



For the Promotion of
European Protein Production

Waitrose starts using Donau Soja Soya Meal for high quality Pork Products in UK

Press Release

Vienna, 4. November 2016

Major British Quality Retailer Waitrose has announced that it has begun using Donau Soja certified soya meal for pig feed.

Donau Soja has worked closely with Waitrose, the Waitrose Farming Partnership and Dalehead Foods, the dedicated supplier of British pork, sausage, bacon and cooked meats to the supermarket chain, to develop new sources of supply for soya meal. In a UK first, Waitrose has begun using feed in its pig supply chain made from soya beans grown by European farmers according to the strict Donau Soja sustainability standard and control system.

With this, Waitrose sets a milestone in the non-GM history of Europe and continues its drive for more sustainable sources of livestock feed. Waitrose, a member of the Donau Soja Association since April 2016, already uses non-GM soya in its feed for poultry and farmed salmon feed.

“By using certified Donau Soja in its pig meat supply chain, Waitrose fully reaches the consumers’ needs who demand sustainable and non-GM food. We are very happy about this development of our member to further increase the supply of non-GM soya from Europe. Waitrose and the Waitrose Farming Partnership is an amazing collaboration focused on creating sustainable supply chains. We are proud to work together with them”, says Matthias Krön, President of the Donau Soja Association.

“It fits perfectly into our strategy to improve our supply chain security by sourcing animal feed from raw materials grown at home or within the UK and Europe. This is an example of Waitrose working with our supplier groups to deliver a real benefit to our farmers, our global environment, our business and our customers”, says Rob Collins, Waitrose Managing Director.



“We warmly welcome this very important development... Sourcing non-GM soya from the Danube region, and using more UK-grown protein crops, is good for the climate, good for UK farmers, and good for consumers. We expect other food retailers to follow Waitrose’s lead”, says Peter Melchett, Soil Association Policy Director.

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.

Inquiries:

Donau Soja Association
Mag. Ursula Bittner, MBA
Association Manager
bittner@donausoja.org
Tel: + 43 1 512 17 44 11
Mobile: +43 664 960 64 29