



WITH FUNDING FROM
AUSTRIAN
DEVELOPMENT
COOPERATION



DONAU SOJA ASSOCIATION



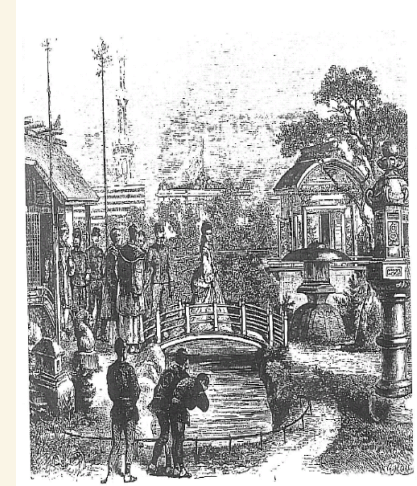


WHY „DONAU SOJA“?

LET'S START AT THE BEGINNING

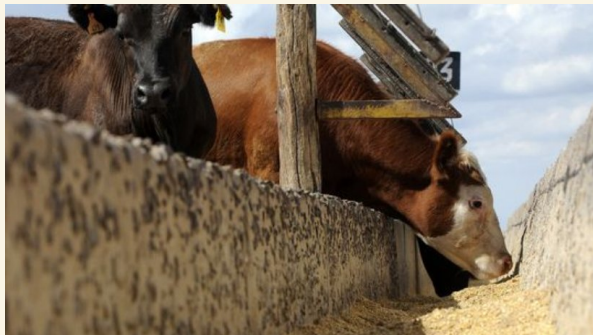
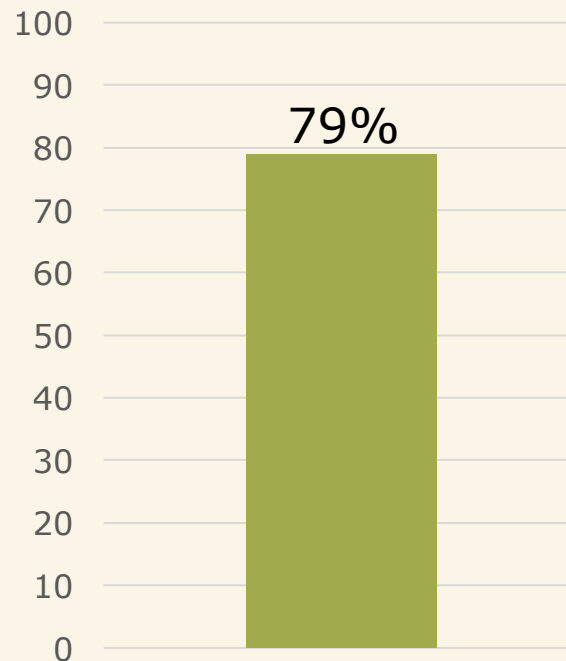


A SHORT HISTORY OF SOYA BEANS

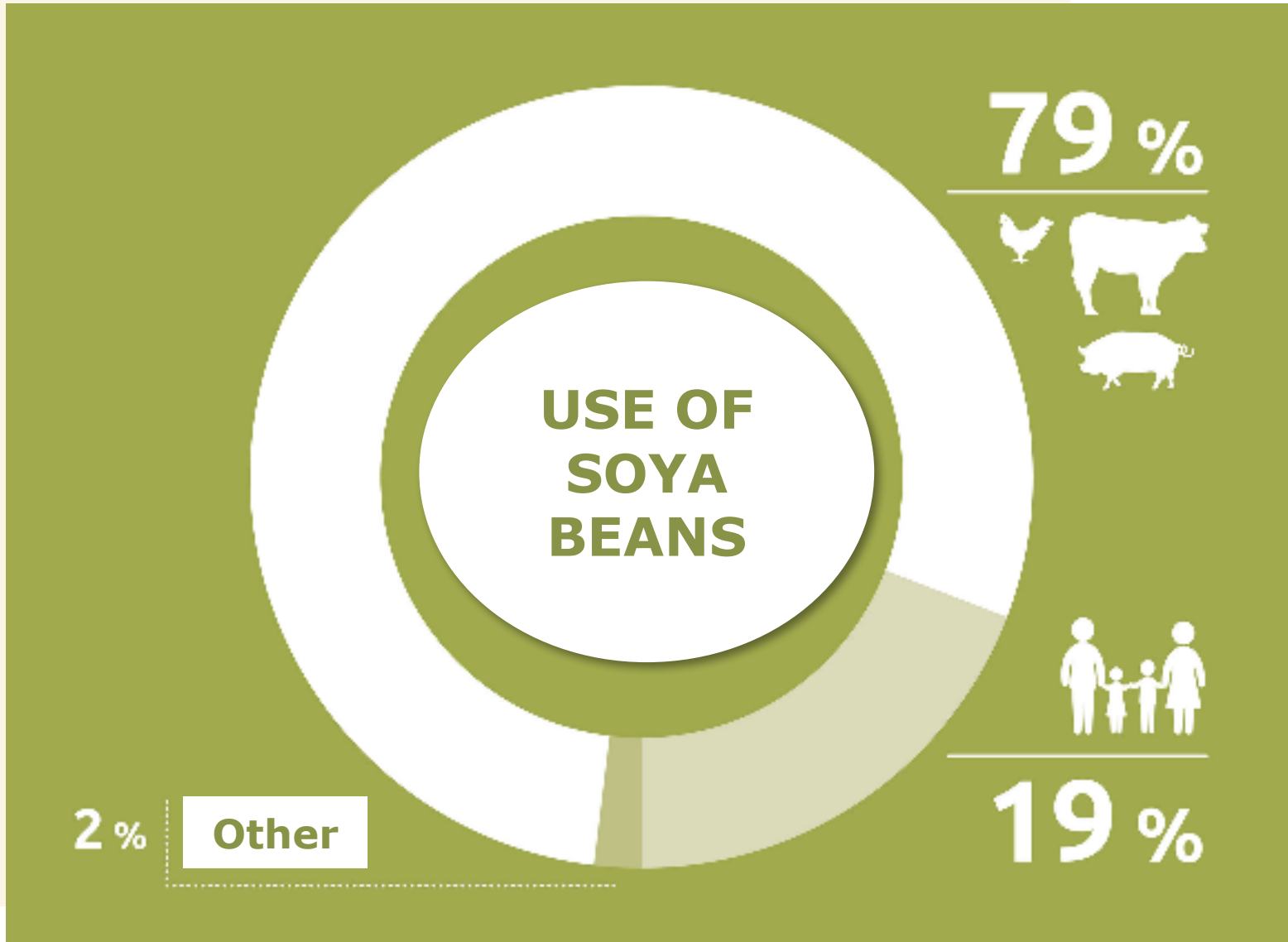


Take a guess..

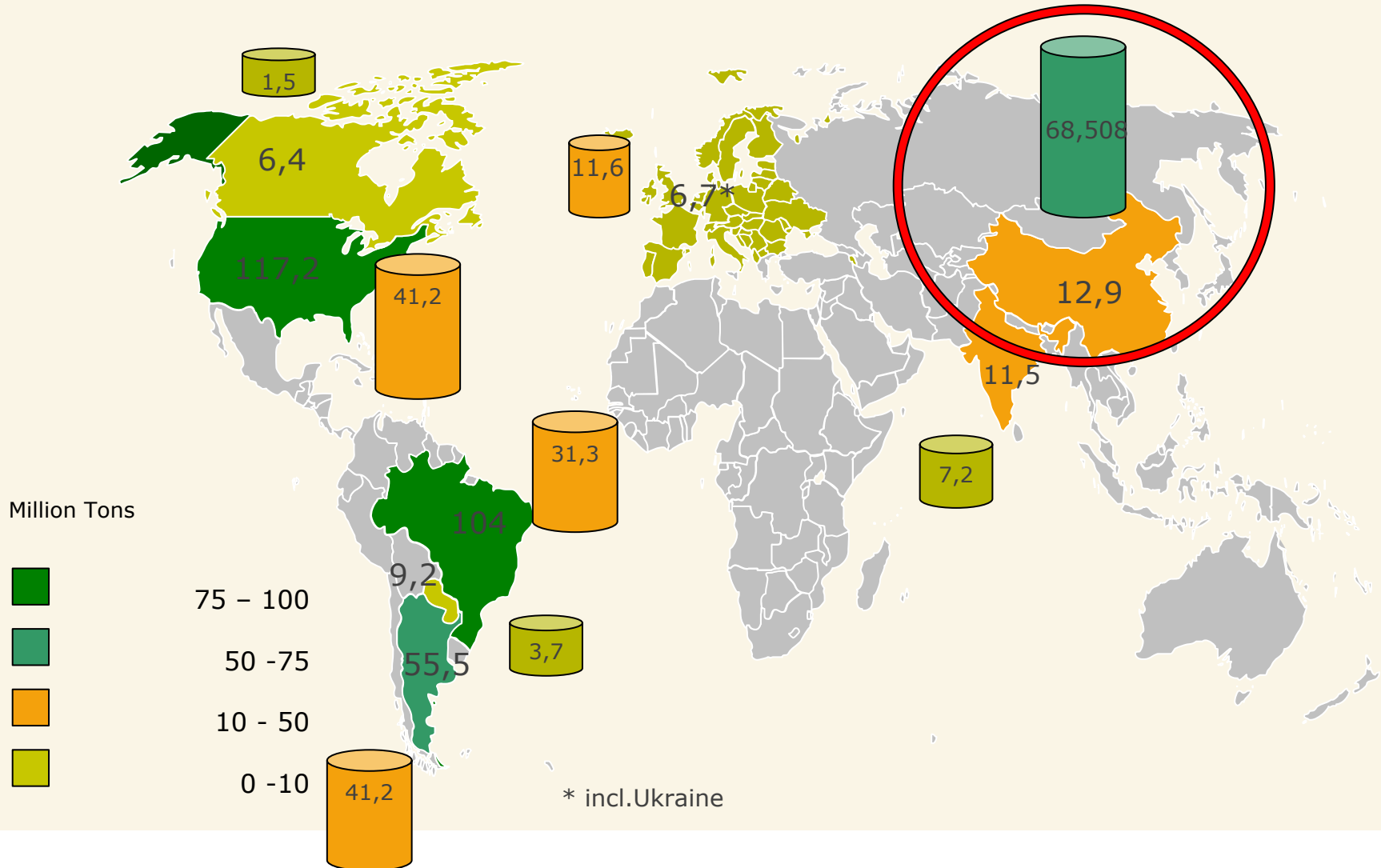
*What is the %-share of soya beans used for **feed**?*



