

DONAU SOJA FOOD DAY

The Plant-Based Revolution

Future Opportunities for European Farmers and Producers



BayWa

How to drive the Food Transformation?

Kristal Golan, 30.09.2022



WHY do WE need to drive transformation?

Technology is not disrupting, people are!



Transformation is not only about tech & innovation – It is about upgrading your way of thinking in 5 key domains

Re-Think Food Supply



**CUSTOMER
CENTRICITY**

From
passive targets
to
dynamic partnerships



Observe and engage with the audience you are targeting - try to test the products you are targeting!



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INNOVATE

From
left and right
to
a holistic approach

Think through the entire food supply chain and bring the two ends together!



 **Gemeinsam zum Erfolg.**
BayWa ist Ihr zuverlässiger Partner vom Anbau bis zur Vermarktung der Sojabohnen.

Hier werden Sojabohnen
für unsere vegetarischen und veganen Produkte angebaut.



Mehr Infos: www.ruegenwalder.de

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TECHNOLOGY

From
single products
to
platform solutions



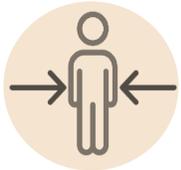


What are today's ingredients, what are tomorrows? What are the main and side streams with all their opportunities and risks?



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CO- CREATION

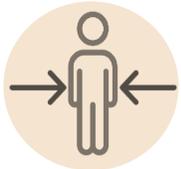
From
silo thinking
to
Co-creating products



For regionally, sustainably and good ingredients we need to work with the food industry to develop processing up to the variety in the field!

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Create Own Impact



IMPACT

From
concerned doing
to
effective acting



***Billionaire No More: Patagonia
Founder Gives Away the Company***

How effectively we live, work and invest determines the future we live in!

A solid green square containing the text 'BayWa' in white.

BayWa

Verbundenheit
schafft Erfolg.