



For Promoting
European Soya Production

Press release

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Edeka Südwest converts premium programme "Hofglück" to "Europe Soya"

Since January 2019, pigs from Edeka Südwest's premium programme Hofglück have been fed with certified European soya under the label "Europe Soya", a standard of the Donau Soja Association.

With the "Hofglück" brand, Edeka Südwest, one of Germany's leading food retailers, has launched a premium product onto the market: in addition to regional animal feeds, this programme also implements other quality criteria, especially in the animal welfare sector. "For example, the animals have more space, straw and manipulable material as well as a possibility for exercise and an open stable side," says Michaela Meyer, Head of Sustainability at Edeka Südwest. "In order to also focus on sustainability and regionality in animal feed, we have been cooperating with the Donau Soja Organisation since January 2019. In the participating Edeka Südwest markets, various meat and sausage products such as bratwursts, pork goulash and pork schnitzel will be offered under the new brand."

Every year around 40 million tonnes of soya, the most important protein component in feed, are imported into Europe. Most of it is genetically modified. Since 2012, the Donau Soja Association has been committed to regional and GMO-free soya production and its work has been successful. "Currently, 650,000 tons of certified Donau Soja and Europe Soya are available on the market. The supply of GM-free and regional soy would therefore also be possible in other programmes," says Matthias Krön, Chairman of the Association.

The cultivation of soya, but also of other legumes, makes a decisive contribution to diverse and sustainable agriculture. Including soya in the crop rotation reduces the risk of plant diseases and leads to a reduced use of pesticides. Last but not least, soya binds nitrogen in the soil, which reduces the use of fertilisers.

Especially in Central and Eastern Europe, the potential for increasing yields is high and there are still some agricultural areas that are suitable for growing legumes. Donau Soja has entered into a strategic partnership with the Austrian Development Agency in order to make the best possible use of the potential of the Eastern European countries and to establish sustainable value chains. "With projects like that of Edeka Südwest, we are succeeding in integrating farmers in Eastern Europe into the European market. And that is precisely the aim of our partnership with ADA - to bring Europe closer together by building sustainable value chains," Krön continues.

About Donau Soja

The Donau Soja Association is a non-profit, independent association, which unites civil society, politics and essential commercial enterprises all along the value chain, ranging from non-GM seed production to food of animal and plant origin.

Donau Soja and Europe Soya, the two standards of Donau Soja, stand for GMO-free soya from the Danube region and Europe, quality and origin assured. The consistent quality and origin assurance system of Donau Soja guarantees transparency and safety for plant and animal products.

The association comprises more than 270 members from all over Europe and is competently represented locally with a total of five branches (AT, SRB, RO, UA, MD) and two representatives (NL, POL). The main tasks of the association are to improve the conditions for sustainable and independent soya cultivation in Europe. Donau Soja is supported by the Austrian Development Agency.

Additional information - EDEKA Südwest

Further information about Hofglück: www.suedwestfleisch.de/hofglueck.

Group external sales 2017: 8.6 billion euros

Total number of employees: around 44,000 (incl. retail trade)

Total number of trainees: around 3,100 (incl. self-employed retail trade)

Sales area: Rhineland-Palatinate, Baden-Württemberg, Saarland, the south of Hesse and parts of Bavaria

www.verbund.edeka/suedwest

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