79% OF SOYA BEANS USED FOR FEED



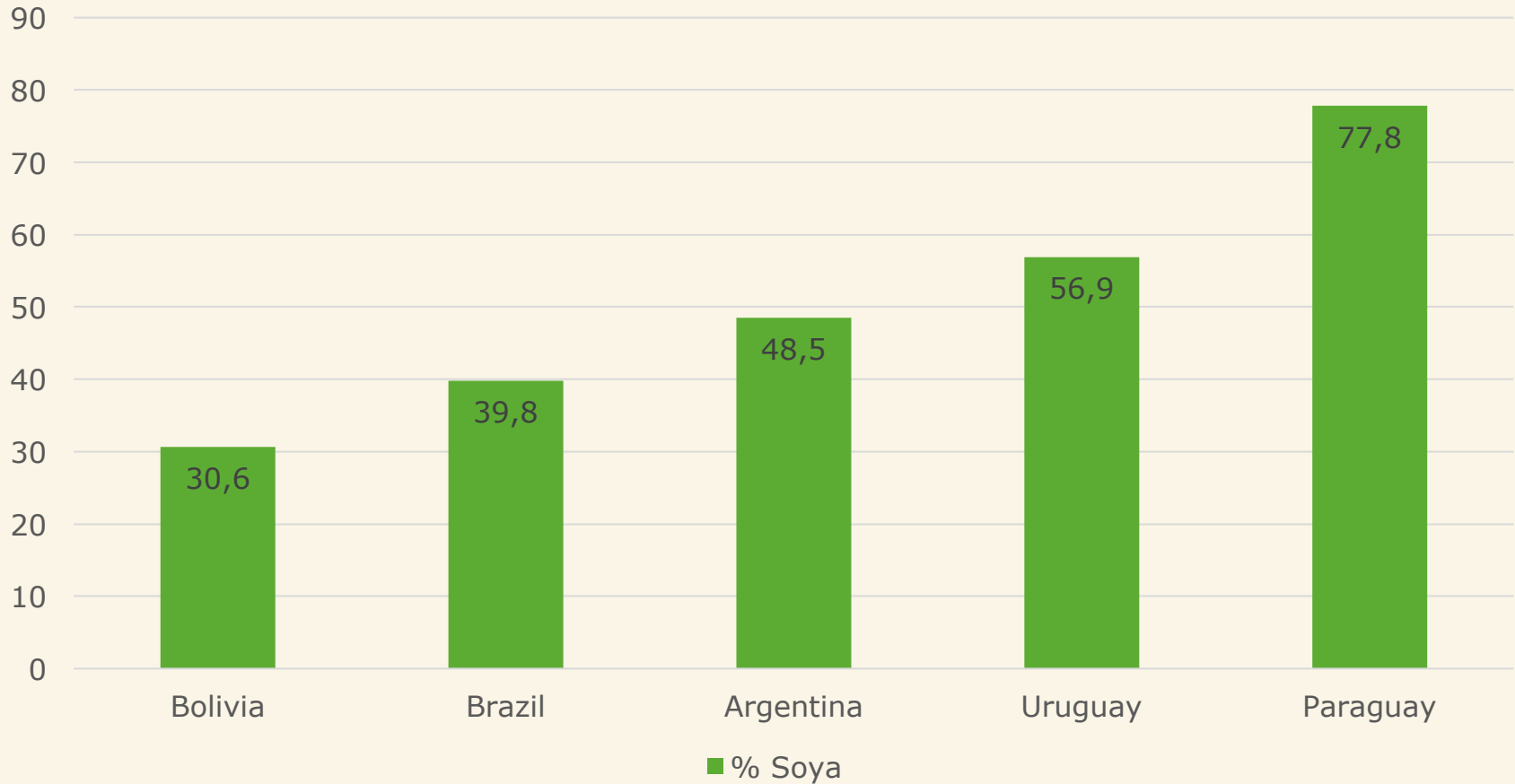
SITUATION WORLDWIDE



% SOYA OF TOTAL CULTIVATION AREA (Data from 2014)



