARE DEDICATED TO SOYA BEANS THAT ARE EXPORTED TO EUROPE
Thank you for your attention!
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