



Danube Soya For the Promotion
of European Soya Production

Along the Danube river to Ulm, Germany: The agriculture industry came together for a Danube Soya B2B meeting and workshop at the 4th annual Danube Strategy Forum.

Press release

On the occasion of the 4th annual Danube Strategy Forum the *Ministerium für Ländliche Entwicklung und Verbraucherschutz* (Department for Rural Development and Consumer Protection) and Danube Soya have organized side events on three days. The afternoon of October 28th was dedicated to networking and the development of new projects and business relations. On October 29th around 120 participants attended *Creating Value-Added-Chains: Non Genetically Modified (GMO-Free) Soya in the Danube Region*, and finally, on Friday the 30th around 70 participants visited the Schwäbisch Hall farmers' association. The introduction of new concepts for a GMO-free and regional protein supply motivated the participants to set additional projects into motion.

Donau Soya Association, Ulm, October 30, 2015

The farming and food industries, represented by the agricultural trade, seed companies, machinery manufacturers, soya distributors, laboratories and many more, convened at the Danube Strategy Forum side event on the 28th to 29th of October in Ulm, Germany. Over the course of two days 9 (on the first day) and 17 (on the second day), exhibitors took the opportunity to present their companies and commercial interests. The focus of Danube Soya's 2nd B2B meeting was Ukraine. Chairman of the Danube Soya Association Matthias Krön was glad to announce that, "Ukraine is an important future market and soya producer for us. We have been working since June to establish our Kiev office. More and more members from Ukraine join us, and today, because of the participation of Ukrainian companies, we can sense an active interest within the northern Danube Region."

On the following day, October 29th, the *Ministerium für Ländliche Entwicklung und Verbraucherschutz* (Department for Rural Development and Consumer Protection) and



the Danube Soya Association organized a workshop entitled "Creating Value-Added-Chains: Non Genetically Modified (GMO-Free) Soya in the Danube Region," that presented strategies, successes, and goals of a European protein supply. 16 speakers from Germany, Serbia, Italy, Austria, and Croatia spoke about international ideas and possible changes in Baden Württemberg in particular.

CEO of Edeka Südwest Fleisch Jürgen Mäder, demanded a switch to regional and GMO-free soya in Southern Germany's pig production. "It is our medium-term goal to comply with our consumers' demands, and to significantly reduce soya imports." In the following keynote speech Chairman Matthias Krön explained the feasibility of this paradigm shift. Baden Württemberg and Bavaria can bring added value back to their states through the demand for a European soya strategy. It is moreover a matter of a European landmark decision: According to Krön, "Europe has to ask itself if it wants to export more grain, or if it wants a more balanced leguminous crop rotation."

Subsequent presentations from Kraichau Raiffeisen Zentrum and Raiffeisenkraftfutterwerk Kehl, Vojvodina Agrar, and Seges introduced various agricultural ideas for a regional protein supply.

Rudolf Bühler of the Schwäbisch Hall farmers' association (BESH), opened the workshop after the lunch break. Bühler introduced the farmer's association, which supports a sustainable farming system through the maintenance of traditional and local animal breeds, the cultivation of organic field crops, and the protection of animal welfare. On October 30th the workshop participants then had the opportunity to visit the M&W Hanselmann Company, the slaughterhouse and the processing facility, and the regional BESH market.

New soya cultivation numbers, association goals, projects and methods were subsequently introduced by Ursula Bittner, Dagmar Gollan and Inna Illenko. The association's goals have already been reached with the rise in soya cultivation areas. Despite this summer's harsh conditions, hot days, and therefore significantly smaller yields, early estimates predict a consistency in European soya production. Within the Danube Region (excluding Ukraine) soya cultivation areas have doubled — from 580,000 hectares in 2012 to roughly 950,000 hectares in 2015. For a normal harvest this is the equivalent of almost 3 million tonnes, for a poor harvest like this year's, roughly 2.2 million tonnes. If you take Ukraine into account Europe will reach a production of about 6 million tonnes. The Danube Soya Association has established an international network of 16 primary processors, 95 agriculture traders and collectors, 25 feed companies, 12 inspection bodies and over 200 members, becoming a reliable and trustworthy brand and consumer label.



MH Agrarhandel and ADM Staubing presented two variants of realizable strategies for a sustainable European soya supply. An increased implementation of toasted soya beans can encourage the use of local soya, especially in agrarian regions characterized by soya cultivation and livestock breeding. Processing local soya on site or in a neighboring plant is not only more ecological, but also more economical. Nevertheless, the conversion of large oil mills is a decisive element in the project's success. The Danube Soya Association and ADM announced the expansion of the ADM Straubling plant just two weeks before the Ulm Donau Forum. Rene van der Poel presented on the expansion of the oil mill site. Through this move, ADM intends to support the supply of high-quality protein meal for the Danube Region and has joined the Danube Soya Association, which was established in 2011. This initiative improves the supply in Bavaria, Baden Württemberg, and Upper Austria in particular. Matthias Krön is happy to announce that, "livestock owners of these important agrarian regions now have another opportunity to reliably obtain European GMO-free soya."

About Danube Soya:

Danube Soya is a non-profit, independent organization and represents Europe's most significant initiative in the agricultural sector. Danube Soya links civil society, politics and important businesses from all sections of the value added chain, ranging from GMO-free seed production to food of animal and vegetable origin. Danube Soya stands for GMO-free, origin-controlled quality soya from the Danube Region and incorporates about 200 members from all over Europe. The Danube Soya Association has made it's objective to improve the conditions for successful European protein cultivation and to minimize soya imports. The Danube Soya headquarters are located in Vienna; regional offices are currently set up in Novi Sad, Serbia and in Bucharest, Romania. Representatives are in Switzerland and Italy.

Further information on Danube Soya can be found on www.donausoja.org.

Questions:

Danube Soya Association
Mag. Ursula Bittner, MBA, Manager
<mailto:bittner@donausoja.org>
Tel: + 43 1 512 17 44 11
Mobile: +43 664 960 64 29