% Soya



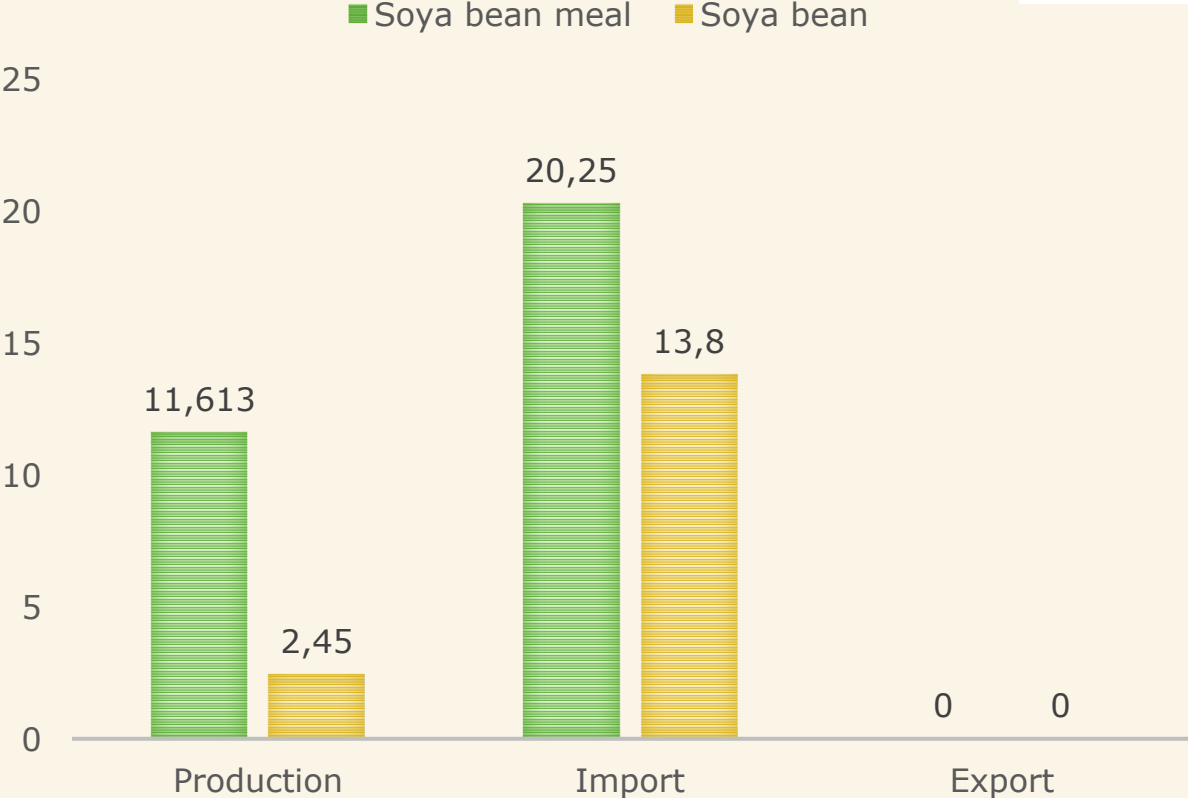
SITUATION IN EUROPE



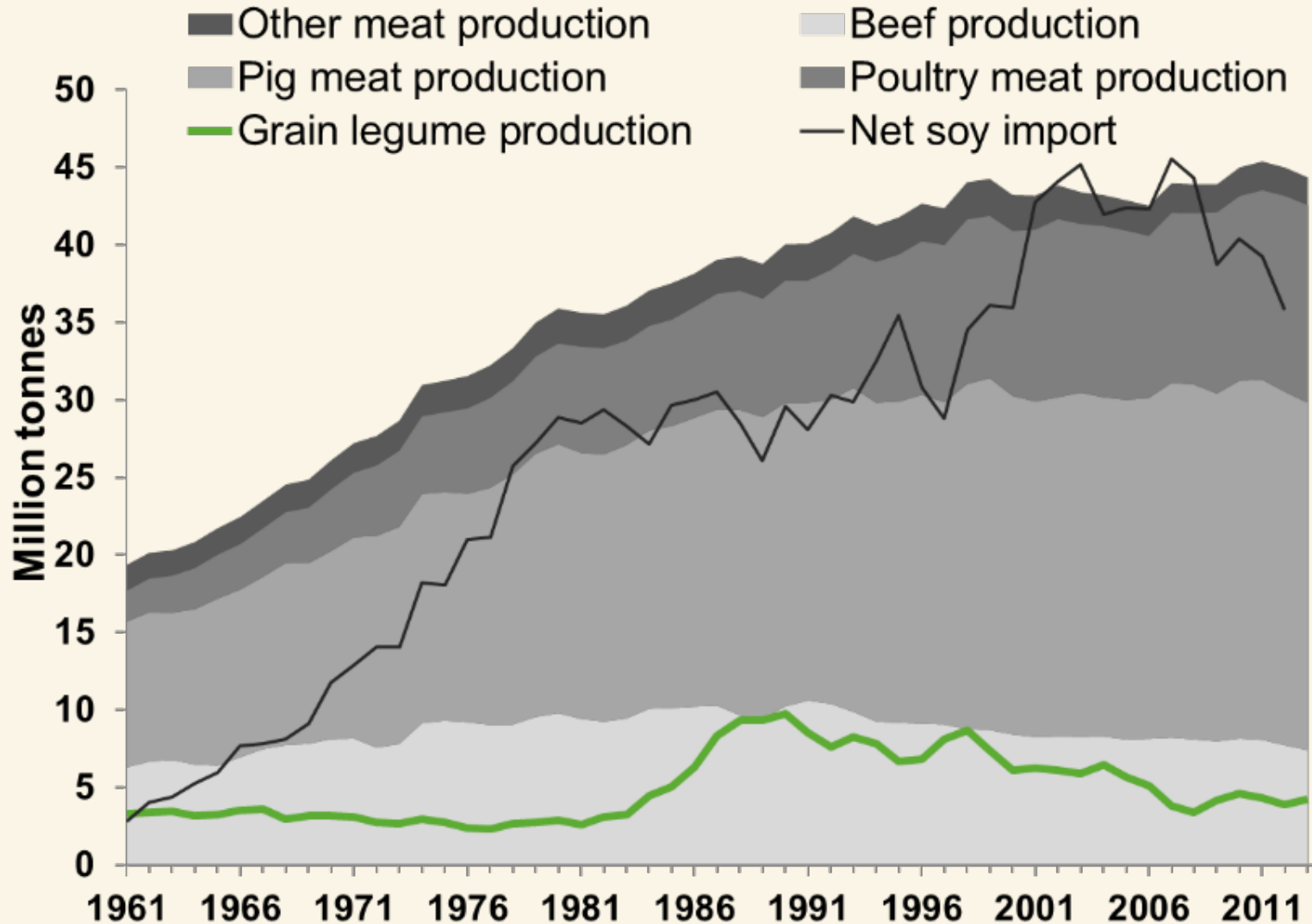
16 **MILLION**
HECTARES

IN NORTH & SOUTH AMERICA ARE
DEDICATED TO SOYA BEANS THAT
ARE EXPORTED TO EUROPE

SITUATION IN EUROPE



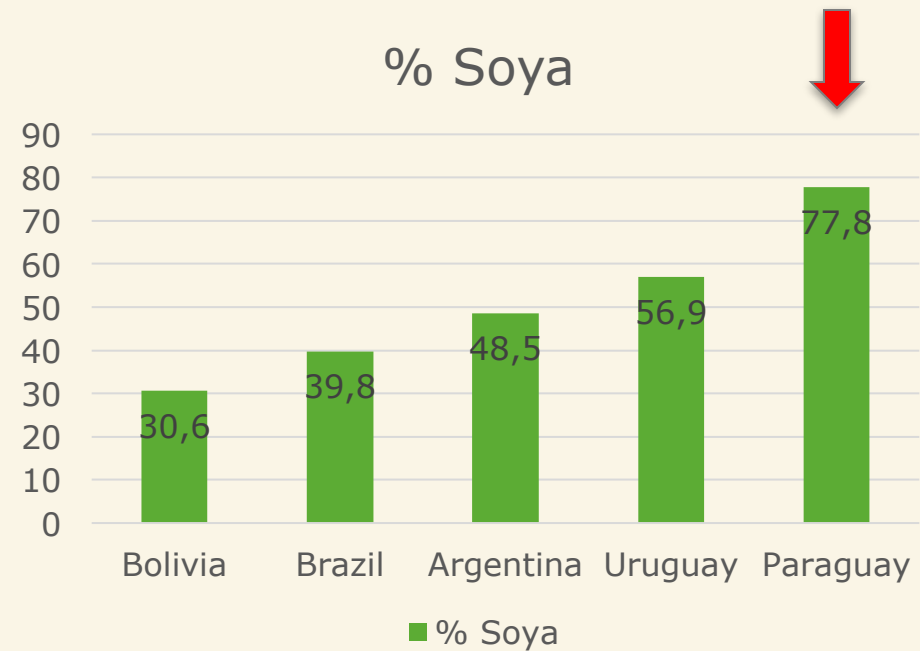
SITUATION IN EUROPE



WHY SOYA FROM EUROPE?



DO YOU REMEMBER PARAGUAY?



DIVERSITY IN CROP ROTATION



Adding legumes in crop rotation
improves soil quality and
reduces use of pesticides

DIVERSITY IN CROP ROTATION



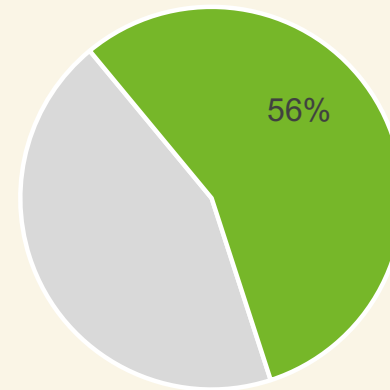
Current % of crops
that are soya

2%

5%



European demand



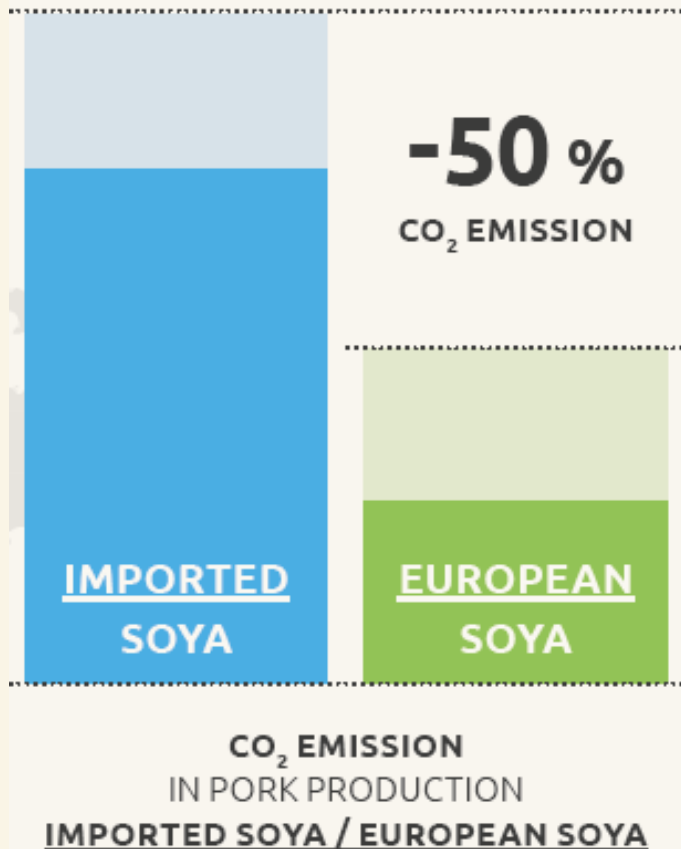
■ covered

5% would supply 56% of European demand

SAVING CO2 EMISSIONS

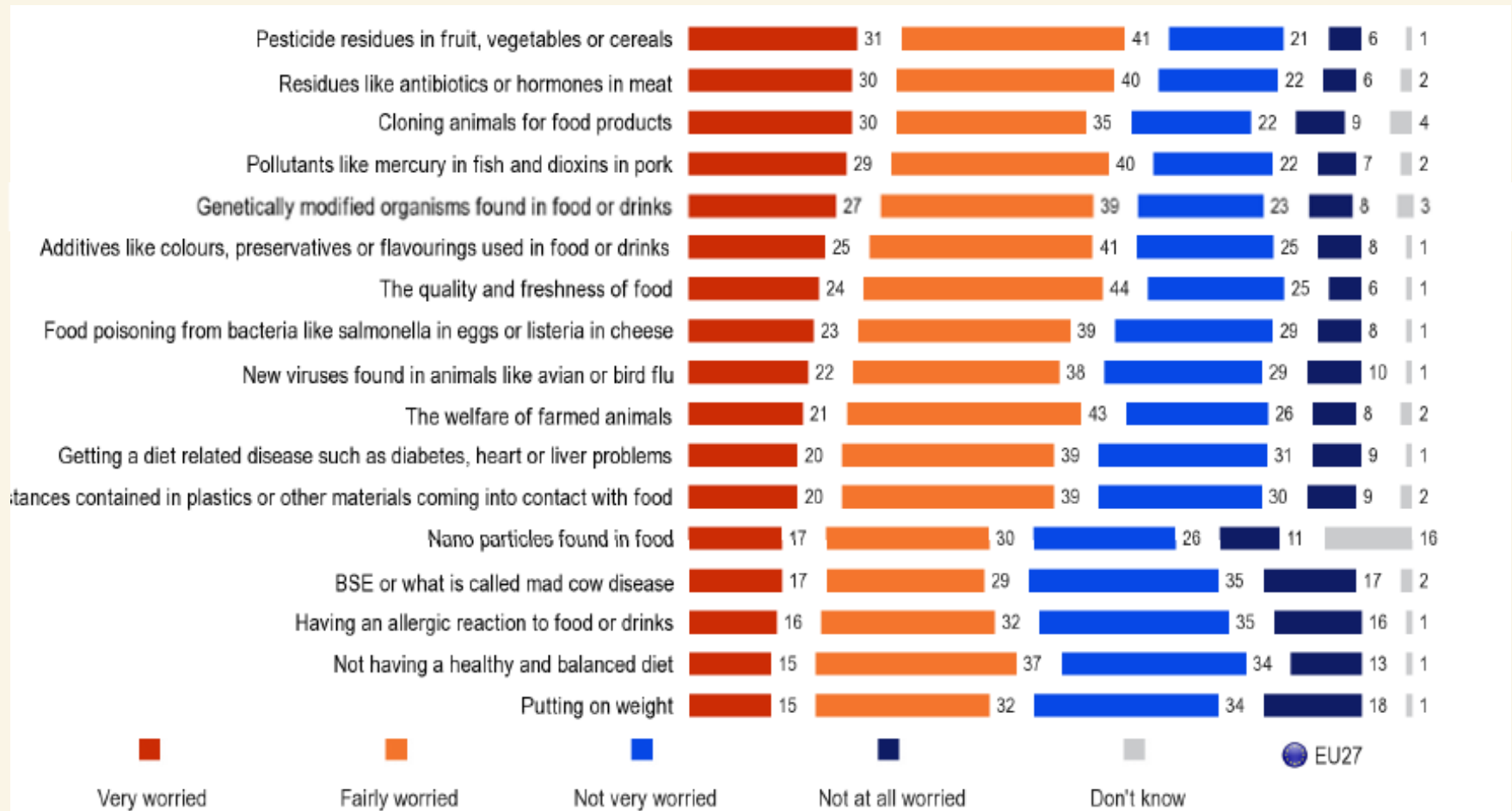


1 KG PORK FED WITH

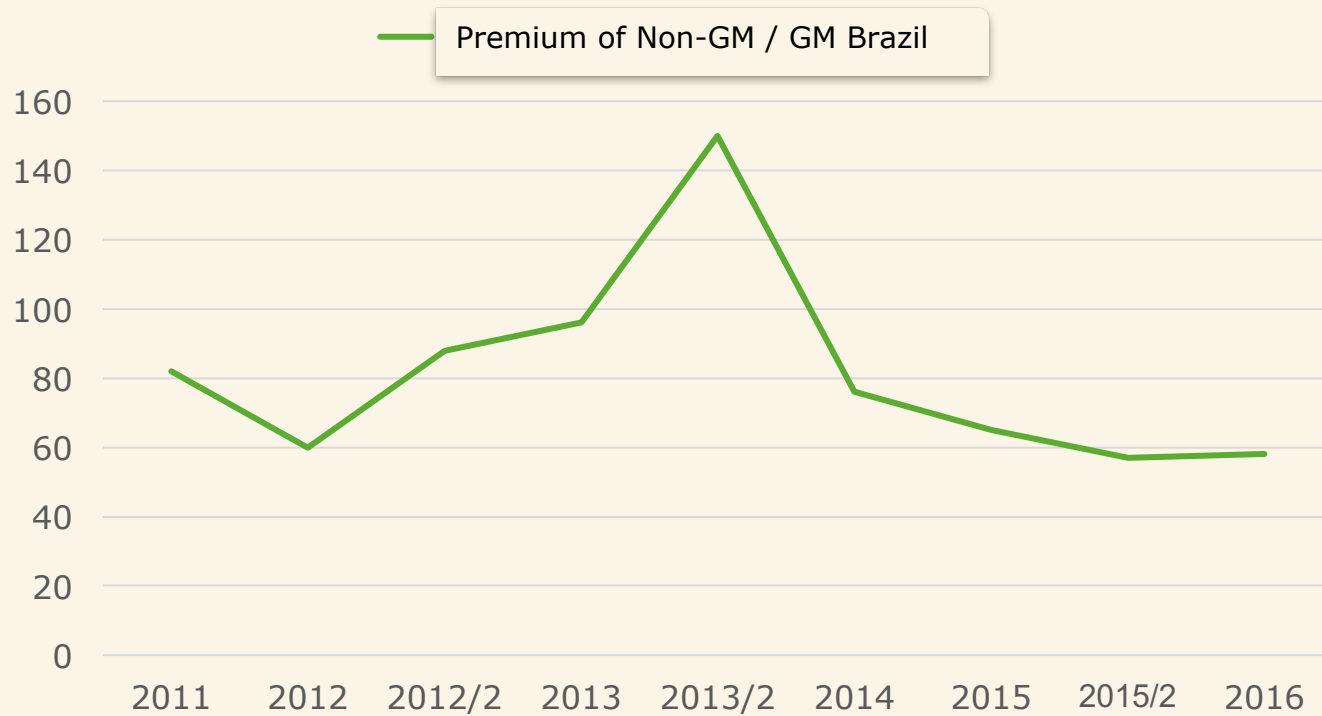


Imported Soya -> Regional Soya
reduce 50% of CO₂ emission
(~1.1 mio. tons CO₂ / year)

REJECTION OF GMO IN EUROPE



NON-GM PREMIUM





SO, WHY „DONAU SOJA“ NOW?



