



# THIS WAS THE DONAU SOJA FOOD DAY 2022

## The Plant-Based Revolution

Future Opportunities for European Farmers and Producers

**Over 200 participants from 23 countries** followed our invitation and got together in the beautiful setting of the Hotel InterContinental Vienna on 30 September 2022. We are more than overwhelmed by the tremendous interest, all the encouraging feedback, and the moving speeches and discussions on stage.

We are especially proud that apart from our loyal and ambitious members and partners, **many new faces** have joined the event and brought fresh perspectives and opinions into the discussions.

The event teamed together **the whole value chain**: from agricultural producers, industry experts, producers of plant-based ingredients and final products, European retailers, "Plant-Based Food" associations as well as food trend experts at one place.



We are in the middle of a **plant-based food revolution**. New trends create new opportunities. The industry is and will be re-inventing itself and heading towards more natural, clean-labelled, and regional plant-based products. With last week's event, we have put European crop production in the focus of the discussion: opportunities for farmers and what has to be done on a European level to support farmers, businesses, and consumers on the journey towards plant-based diets.

Food Trend Expert **HANNI RÜTZLER** in an inspiring keynote speech allowed us a glance on what and how we are going to eat in future. Sustainable food production and consumption, as well as "The New Glocal" are leading trends that will and are already shaping our eating habits.



Representatives of the major European **PLANT-BASED FOOD ASSOCIATIONS** joined Matthias Krön (Donau Soja President & Author) on the podium and revealed how European farmers can contribute to making plant-based food part of our daily diet, but also how farmers must be supported to be able to supply high-quality and sustainable produce also in the future.



**KRISTAL GOLAN** gave an insight into the New Protein Solutions division at **BAYWA** through which BayWa makes an active contribution to sustainably securing tomorrow's protein supply. BayWa operates as a link between agricultural production, food processing and food retailing.



**SALOME HOFER** showcased how Swiss retailer **COOP** leads the movement with their strategic approach by offering a wide range of plant-based products and generating customer insights.



**CHRISTOPH WIEMER** (Fields of Europe) spoke about the path to certified supply chains for plant-based foods and shared a fresh vision for the future. He officially introduced the Donau Soja **MULTICROP** Plant-Based Food Standard Initiative and called for businesses to join the initiative.

Besides soya, also other legumes such as faba beans show high potential for innovative products in the plant-based segment. **NUTRIS** built up a high-tech production site for faba beans in Croatia, offering opportunities for a large number of family-owned farms in the region, as presented by **ZVONIMIR SEDLIC**, chief executive officer and founder of NutriS. **JOVANA DJISALOV** from **DONAU SOJA** introduced a new promising collaboration between the Donau Soja Organisation and NutriS.



Donau Soja partners **OJAH, ALFABIO** as well as **BARENTZ** went on stage to share their best practices and discuss their experiences with the plant-based revolution in the agri and food industry. The audience followed the invitation by moderator Axel Grunt to raise their questions to the podium and join the vivid discussion.



**KLAUS PALMETZHOFFER**, Executive Director of Donau Soja, and **MATTHIAS KRÖN**, President of the Donau Soja Association, closed the Donau Soja Food Day 2022 and the 10-Years-Anniversary with a review on previous achievements and an outlook on the challenges ahead of us.

A special big **THANK YOU** goes out to our numerous **SPONSORS**, who made this event even possible!

