



Danube Soya celebrates its 2 year anniversary and opens an office in Novi Sad

For Danube Soya another important stage begins: in April 2014 the office in Novi Sad was opened, at the same time the Association celebrates its second anniversary. 40.000 tons of soya will be certified out of the harvest 2013.

Danube Soya, Vienna, June 2014

In April 2012 about 20 organizations met at the Agriculture Exchange Vienna to hold the first foundation event of the Danube Soya Association. With its headquarters in Vienna the Association supports GMO (Genetically modified organism) -free and European soya production. Since then, Danube Soya was able to motivate approximately 150 companies and organizations from 15 countries to support these objectives and thus, supporting the project. "The Danube Soya Standard and its Guidelines are finalized, primary processors, compound feed plants, agricultural traders and many more partners are certified. The first big project – the changeover to Danube Soya for laying hens – was completed successfully. At the same time we start working intensively with farmers and partners for the whole Danube Region", says Matthias Krön, Chairman of the Association.

Vojvodina, leader in soya production

From the beginning Serbia has been an important partner of the project. The Serbian region Vojvodina is one of the most advanced and most developed regions in soya production and soya research. In 2013 155.000 ha of soya beans were cultivated in the Vojvodina region. Due to perfect agro ecological conditions, Vojvodina is perfect for the cultivation of soya beans. Unpolluted soil, favorable climate, agricultural technology and high yielding varieties have caused a significant soya bean production. The establishment of a permanent regional representative is very significant to use the regional knowledge the best possible way. "With the Competence Center in Novi Sad we will succeed in expanding our international activities and cooperation with farmers even further. The Danube Region can learn a lot from the Vojvodina region", knows Krön.

The association was able to win Marija Kalentic to organize and set up the new office, regional and agricultural projects in Bosnia and Serbia and to foster relationships with members. The agronomist has 9 years of work experience in the agricultural sector in Serbia. For 6 years she has been working as Senior Project Manager of the Project Access for the Development of the private sector of the GIZ. Miss Kalentic has ideal knowledge and a wide-ranging network for this newly created position. "It is very crucial to pass on the knowledge of the region; Danube Soya provides the perfect framework to let both Bosnia and Serbia, but also the whole Danube region take profit", says Marija Kalentic as she is looking forward to the responsible and exciting tasks.

The responsibilities of the regional unit in Novi Sad are the promotion of regional networking through the development of protein partnerships and the organization of "best practice" programs as well as the support of Danube Soya members. Another very important task is to build up a system for quality assurance and the implementation of a



monitoring program in order to guarantee the high quality of Danube Soya. Eight employees support the whole Danube Soya team in Serbia and Austria. The office in Serbia is mainly funded by the Gesellschaft Internationaler Zusammenarbeit (GIZ) for 2 years.

40,000 tons of certified Danube Soya from harvest 2013

This and other projects should ensure the amount of certified Danube Soya. Laying hens, chickens for fattening and pigs are fed with considerable quantities of soya: Austria alone requires 600,000 tons per year. REWE, SPAR and Hofer, members of the Danube Soya Association, sell more than 350 million eggs per year. Since November 2013 laying hens are fed exclusively with certified Danube Soya. 3,400 supermarkets now offer Danube Soya eggs, thus making an important contribution to promote European agriculture and reduce CO₂ emissions. For this purpose already 40,000 tons will be certified out of the harvest 2013. For other projects, as well as for the certification of soya food products, more regionally produced soya is needed. Serbia plays a substantial role to exceed the 200,000 ton mark in 2014.

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 150 members from all over Europe. The Danube Soya Association has made it its goal 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:

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