

DONAU SOJA

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Donau Soja General Assembly sets the pace for Europe's Protein Transition.

Vienna, 22 September 2025 - Donau Soja convened its General Assembly and Networking Event on 4 September 2025 at the Urania in Vienna, bringing together policy and industry leaders to discuss how Europe can build resilient, deforestation-free soya value chains in the region and close the continent's protein gap.

More than 110 decision-makers and experts from over 20 countries joined the event, bringing together stakeholders across the entire value chain – from soybean breeders, processors and crushers to scientists, innovators, producers and retailers. The afternoon panel "Why we need a European Protein Strategy" featured the European Commission's Laurent Mercier alongside Donau Soja President Matthias Krön.

"Europe needs a holistic protein approach spanning research and innovation, market development and Member State action," said Laurent Mercier Market Officer for protein crops and plant-based protein – European Commission. "Legumes must be part of the solution across feed and food, with integrated value chains that reward sustainable production."

"Our strategy is clear: scale up European soya and other legumes, create stable markets, and ensure a level playing field for farmers and processors," said Krön. "This is about reducing dependency while strengthening rural value creation across Europe."

At the General Assembly, Aurélie Tournan, General Manager of Donau Soja presented the organisation's roadmap for the coming years. She outlined how Donau Soja will build on its established position as a driver of Europe's Protein Transition.

"In a world of climate change and trade uncertainty, Europe must build its own protein resilience," said Tournan. "Our 2035 vision is to move the European continent decisively towards 50% self-sufficiency in soya and other legumes – by boosting regional production, cutting avoidable overconsumption and rewarding regional, deforestation-free supply chains."



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Donau Soja is a European, multi-stakeholder, not-for profit membership organisation supporting the European Protein Transition with a particular emphasis on sustainable European non-GM soya production. It is based in Vienna, with regional offices in Serbia, Ukraine and Moldova. More than 330 members in 33 countries, 866 certified partners and 24 European governments have joined forces with a common vision.