

Donau Soja Food Day



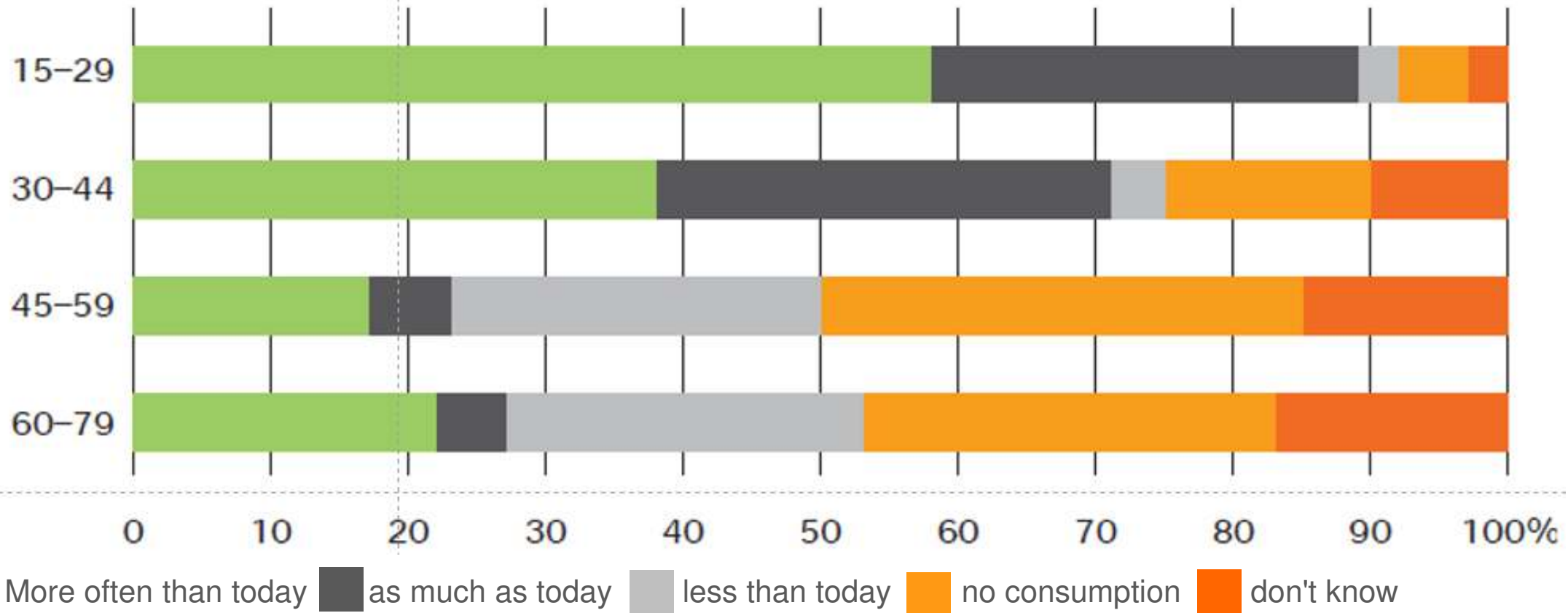
Shaping the plant-based revolution together along the entire value chain



Salome Hofer, Head Sustainability/ Public Affairs
Vienna, 30 September 2022

Current situation in Switzerland: Increasing need for plant-based products

How often will you consume plant-based products in 5 years?



