

PRESS RELEASE – ANNOUNCEMENT

International Non-GM Soy Conference on the Future of GMO-Free Food Systems

Frankfurt/Vienna, 29 October 2025 – ProTerra Foundation and Donau Soja Organisation, two of Europe's leading organisations in the non-GM and sustainable soy sector, invite participants to the **Non-GM Soy Conference 2025** taking place on **4 November 2025** in Frankfurt am Main. Experts from trade and industry will discuss current market developments, new regulatory frameworks, and strategies to strengthen GMO-free and sustainable value chains in Europe and worldwide.

With less than 10 days remaining before the event, the conference sends an important signal of vitality for the European non-GM sector. In times of increasing geopolitical uncertainty, regulatory change, and growing sustainability requirements, the sector demonstrates both strength and cohesion. Robust standards and reliable certification systems remain crucial to ensure trust, transparency, and stability in volatile markets.

This year's discussions will focus on how Europe's agricultural and food industries can secure the supply of GMO-free raw materials in the face of global crises and rising sustainability demands. In addition to political developments surrounding new genetic technologies (NGTs), the conference will highlight current market trends, consumer expectations, and innovations across the entire value chain – from breeding and processing to retail.

High-Level Speakers from Business, Science and Civil Society

The conference programme includes three thematic sessions featuring presentations, short statements, and a panel discussion.

The event will be opened by journalist **Dr Tanja Busse**, who will moderate throughout the day. Following the welcome address by **Alexander Hissting**, Managing Director of the Association Food without Genetic Engineering (VLOG), **Robert Suter** (ISEAL) will open the first session with a presentation on the latest regulatory developments and their impact on the Non-GM sector.

The second thematic block will focus on **sustainability standards and their contribution to credible supply chains**. **Emese van Maanen** (ProTerra Foundation) and **Susanne Fromwald** (Donau Soja Association) will discuss traceability, non-GMO certification, and links to due diligence requirements. Further insights into **regional dynamics in feed supply chains** – between Brazil, the EU, and Ukraine – will be provided by representatives from **ADM Straubing**, **Bunge**, **Caramuru Alimentos**, and **Astarta Kyiv**.

Panel Discussion: Between Fashion and Real Impact – How Sustainable Is “Non-GMO” Really?

The afternoon will focus on global availability of non-GMO raw materials, featuring the latest market data and analysis. Presentations by **Tom Boots** (Bunge), **Bertalan Kruppa** (Donau Soja Organisation) and **Daniele Marcomin** (Agriholism/Oleificio San Giorgio) will highlight trends and challenges in global sourcing.

In the subsequent panel discussion, speakers from production, trade, and consumption – including **Will Schreiber** (Retail Soy Group), **Claudia Brill** (QS Qualität und Sicherheit GmbH), **Alexander Hissting** (VLOG), and **Leif Kjetil Skjæveland** (Skretting) – will debate whether the sector is primarily driven by marketing or by genuinely sustainable business models.

Key Platform for the Non-GMO Sector

The **Non-GM Soy Conference 2025** provides a unique platform for decision-makers across the entire value chain – from agriculture to retail. Topics such as transparency, traceability, sustainable sourcing, and credible consumer communication will be central, alongside emerging requirements from policy and markets.

The conference is jointly organised by **Donau Soja** and the **ProTerra Foundation**, two leading European organisations promoting sustainable and GMO-free soy production.

The full programme and registration details are available at:
www.nongmomarket.com

Non-GM Soy Conference 2025

Date: 4 November 2025

Venue: Crowne Plaza Congress Hotel, Lyoner Strasse 44–48, 60528 Frankfurt am Main

Further enquiries and interview requests:

Alexander Mühr (he/his)

Director Marketing & Communications, Donau Soja

Wiesingerstrasse 6/14, 1010 Vienna, Austria

Mobile +43 664 889 612 98



Email muehr@donausoja.org or presse@donausoja.org

Website www.donausoja.org

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.

The **ProTerra Foundation** is a not-for-profit organisation that advances and promotes sustainability at all levels of the feed and food production system. Commitment to full transparency and traceability throughout the supply chain and concern for corporate social responsibility and the possible detrimental impact of agricultural activities on ecosystems and biodiversity are at the heart of everything we do.