

DONAU SOJA-feed avoids 40% of CO₂ emissions

German food retailers present cooperation with DONAU SOJA

Vienna, Baden-Württemberg, November 2020 – Thanks to the use of DONAU SOJA-certified feed, around 40% of CO₂ emissions caused by meat production can be avoided. This is the conclusion of a recent study done by the Research Institute of Organic Agriculture (FiBL), in Austria. DONAU SOJA presented this study on a farm in Southern Germany in cooperation with EDEKA and together with Peter Hauk, Minister for Rural Affairs and Consumer Protection (Baden-Württemberg). On the occasion of a webinar during DONAU SOJA's Annual Online Event on the 19th of November, EDEKA will present these impressive results to an international audience.

“The ways in which we feed our livestock make an enormous difference,” says Susanne Fromwald, Executive Director of DONAU SOJA. “EDEKA, as Germany’s biggest food distributor and the n°5 food distributor in Europe, has blazed the trail with its brand ‘Hofglück’.” When DONAU SOJA-certified soya (regionally sourced and GMO-free) is used, regional businesses benefit, as do environment and climate.”

Pork from EDEKA's premium brand 'Hofglück' uses DONAU SOJA-certified animal feed, resulting in 2.16 kg of CO₂ produced per kg of pork. An important reduction: The same amount of pork using soya from overseas produces 3.43 kg of CO₂ – a difference of 40%! In total, for the production of 70,000 pigs, the Hofglück programme helps to avoid around 10,000 tonnes of CO₂ per year. The DONAU SOJA and EUROPE SOYA quality labels are a guarantee of GMO-free soya, which is sustainably produced in Europe. The DONAU SOJA/EUROPE SOYA-certified supply chains help to protect valuable ecosystems like the Amazon rainforest or the Cerrado in Brazil, as the soya is only cultivated on land that was set aside for agriculture before 2008.

In Europe, 10 million tons of soya are harvested a year, 6-7 million tons of which are non-GMO. After the harvest in autumn 2019, nearly 700,000 tons of DONAU SOYA and EUROPE SOYA soybeans from eleven countries were available, which makes us the leading sustainable soy standards in Europe. "With DONAU SOJA soya gets a European face - a face of European farmers", says Susanne Fromwald. "We connect European consumers with European soya farmers and producers. This protein partnership is a climate partnership. *Recent statistics confirm the huge potential of the pork sector. We must strengthen European self-sufficiency and expand European value chains.*"

In the production of animal-based food, animal feed has a major impact on CO₂. Especially changes in land use, such as the transformation of green land or forests into farmland, emit huge amounts of CO₂. Between 2000 and 2016, some 5.3 million hectares in Brazil were deforested for the cultivation of soya. During the last 40 years about half of the valuable Cerrado vegetation has been converted into arable and pasture land! 40% of the European Union's soya imports come from Brazil – with a CO₂ footprint that is 10 times higher than that of DONAU SOJA-certified European soya feed. According to the *European Soy Monitor*, only 29% of the EU's soya demand comes from certified and deforestation-free production.

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DONAU SOJA Online Annual Meeting & Market Highlights

November 19, 2020, 15-16:00

Leading European retail companies will present the central points of their joint efforts with DONAU SOJA:

- “40% CO₂ Reduction in EDEKA's Pork Programme Hofglück”
Michaela Meyer, CO of the Management Business Unit of Sustainability **EDEKA**
- “Contributing to Sustainability with "Protein Partnerships”
Judith Ginsberg, Senior CSR Manager **Lidl Stiftung**
- “Pioneering with a DONAU SOJA "Protein Partnership”
Jennifer Lichter, Manager Sustainability **REWE Group**

You can join the presentations by registering at <https://donau-soja-online-annual-meeting.b2match.io/signup>

Further information

- DONAU SOJA is a European multi-stakeholder organisation;
- It has 270 members, in 22 countries;
- Its work areas: • policy: protein strategy, DS/ES declaration; • trade: quality system, DONAU SOJA/EUROPE SOYA consumer label; • Research and Information: Horizon 2020 projects.

About the international market for soya

- 10 million tonnes of soya were produced in Europe in 2020 (twice as much as in 2013);
- Of this total, nearly 700,000 tonnes are DONAU SOJA-certified and stored at over 100 agricultural collectors in Europe (see list of the certified partners, on the data sheet);
- Only 1 to 2% of soya cultivated in Europe is used in European crop rotation;
- In 2025, 50% of the EU's demand for protein could be met by soya cultivated in Europe.

The results of the FIBL study can be found here:

[https://www.donausoja.org/fileadmin/user_upload/Press/Press_Release/DS_Factsheet_PC_7_August_2020 -
_Climate_protection_pork_EN.pdf](https://www.donausoja.org/fileadmin/user_upload/Press/Press_Release/DS_Factsheet_PC_7_August_2020_-_Climate_protection_pork_EN.pdf)

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