BECAUSE WE FOUND OUT ...



Europe is highly dependent on soya imports



Lack of soya in Europe's agriculture and hence in Europe's crop rotation



Value added is lost in Europe



For GMO-free agriculture, investment in local production is needed



We have the resources and the know-how for high-quality non-GMO soya in Europe



**HOW DO WE WANT TO SEE
„OUR WORLD“?**



SCIENCE

+++ BREAKING NEWS +++ BREAKING NEWS +++ BREAKING NEWS +++ BREAKING NEWS +++

Die Presse am Sonntag

FREI SEIT 1843

SONNTAG, 10. MARCH 2035 /// DIEPRESSE.COM /// PREIS 4,20 EURO /// NR. 168.013

Donau Soja association made the impossible possible: 99,99% of the local soya demand sourced in Europe! GMO-free!

Starting in 2011 in Vienna with only two people –Matthias Krön and Ursula Bittner – Donau Soja Association turned Europe's agriculture upside down!

By Hugo Portisch junior

When the association was founded, Europe faced a huge challenge! A tremendous dependency on soya imports from South America. 40 mio. tons were imported every year – and worst part: it was not GMO-free-Soya! With its labeled

products, the association could create awareness for the importance of GMO-free products in Europe. Ursula Bittner, General secretary of the Association: „When we started in 2011, the first thing we did was, to“ - Read more on page 2

AND, HOW TO GET THERE?

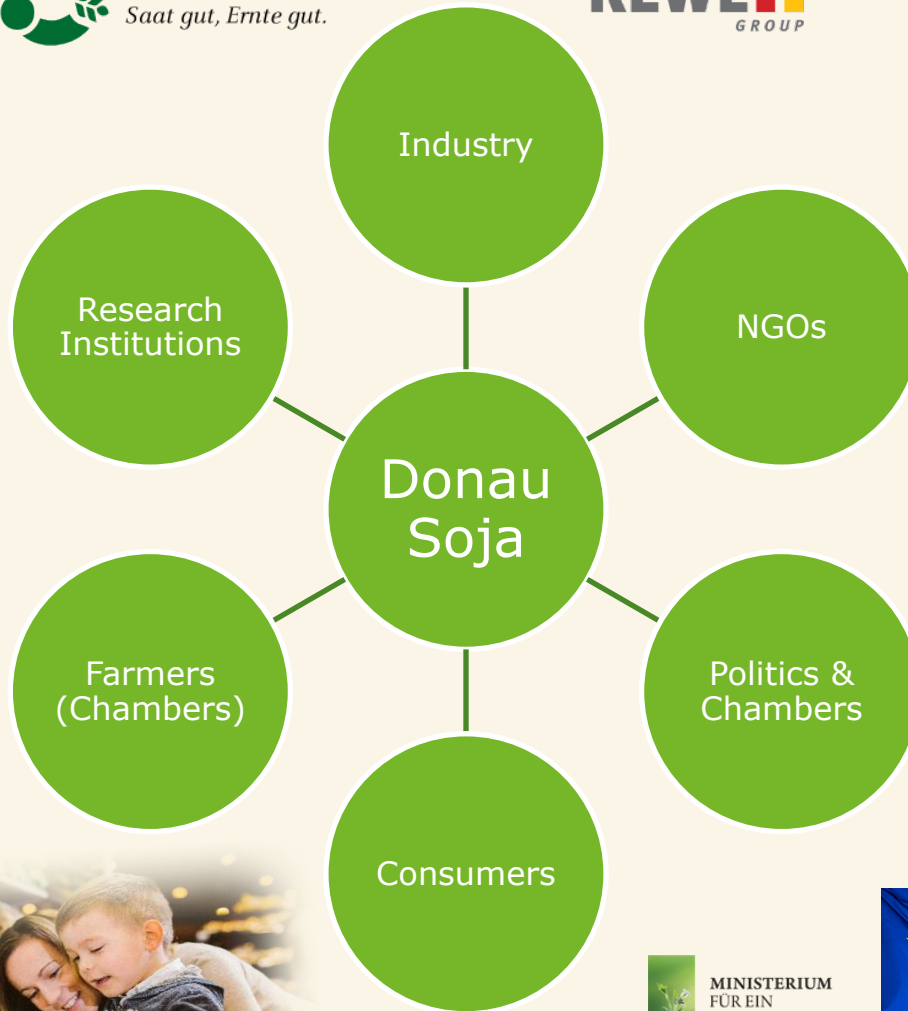


HOW TO CHANGE AN ECONOMIC SYSTEM



- 1** Align all important stakeholders
- 2** Define the core idea and concept of „Donau Soja“
- 3** Setup a highly motivated team of working group of the association
- 4** Define the brand and quality standard
- 5** Create the organisation structure and the go-to-market plan

