



For the Promotion of  
European Protein Production

## **World Egg Day The value in eggs – regional feeding with Donau Soja**

Press release

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**Since November 2013, consumers can buy Donau Soja labelled eggs in Austrian supermarkets. Since then, the demand is continuously rising: today laying hens in Austria, Germany and Serbia are fed with Donau Soja. Donau Soja members thus advocate sustainable agriculture. Together with them, we are celebrating the 21<sup>st</sup> World Egg Day!**

Donau Soja, a program for sustainable, non-GM and regional cultivation of soya, finds greater application: More and more poultry farmers all over Europe choose European, certified soya. They are thus an important part of a sustainable and regional agriculture.

The association is proud of the willingness and flexibility of its members. The majority of certified Donau Soja is used in the poultry sector – now also in Serbia. Since June, Mercator, one of the biggest food retailers in the region, sells Donau Soja labelled eggs under the brand name "PL Kplus" in 300 Serbian supermarkets. Also in Austria, new marketers joined the Donau Soja brand program: Toni's Freilandeier started labelling its eggs with Donau Soja. In Germany, eggs of the brand "Mein Bayern" are now Donau Soja labelled, produced by the Donau Soja member Gehard Aigner from Götzing, Lower Bavaria.

Besides soya meal, full-fat soya beans and soya cake are often used. These products can be produced in-house and are ideal for the use as high-quality protein feed.

With its consistent quality and origin assurance, Donau Soja is the only organisation in Europe that offers a transnational standard, certifies all members of the value chain and commissions inspections that are conducted by independent inspection bodies. This way, transparency and customer security is ensured.

Since 1996, the World Egg Day is celebrated on the second Friday in October. This day offers the opportunity to make eggs known as valuable foodstuff. Donau Soja contributes to a substantial added value – especially for a responsible, non-GM, European and sustainable agriculture.

### About Donau Soja:

The Donau Soja Association is a non-profit, independent association and constitutes Europe's major initiative in the agricultural sector. The association unites civilian population, politics and various businesses along the value chain, ranging from non-GM seed production to food of animal and plant origin. Donau Soja's focus lies in non-GM, source identified high-quality soya from the Danube Region. The association has more than 240 members from all over Europe. With six subsidiaries (AT, GER, SRB, RO, UA, MD) and two representatives (IT, POL) Donau Soja is well represented. The Donau Soja Association aims to improve the conditions for a successful soya cultivation in Europe and to decrease the soya imports from overseas. 15 countries have signed the Donau Soja Declaration for the promotion of non-GM soya cultivation in Europe. Donau Soja is supported by [Gesellschaft Internationale Zusammenarbeit](#) and [Austrian Development Agency](#).

Further information about Donau Soja can be found on [www.donausoja.org](http://www.donausoja.org).

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