





# Welcome & Intro



**KLAUS PALMETZHOFER**  
Executive Director, Donau Soja GmbH



DONAU SOJA FOOD DAY

# The Plant-Based Revolution

Future Opportunities for European Farmers and Producers

10 DONAU SOJA Years

Austrian Development Agency

EUROPE SOYA DONAU SOJA



WELCOME & GOOD MORNING



DONAU SOJA FOOD DAY

# The Plant-Based Revolution

Future Opportunities for European Farmers and Producers



**WELCOME & GOOD MORNING**

**Klaus Palmetzhofer  
Executive Director Donau Soja GmbH**

10 DONAU SOJA Years

 Austrian Development Agency

EUROPE DONAU SOJA SOJA





# WELCOME TO ALL OUR MEMBERS!



Kogelmann Robert | Hamex AG | Geflügelhof Aigner KG | Höllerl's Freilandeier | Enengel Franz | Sandmayr Alfred | SC Agrotirnave SRL | Lambrecht Josef | WWF Deutschland | Mitterer GmbH | SC Transapicola | Saatbau Polska Sp.z.o.o. | Schubert Andrea | Beinbundner Klaus | Astrid & Franz-Josef Telohe GbR | Bokelmann GbR | Agricultural Research & Development station Turda | Auf der Landwehr GmbH | Metz Rosmarie | MTÜ Eesti Sojalit | Oriental Lotus Food Trade and Investment GmbH | Anzengruber Josef | Tatschl Produktions GmbH | Hölzl Franz | Vredeseilanden vzw (VECO Belgium) | Eierproduktion Mantler | Agrogonzalo 2014 S.L. | Brunner Helmut | Agro Luchky LLC | Livada Elisabeta | Mlynyshe LLC | Grim Management Services B.V. | Tauss GmbH | Bravo Agro Protein | CLI-Ins EUROL | MobiMill Limited Liability Company | Lidl Stiftung | For Farmers Beelitz GmbH | Agriholism SRL | Bentia Dana | ATAR AGTEK d.o.o. Novi Sad | RAGT Saaten Österreich GmbH | Saatbau Deutschland | Aldi South Group / Hofer KG

# THANK YOU TO ALL OUR SPONSORS!



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## SUPPORTING ASSOCIATIONS





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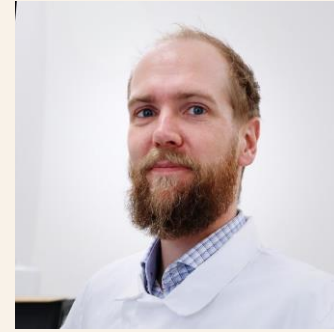
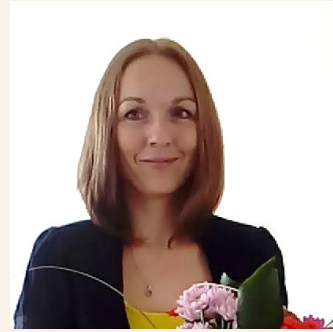
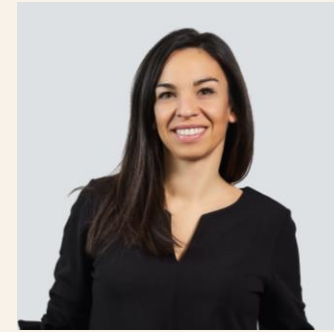
**NEW GUESTS &**

**NEW FRIENDS**





# WELCOME TO OUR SPEAKERS



DONAU SOJA FOOD DAY

# The Plant-Based Revolution

Future Opportunities for European Farmers and Producers



# The Plant-Based Revolution

Future Opportunities for European Farmers and Producers



# The Plant-Based Revolution

Future Opportunities for European Farmers and Producers



WHY?

**Revolution** and not **Evolution**



# The Plant-Based Revolution

Future Opportunities for European Farmers and Producers



WHAT ?

...is the difference? **Revolution** vs. **Evolution**

# EVOLUTION

The difference is the

# R EVOLUTION



# R

Responsibility

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## Resources

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**LIMITED RESOURCES, ANIMAL-BASED FOOD**



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## Rainforest

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**DESTRUCTION OF RAINFOREST**



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Rain

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**DROUGHT, FLOODING & CLIMATE CHANGE**



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## REDUCTION

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REDUCTION OF CO<sub>2</sub>



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## REGENERATIVE

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**REGENERATIVE AGRICULTURE - MODERN FARMING**





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RESEARCH

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**DEVELOP NEW PLANT-BASED PRODUCTS**



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RISK

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**INVESTMENTS: RISK FOR COMPANIES**

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RETAIL

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NEW PLATFORM FOR ALL PRODUCTS



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## ROUND TABLE

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### ROUND TABLE DIALOGUE & SOLUTIONS



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REUNION

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10 DONAU  
SOJA  
Years

Austrian  
Development  
Agency

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SOJA SOJA

**RE-CONNECT FARMER & PRODUCER & RETAIL & CUSTOMER**

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**RIGHT TIME**

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**RIGHT TIME TO DISCUSS & WORK ON THIS !**





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**HANNI RÜTZLER – KEYNOTE SPEAKER**