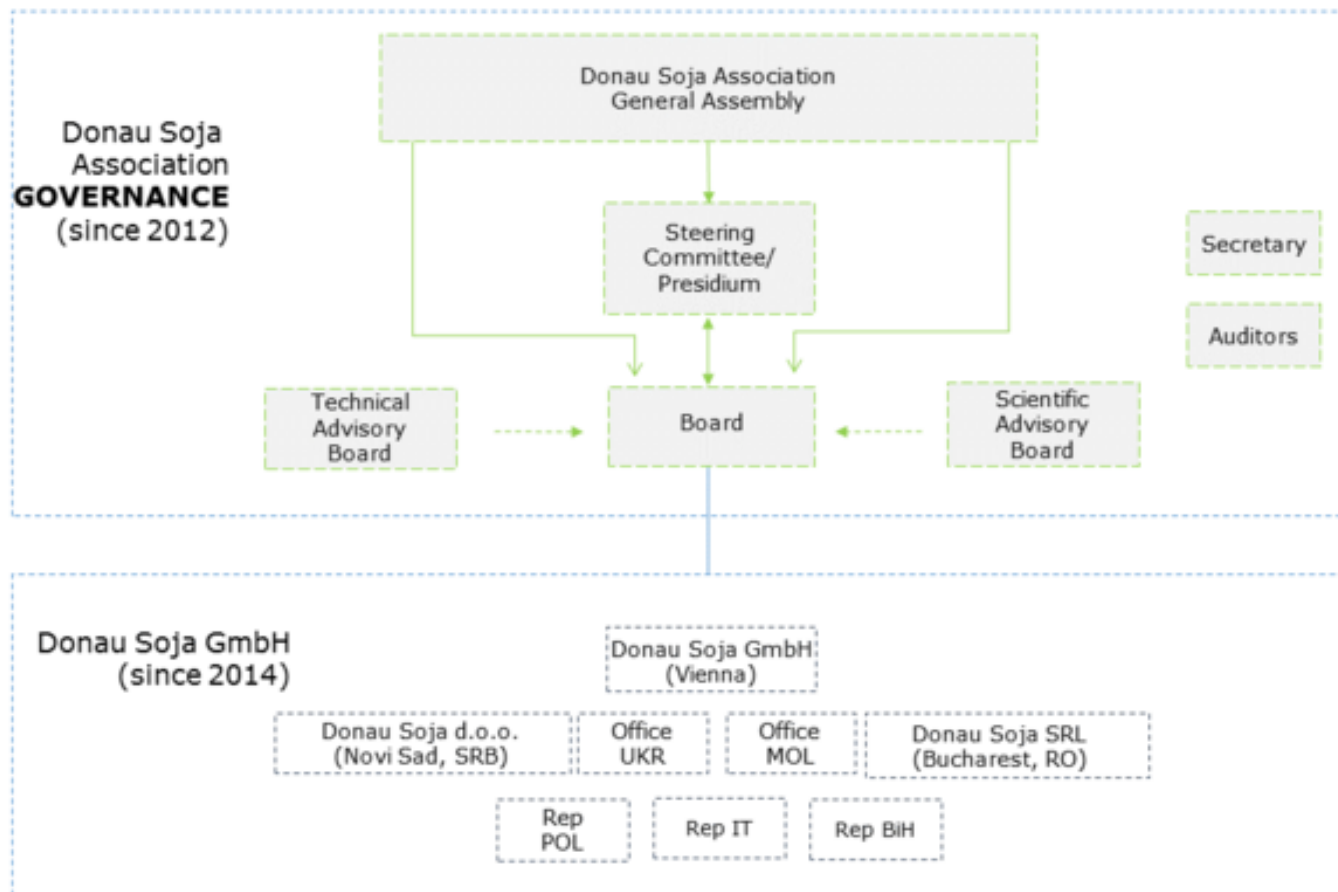
DEFINE STAKEHOLDERS



MINISTERIUM
FÜR EIN
LEBENSWEERTES
ÖSTERREICH



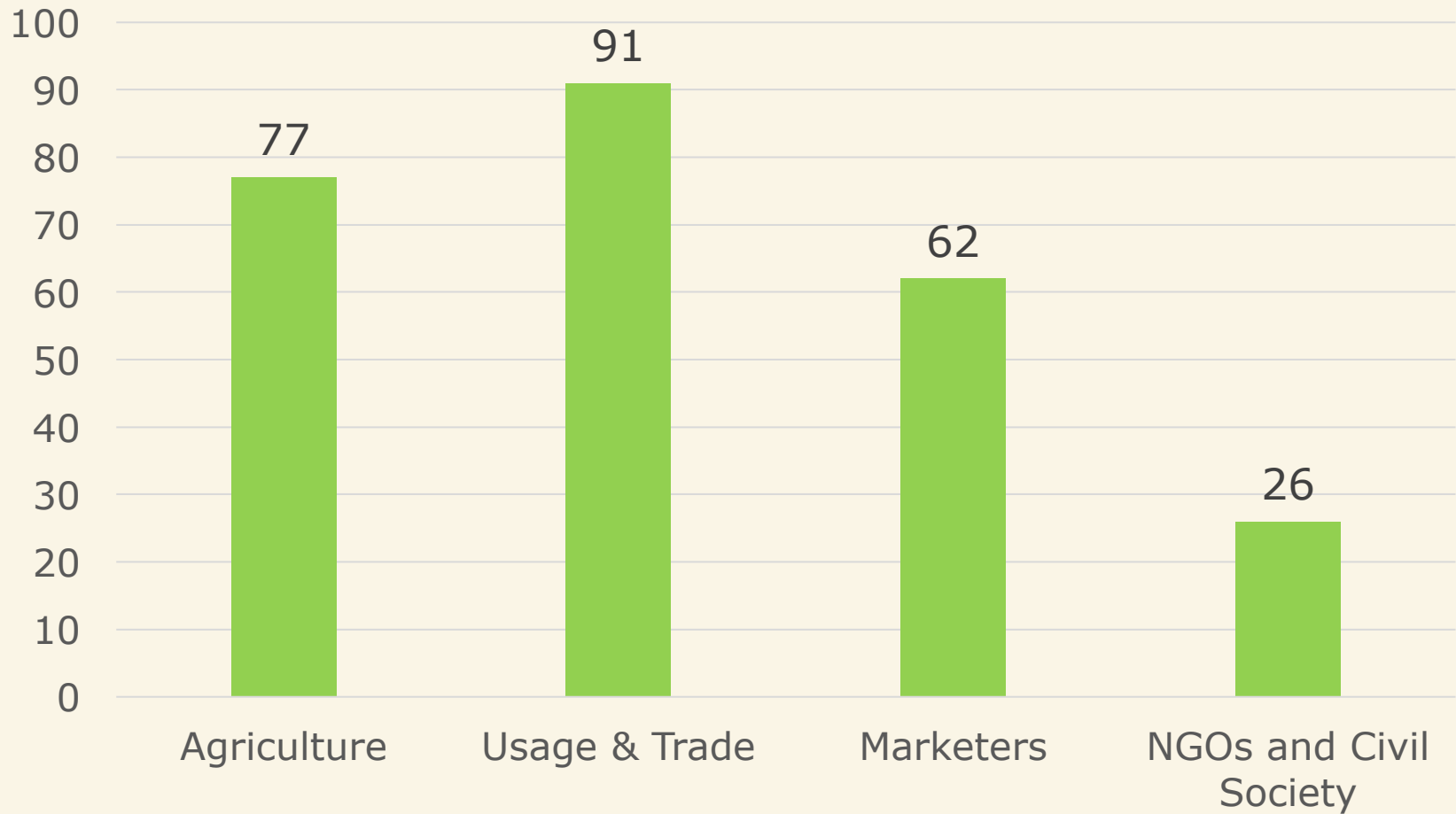
FOUND AND ESTABLISH AN ORGANIZATION





Agrarhandel Hoffmann GmbH | Agronova Ltd. | Beinhundner Klaus | Bonafarm Group | Conviva Group GmbH | Durlacher GmbH | ECO-Irigare SRL | Engel Franz | EWROL Sp.z.o.o. | Gesellschaft für Gesunde Tierernährung (GGT) | Gnaser Frischeiproduktions GmbH | Grain & Feed Chamber | Hubert Haager Neumühle | ITC Agrar GmbH | Lambrecht Josef | MagGrow Agricultural Magnetics | Makoni Proiecte SRL | Manufaba | MCS Vagohid Zrt. | Mitterer GmbH | my lab International GmbH | Saatzucht Gleisdorf GmbH | Sandmayr Alfred | SC Agro Iulia SRL | SC Agro Seed Muntenia SRL | SC Agrotirnave SRL | SC Agro-Verd SRL | SC Orgapic SRL | SC Transapicola | Schrall GesnBR | Schubert Andrea | Simic Slobodan | SOFAMA | Ukrainian Association of Producers and Processors of Soy

DONAU SOJA MEMBER



DONAU SOJA HISTORY



2011 Start of discussion

2012

- Founding Association

2014

- Foundation GmbH
- GIZ project
- Novi Sad office
- Europe Soya
- Organic Standard

2016

- Common GM-free Standard
- ADA Inception Phase
- Munich office

2013

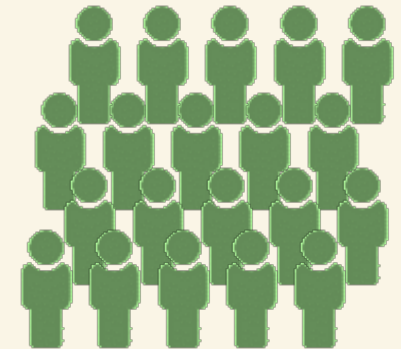
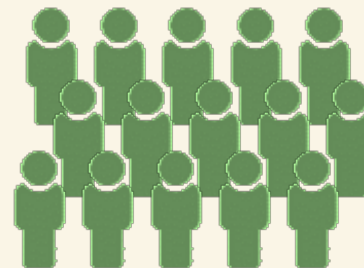
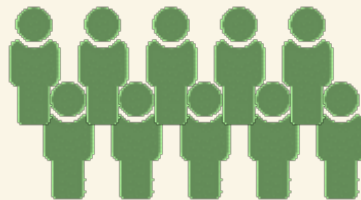
- Finalizing DS Standard
- First products
- Bucharest office

2015

- Offices in Ukraine and Moldove
- Representative offices in Poland and Italy

2017

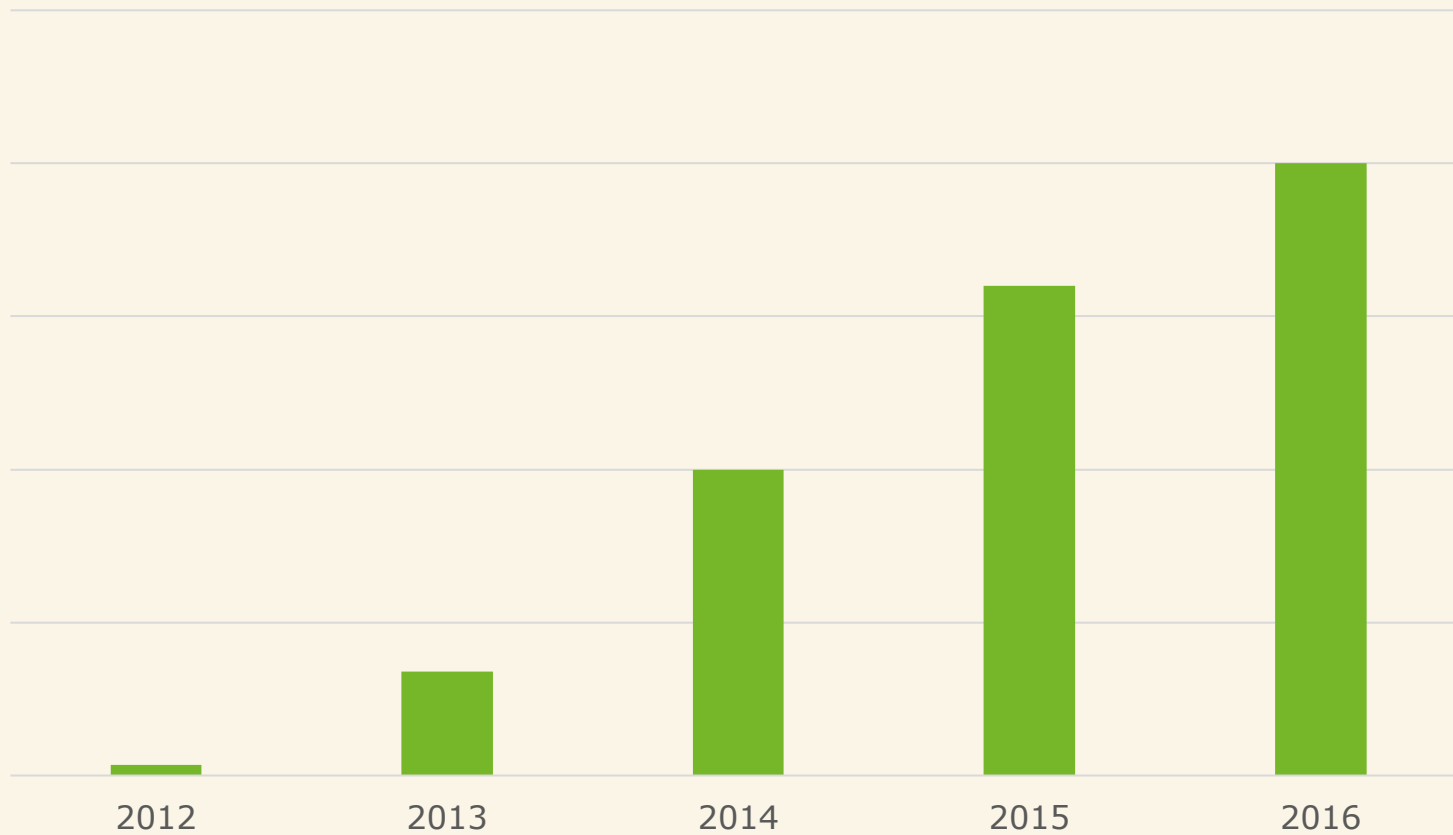
- ADA Project – Strategic Partnership 2017 – 2021
- IoT 2020



