



For the Promotion of
European Protein Production

Donau Soja Expands Market Competence: Dirk Vollertsen is Named New Director Market

Press release

Donau Soja is expanding its market competence. On July 1st Dirk Vollertsen took on the role of Director Market for the Donau Soja Organisation. Vollertsen, drawing on years of experience, will layout groundwork for the sustainable market expansion of both Donau Soja and Europe Soya.

Donau Soja Association, Vienna, July 28, 2016

The Donau Soja Association, with its headquarters in Vienna, benefits from the highest level of management support. Dirk Vollertsen (52), an experienced industry expert and value chain manager, is now working with Donau Soja. During the course of the past ten years Vollertsen has developed and led the marketing division of the German Bioland association. Previous to this, he spent ten years as managing director of an agricultural trading company. Vollertsen, who is married with three children, is a farmer by training and completed studies in industrial engineering at the University Weihenstephan in Bavaria.

In joining Danube Soya Vollertsen has become part of an international organization that has been promoting non-GM origin-controlled quality soya from the Danube region since 2012. The Danube Soya Association defines its primary objectives as the promotion of regional soya production in accordance with well-defined quality criteria, and the creation of consultation and support infrastructures that address the entire chain of supply and value. Danube Soya's two brands—known as Donau Soja and Europe Soya – provide a significant contribution to the European protein supply. The association offers food and feed producers the opportunity to change over to certified, and thereby regional, European soya. Demand for organic soya is on the rise, and in response to this Donau Soja beans have been available in organic quality since the 2014 harvest. The implementation of the Donau Soja Standard monitors each level of the supply chain, thus guaranteeing the upmost in safety and traceability.

The Munich subsidiary of Donau Soja strengthens activities in the West European market

Vollertsen took over responsibility for market development in Germany, Western Europe, and Scandinavia on July 1st of this year. Thanks to this expansion of the management team, Donau Soja is now able to support and advise existing and future partners from along the entire value chain even better than before. Vollertsen will also be responsible for quality assurance and traceability. Activities are largely managed from the Vienna headquarters, and a subsidiary for activities in Germany has been established in Munich.

Dirk Vollertsen confidently reports that “the task is very appealing and I am looking forward to these new challenges. Non-GM soya beans and protein from regional European cultivation are important to our consumers. The development of consumer trust is dependent on strict quality and traceability systems that extend from the field to the shelf. This level of quality control cannot be taken for granted even in conventional and organic production and, “Vollertsen adds, “Donau Soja is the only independent organization capable of guaranteeing this quality control across national borders.”

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“The demand for non-GM feeding and the use of non-GM soya in food products from Europe is on the rise. We are investing in market consultation for our partners from production and trade in Western and Eastern Europe in order to competently meet this demand,” says Matthias Krön, president of the Donau Soja Organisation. Krön asserts that, “Dirk Vollertsen is experienced and competent in the field of marketing and is aware of the levels involved in a modern value chain from the point of view of an association. We are happy to have him on board.” Krön adds that, “We see the boosting of non-GM soya production through cooperation with regional cultivation projects as an important task.”

The Donau Soja Association had worked toward the promotion of the European non-GM soya cultivation as an important contribution to an independent protein supply since the beginning. 25% more soya was cultivated in 2015 compared to the previous year. Farmers from the Danube region, excluding the Ukraine, have sown almost 1 million Hectares of soya in the past year alone.



Picture caption: Dirk Vollertsen

About Donau Soja:

Danube Soya is a non-profit, independent association that represents Europe’s most significant initiative in the agricultural sector. Danube Soya links society, politics, and major businesses from all sectors of the supply chain, ranging from non-GM seed production to food of animal and vegetable origin. Donau Soja represents non-GM, origin controlled quality soya from the Danube region, and is made up of more than 230 members from all over Europe. These individuals are represented by our six branches (AT, DE, SRB, RO, UA, MD) and 2 representatives (IT, POL). The primary objectives of the Danube Soya Association are to improve the conditions of successful European protein cultivation, and to minimize soya imports, fifteen countries have signed the Donau Soja Declaration for the promotion of non-GM soya cultivation in Europe.

You can find more Information about Donau Soja here: www.donausoja.org.

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