Source: LINK Institut 2022

Our response to the growing needs



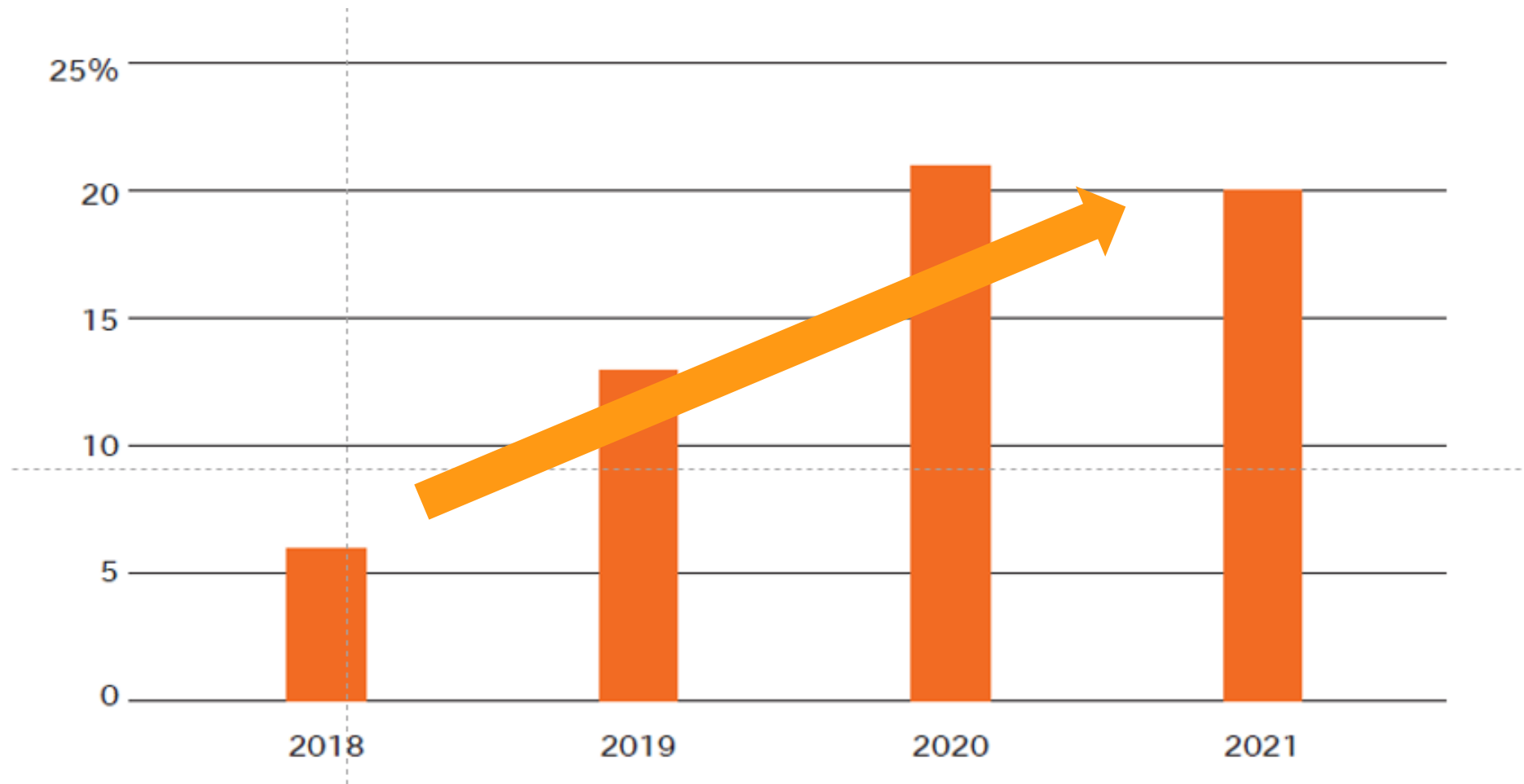
Expansion of the product range



Innovation funding and promotion



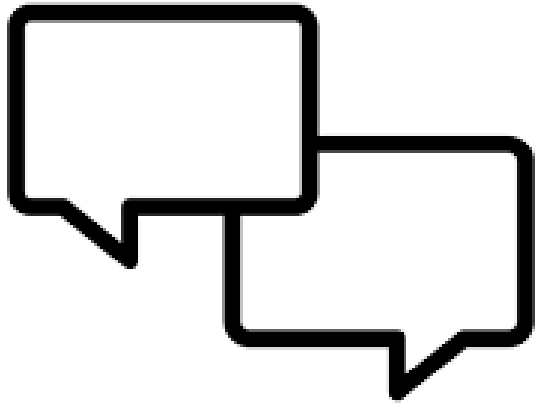
Assortment example: Growing share of plant-based alternatives in the burger range



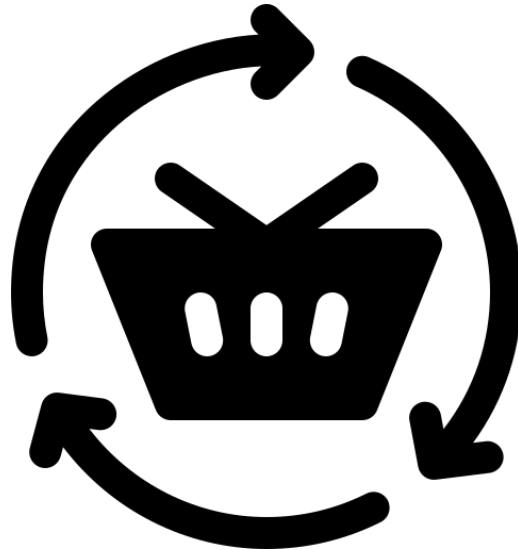
Source: LINK Institute 2022

What does this mean for the European food value chain?

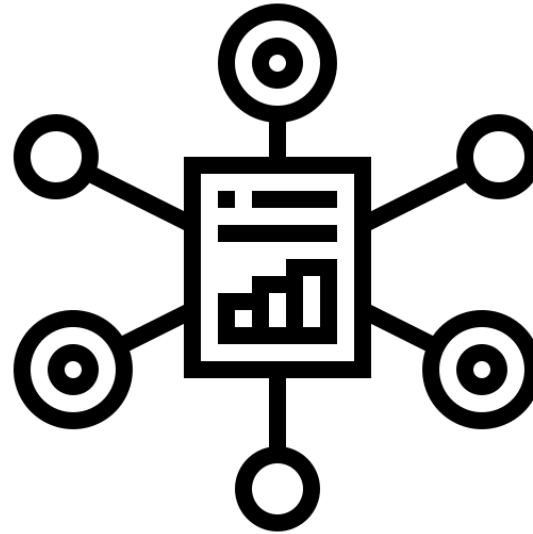
Encourage dialogue



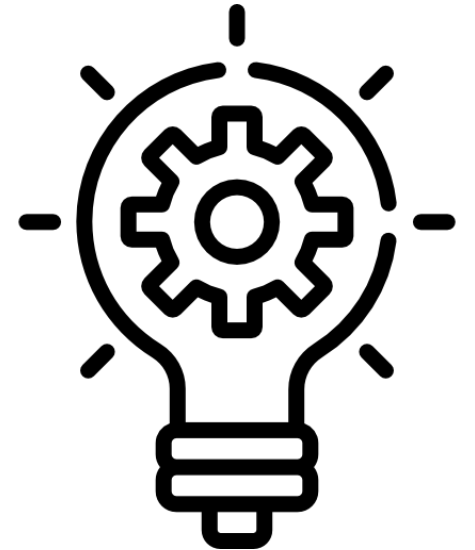
Aligning with consumer needs



Adjusting framework conditions



Remain innovative



Secure long-term value creation with sustainable added values



**Emission reduction, animal welfare
and Regionality**



**Regionality, transparency and
impact reduction**



Thanks for your attention