DONAU SOJA HISTORY

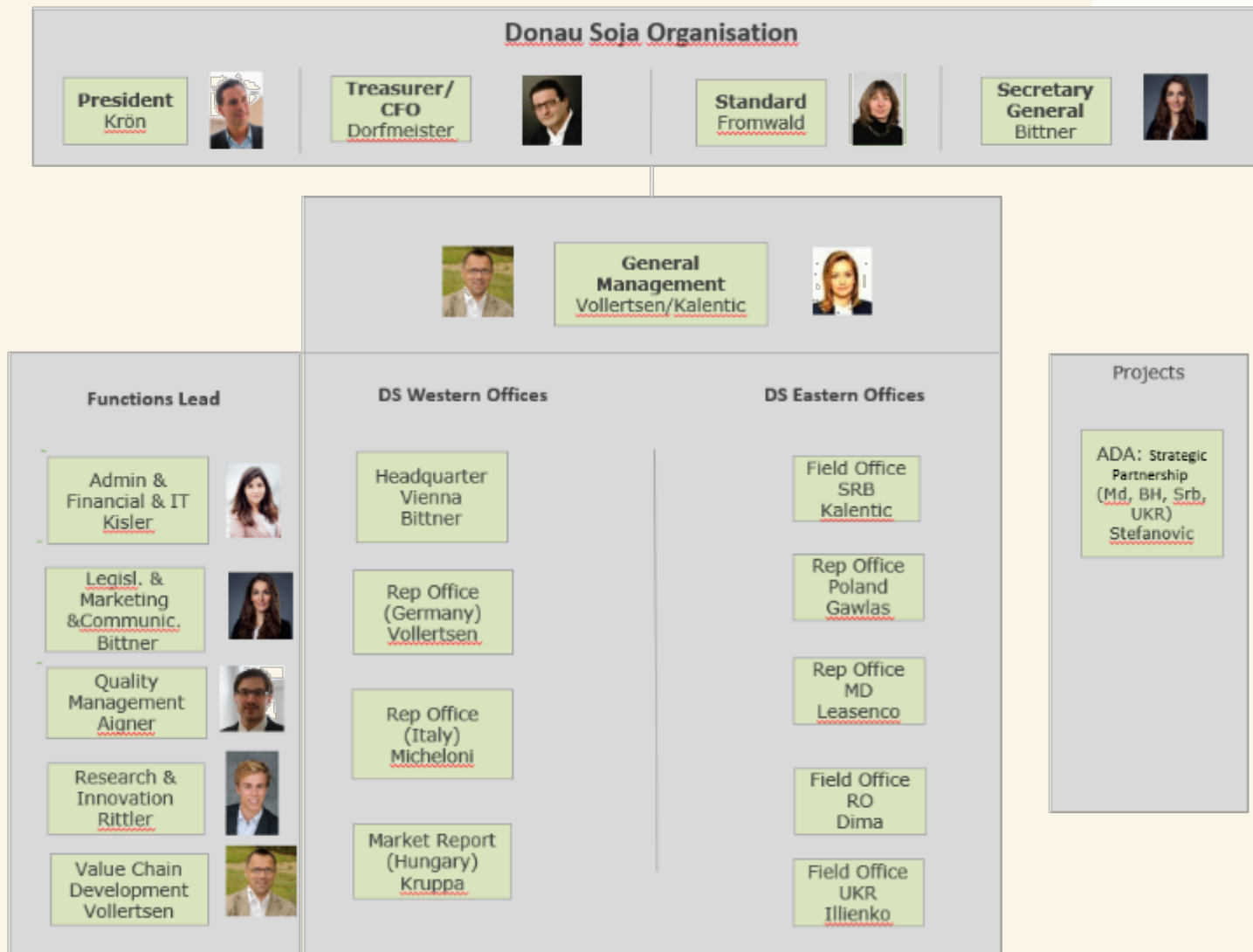


BUDGET





DONAU SOJA ORGANIZATION TODAY



WORK IN GROUPS



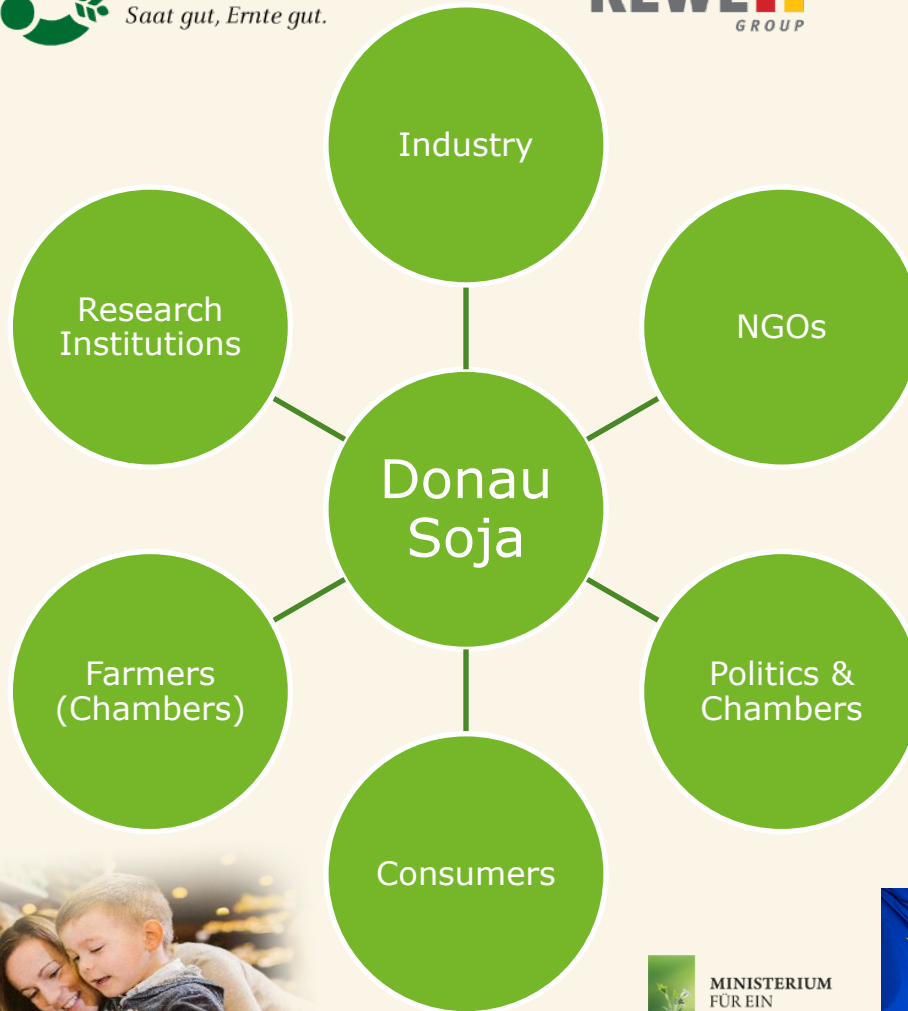
Chose one of the Stakeholder Group

Discuss:

- What is your interest?
- What do you want to see for sure in the Donau Soja Standard?
- Where can you accept compromises? In which time frame?
- What goals do you set the association and their member?

Make concrete proposals!

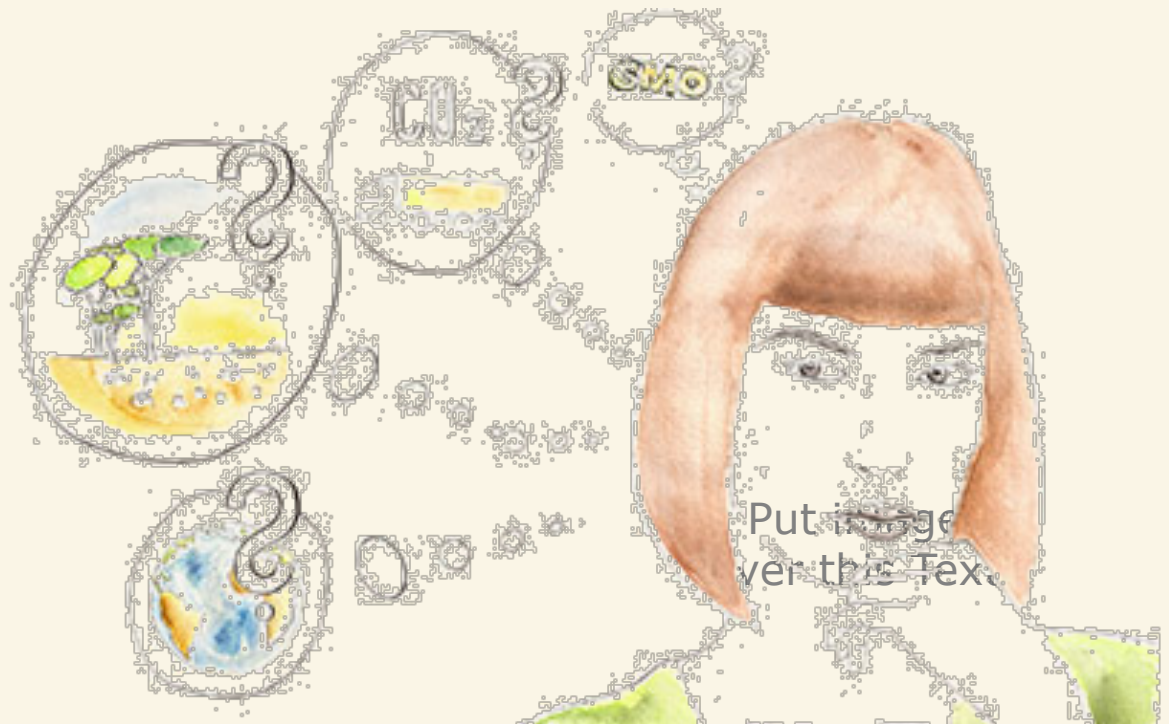
STAKEHOLDERS



MINISTERIUM
FÜR EIN
LEBENSWEERTES
ÖSTERREICH



OUR DONAU SOJA STANDARD



DONAU SOJA / EUROPE SOYA IS ...



*ORIGIN-
CONTROLLED*



NON-GMO

Non-GM
Danube
Region
Standard



*REDUCED USE OF
PESTICIDES*



*IN COMPLIANCE
WITH LABOUR &
HUMAN RIGHTS*

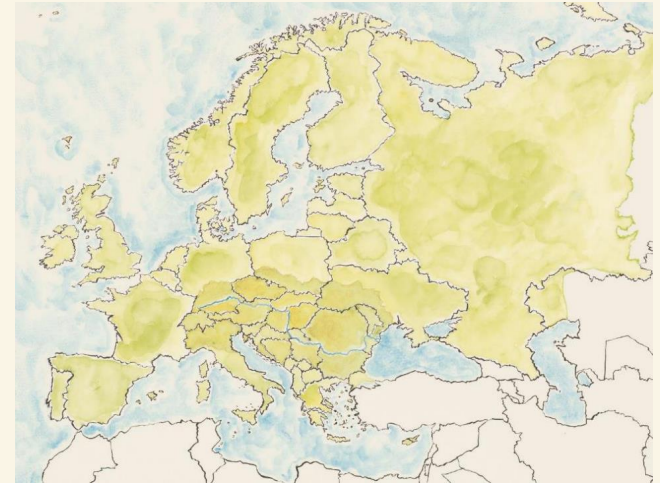


*NO DEVELOPMENT OF NEW
AGRICULTURAL LAND*

THE DONAU SOJA STANDARD



*ORIGIN-
CONTROLLED*



- Definition of the **Danube Region**
 - A lot of definition of „the“ Danube Region
- Decision:
 - Based on list of countries in the Danube river basin (ICPDR)
- Definition of **Europe Soya**

THE DONAU SOJA STANDARD



NON-GMO

- What does non-GMO mean?
- Use existing regulations to simplify the process
- Decision:
 - GM-free soya bean varieties listed in EU common catalogue / national catalogue
 - **GM-free labelling under Donau Soja program** based on the production, inspection and labelling guidelines as established by ARGE, VLOG and from 2016 Non-GM Danube Region Standard

THE DONAU SOJA STANDARD



REDUCED USE OF PESTICIDES

- Ongoing discussions and stakeholder processes with industry and environmental NGOs
- Decision:
 - **EU Legislation** (inspections on illegal pesticides)
 - More restrictions over time as no desiccation from 2016
 - **Establishment of manuals** to promote crop rotation and less use of pesticides (best agricultural practices)
 - **Monitoring program** (residues heavy metal, salmonellas, pesticide and GMOs) included in the supervisory inspection

THE DONAU SOJA STANDARD



*IN COMPLIANCE
WITH LABOUR &
HUMAN RIGHTS*

- Define social component and communicate its importance
- „Fairtrade“ approach
- Decision: Compliance with EU-wide and international regulations on **labour and human rights** (ILO labour standards)

THE DONAU SOJA STANDARD



*NO DEVELOPMENT OF NEW
AGRICULTURAL LAND*

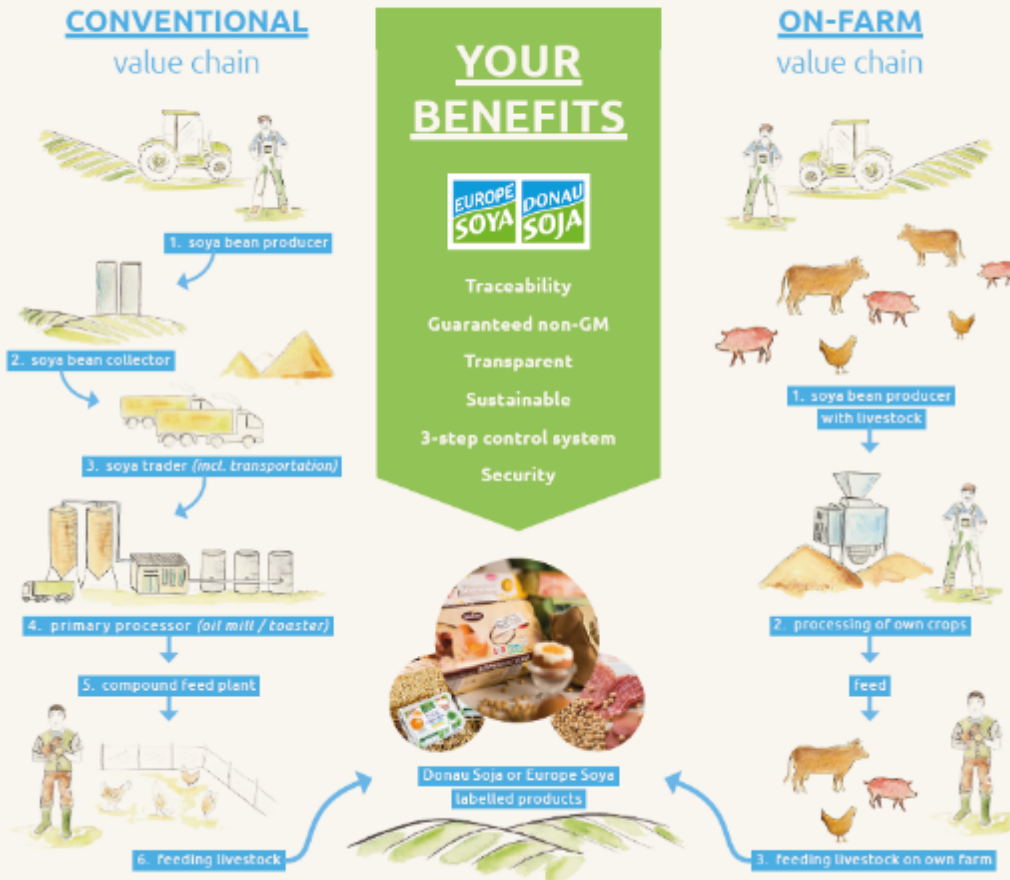
- To prevent land use change in Europe when production increase
- Decision:
 - DS cultivation limited to land that was dedicated to agricultural use **no later than 1 January 2008** (based on Biodiesel regulation)
 - **No new agricultural land** shall be developed for Donau Soya / Europe Soya production if it would result in loss of nature, forests or moors
 - Not grown in national and international nature reserves where production of crops is not allowed

DONAU SOJA CERTIFICATION AND QUALITYMANAGEMENT



Donau Soja inspections along the whole value chain

CERTIFICATION PROCESS



Three-staged inspection system:

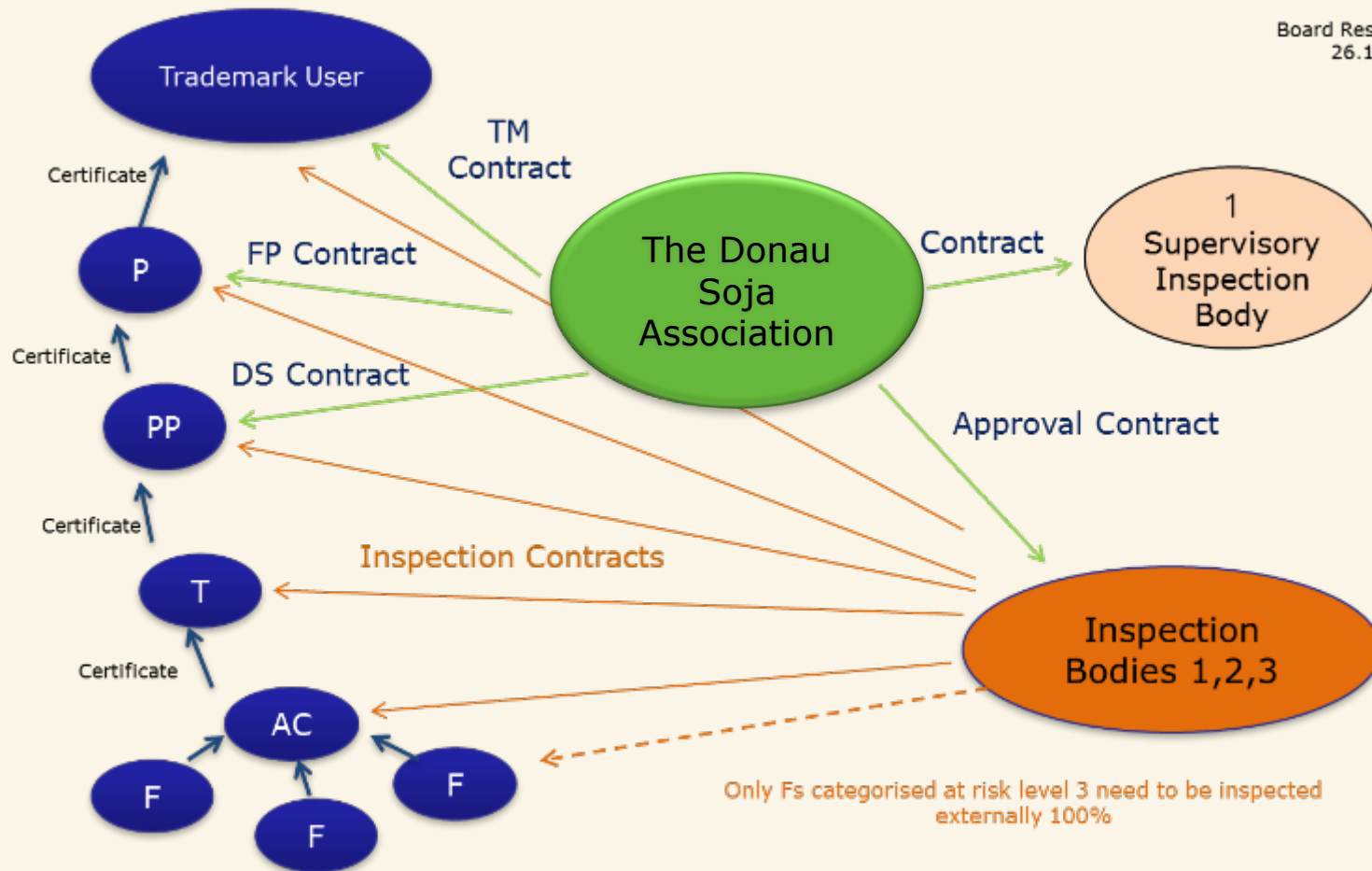
1. Self-monitoring / QA system
2. DS certification/ independent certification bodies
3. DS supervisory inspections

* A reduction of CO2 Emissions up to 50% per kg of pork is possible if compared to uncertified soya from overseas (GERH Institute, 2011)

DONAU SOJA CERTIFICATION AND QUALITY MANAGEMENT



Board Resolution
26.11.2012



F = Farmer, AC = Agricultural Collector, T = Trader, PP = Primary Processor, P = Processor, TM Contract = Trademark Contract, FP Contract = Compound Feed Plant Contract, DS Contract = Danube Soya Contract
Please note: exemplary flow of DS soya beans: Traders may e.g. act at any other point and primary processors may e.g. assume the function (and hence also the obligations) of a primary or agricultural collector.



WHAT HAVE WE REACHED UNTIL TODAY?

...Some of our work....

DONAU SOJA PRODUCTS



SECURE AND TRACABLE SYSTEM



- IT system for traceability and inspection
- >200 partners certified
(traders, collectors, primary processors, feed mills, marketers)
- Constant inspections



ISOTOPE DATABASE



**Was this bean
grown in Europe?**

*Response database: Yes,
by a „high X%“
probability.*



Isotope database:

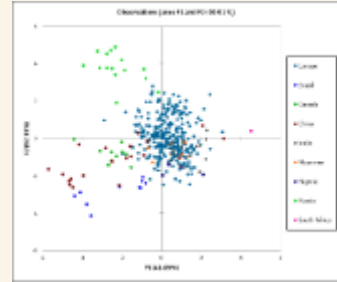
- Made from >650 samples
- from all over the world

By a categorisation of the isotope patterns the tool can be used to trace the origin of soya beans

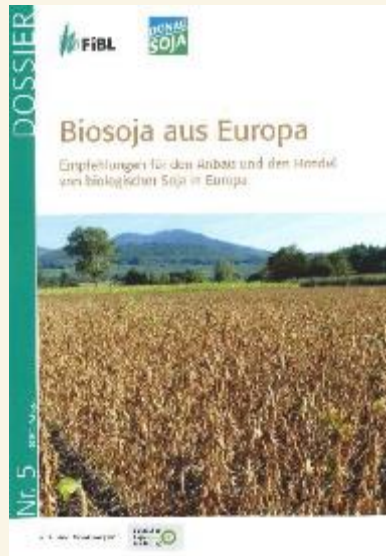
ISOTOPE DATABASE



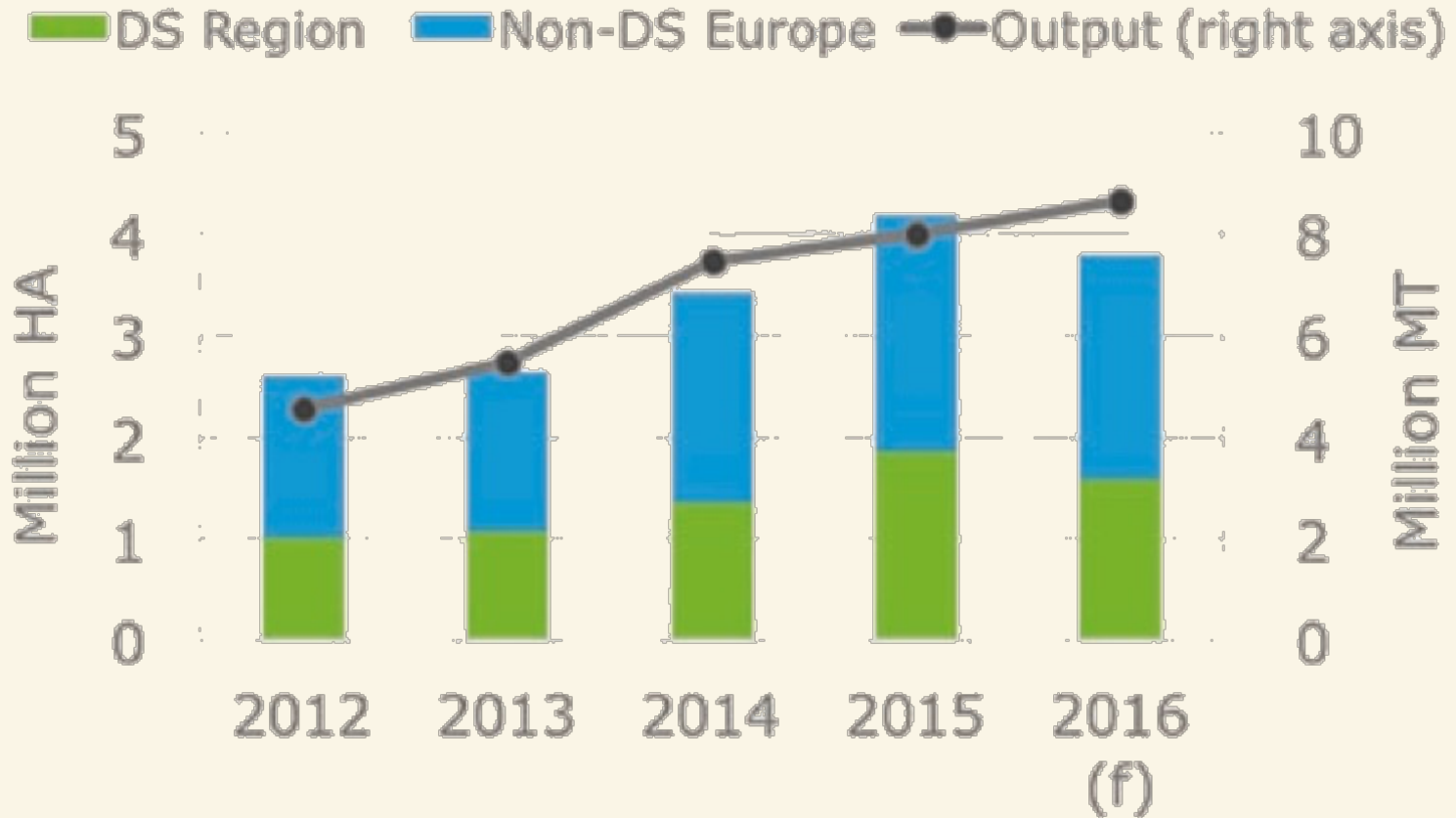
Was this bean grown in Europe?
Response database: Yes, by a „high X%“ probability.



RESEARCH AND INNOVATION / AGRICULTURE



INCREASING SOYA BEAN CULTIVATION



POLITICAL SUPPORT





Preamble

At the International Danube Soya Congress 2012 in Vienna agricultural experts and policy makers from 17 Danube countries have expressed their will to strengthen the cultivation of soybeans in the Danube region and thus contribute positively to a European Protein Strategy.

Today, on 19th January 2013 in Berlin, the signatories commit to the goals of the joint statement below and will work to achieve their goals.

The signatories state want to support the agricultural policy goals of the declaration and do so in the knowledge that the financing of the project Danube soya should be achieved through separate agreements and measures. The signing of the Danube Soya Declaration is thus a conceptual support of the following goals formulated:

The Danube Soya Declaration

The signatories firmly believe that Europe needs a comprehensive new protein policy for agricultural and food production that will make better use of domestic resources and counteract excessive dependence on the overseas import of soybeans for food and feed. The goal of more efficient utilization of resources should be addressed directly by making fuller use of nutritionally valuable soybeans in the human diet as well as in feed through the optimization of pastures and grasslands and by improved use of available local resources such as increased meat and cultivation of protein fodder (e.g., silage). Above all, the cultivation, processing and use of GMO-free Soya in food and feed should be significantly expanded, the objective being to reduce the overseas import of soybeans in the long term to the greatest extent possible.

The goal is to build a high quality European protein supply that is customized to the requirements of the European market and European agricultural protein. This initiative will also address the European consumer's increasing demand for foods derived from domestic GMO-free soybeans as well as soya protein feed.

The signatories therefore see the planned promotion of soya cultivation along the Danube as great medium and long-term opportunities for:

- > improvement of the European protein supply in the context of a comprehensive strategy based on domestic resources
- > a targeted development of GM-free food production and its attendant quality standards in terms of traceability, sustainability, and regional supply chains
- > improvement of the CO2 balance in European agriculture and food production
- > important stimulus and investment in rural areas

To these ends, research is needed in the areas of breeding, production, plant protection, processing and marketing, which together form the basis for competitive European soybean cultivation.

The Danube soya initiative is an excellent platform for an alliance between all stakeholders (government, academia, industry and the consumer) with which to realize the expansion soybean cultivation in the Danube region as part of a European protein strategy. The Danube region provides favorable climatic and agricultural conditions for soya cultivation, and Danube Soya's initiative focuses on Europe's growing demand for GMO-free soya.

The project's vision and scope must be long-term in order to tackle the variety of challenges that can only be solved by strengthening cooperation in the European Union. The signatories are committed to the following goals:

- > developing useful cooperation programs with partner countries and regions in Europe
- > accelerating the expansion of production of European protein crops including soya with appropriate incentives in the context of the CAP at the EU level
- > meeting consumer demand for freedom of choice by creating transparency and traceability in production, credible and controlled product labelling for brand programs and clear labelling for GMO-free plant-based and/or GM-free fed animal foods
- > intensifying research on the expansion of soya cultivation in the Danube Region (breeding, cultivation, processing, production-related criteria, ecological aspects, market research on potential demand and implementation)
- > developing programs, know-how transfer and better practice models to support soybean cultivation along the Danube river basin
- > establishing reliable supply and value chains as well as complete quality control systems to ensure sustainable production and processing

Berlin, 19.1.2013

For the
Ministry of Agriculture, Fisheries and Rural Development
Minister Thomaž Jakovc, Croatia

For the
Federal Ministry of Agriculture, Forestry, Environment and Water Management
Federal Minister Nikolaus Berlakovich, Austria

For the
Federal Office for Agriculture
Secretary of State Bernard Luginbuhl, Switzerland

For the
Ministry of Agriculture, Forestry and Water Management
Secretary of State Bogdan Lakićević, Serbia

For the
Ministry of Agriculture and Environment
Minister Predrag Stanić, Slovenia

For the
Ministry of Rural Development
Secretary of State György Csorvas, Hungary

For the
Ministry of Agriculture, Water Management and Forestry, Deputy Prime Minister Jerko Lančarić
Ljanić, Federation of Bosnia and Herzegovina

For the
Ministry of Agriculture, Forestry and Water Management
Counselor Minister Helijski Erbec, Republika Srpska, Bosnia and Herzegovina

For the
Danube Soya Association
Hilary-Veronika Klein

MARKET REPORT AND PRICE TRANSPARENCY



Donau Soja Market Report Non-GMO Soy Synopsis



- Soya supply and demand, prices in Europa
- Focus on non-GM, Europe and DS region
- Global supply of non-GMO crops
- Focus on hard IP certification



Price Transparency



Release of daily price information for certified Donau Soja und Europe Soya meal



EVENTS NETWORKING



- Donau Soja Congress
- Fairs
(Biofach, EuroTier, Anuga, Agricultural Fair Novi Sad, Trade Exchange Budapest and Vienna, etc.)
- B2B and Networking Events
- Represented at events and fairs:
 - Sustainable Foods Summit in Amsterdam
 - Protein Summit in Rotterdam
 - Different discussion forums and panels
 - Soya conferences and symposiums
 - Expert talks and conferences



OUR COMMUNICATION



CONTACT | EN


[ABOUT US](#)
[STANDARDS](#)
[INNOVATION](#)
[MEDIA](#)

-  FOR CONSUMERS
-  BECOME A MEMBER
-  DETECTIFIED
-  EVENTS



ABOUT US

Danube Soya is an international, non-profit organisation based in Vienna. The Danube Soya programme promotes a GM free, sustainable and regional protein supply. Hereby, the Danube Soya Standard and its Guidelines comprise the foundation pillars. The Danube Soya Organic Standard has been developed for organic soya bean production.

Danube Soya is from the Danube region and GM free. Soya farmers comply with EU plant protection regulations and EU GVO labelling and social...



facebook



Donau Soja @donausoja

Startseite Info Fotos Events

Getaktet mit Teilen ... Mehr dazu Nachrichte senden

16.01.2015

Donau Soja jetzt auch in Schweinefleischproduktion

300 Legehennen-Halter füttern bereits Donau Soja. Nun folgt eine weitere Branche: Zwei Schweinefleisch-Verarbeiter stellen Teile ihrer Produktion auf Donau Soja um.



Die ersten beiden Schweinefleischproduzenten in Österreich stellten Teile ihrer Produktion auf Donau Soja um. Das berichtete Matthias Krön, Obmann des Vereins Donau Soja, in Wien und zog gleichzeitig Entwicklung des Projekts DX1

v. l.: Michael Wurzer, Geschäftsführer der Geflügelwirtschaft Österreich; Franz Kratitz, Produktivitätsmanager bei Schönböck; Florian Hühner, Hühner-Geschäftsführer und Matthias Krön, Donau Soja-Obmann, präsentieren die neuen Donau Soja-Produkte. © ZVG



More egg brands switching to GM free soy from Danube region

By Jane Byrne ill
13-Oct-2016
Last updated on 13-Oct-2016 at 14:13 GMT

Laying hens are proving to be the point of entry sector for inclusion of the Europe grown GM free Danube Soya, says the association behind the program.

... terms of feed ratio, and they now growh demands. In any of soy beans and soy cake 1 in layer rations in Austria, aka Bitner, manager of the

Pork conversion
However, some pork producers, such as Austria's Hühner, have committed to feeding a percentage of their animals with the GM free soy meal. "It is challenging for pork farmers to raise the nation but Hühner is focused on high quality meat production and animals welfare standards, with delayed slaughter time and flexibility in its feed ratio, and a price that reflects its approach," said Bitner.

STUDIU DE REFERINȚĂ AL LANȚULUI DE APROVIZIONARE CU SOIA ÎN REPUBLICA MOLDOVA



31.03.16 - Chișinău

Ministerul Agriculturii și Industriei Alimentare în comun cu Asociația "Donau Soja" și cu suportul Agenției Austrie pentru Cooperare, a organizat o sesiune de evaluare a sectorului de producere a soia în Republica Moldova.

În cadrul evenimentului au fost prezentate și puse în discuție rezultatele studiului de referință al lanțului de aprovizionare cu soia în Republica Moldova.

CHALLENGES



- Organizational: Internal development vs Start up
- Stakeholder and interests
- Product
 - Demand - Supply
 - Price difference
 - European soya <-> certified Donau Soya
 - Competition to/of other seeds
- Change of programs/brands and supply relationship
- Level of internal investment in departments
- Future of our brand and its selection





THANK YOU FOR YOUR ATTENTION

Mag. Ursula Bittner, MBA

bittner@donausoja.org

www.donausoja.org