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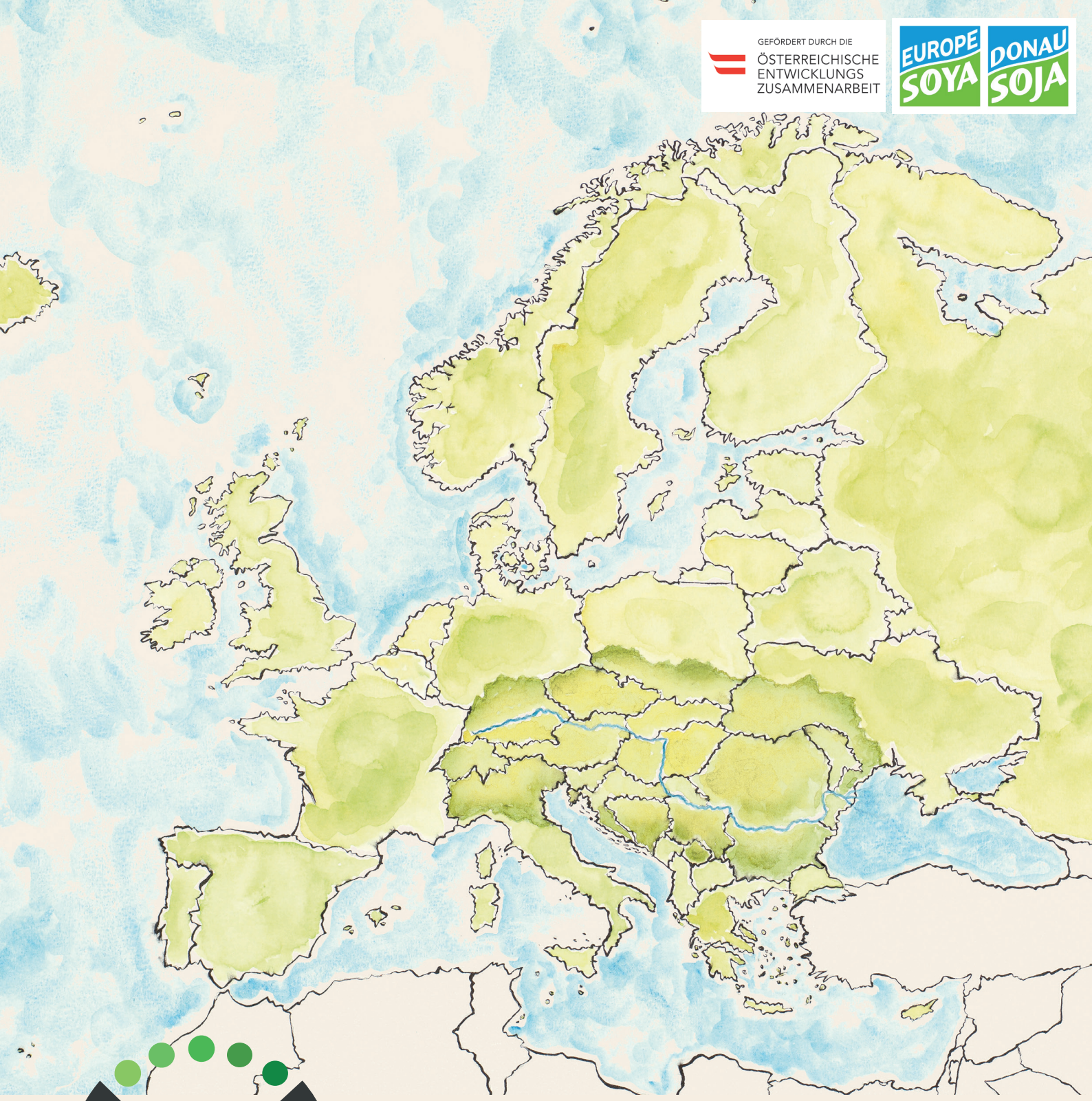


DONAU SOJA PROTEIN STRATEGY FOR EUROPE

AUSTRIA AS A BEST PRACTICE COUNTRY FOR SOYA PRODUCTION

Donau Soja Protein Strategy for Europe

PROGRAMME

PROGRAMME

Date:	25.09.2018
Time:	09:30 – 11:45
Location:	Zentrale Raiffeisen-Lagerhaus Bahnstraße 109 2283 Obersiebenbrunn

09:30 Expert Presentations

The European Protein Future and the EU Protein Strategy Process
Matthias Krön, *President, Donau Soja*

The Protein Transition –
a Business Opportunity for the Agriculture Sector
Dipl.-Ing. Ernst Gauhs, *Head agriculture products,*
Raiffeisen Ware Austria AG (RWA)

Seed Breeding and Food Production in Austria
Karl Fischer*, Managing Director Saatbau Linz*

Austria as a Best Practice Region for Soya Production
Dipl.-Ing. Christian Krumphuber, *Director of Plant Production,*
Chamber of Agriculture, Upper Austria

The European Protein Strategy –
Opportunities for European Farmers and Consumers
Dr. Donal Murphy-Bokern, *Scientific and Policy Councelor*

10:30 Table Meetings and Discussions

Matthias Krön, Dip.-Ing. Ernst Gauhs, Karl Fischer,
Dr. Donal Murphy-Bokern, Dipl.-Ing. Christian Krumphuber

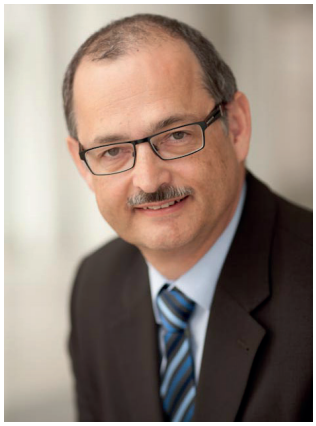
11:15 Visit of RWA Soybean Storage Facility

SPEAKER

Matthias Krön was born in Salzburg in 1969. He studied Chinese studies, philosophy and history in Vienna and Taipei. In 1995 he started working in the sales department of Molkerei Oberwart Reg. Gen. He established Mona Naturprodukte, one of the major suppliers in the dairy sector in Austria. In 2000 Krön became CEO of the Mona Group of companies and began a process of changing the traditional dairy company into a leading producer of organic and gmo-free non-dairy products such as soya milk-, rice milk- and almond milk products. In 2011 he stepped down as CEO to concentrate on developing the Soya Associations. The Austrian Soya Association was founded in 2008 as an initiative of the Austrian soya businesses. In spring 2012 the International Donau Soja association was established. Both associations elected Krön as chairman. Krön advocates a sustainable, regional and GM-free protein supply in Europe. In the last five years the Donau Soja Association has been the driving force behind the expansion of European soya and legumes production, proposing a multi-faceted protein transition as part of the transition to a more sustainable, GMO-free and European protein supply and farming system. With offices in 8 countries, strong focus on research and dissemination of research, best practice development and certification of European Soya the Donau Soja Association has become a major driving force for change in the European food system while working with its members to managing this change.
Matthias Krön is married and lives with his wife and three sons (aged 1 year, 15 and 18 years) in Vienna.

Matthias Krön

SPEAKER



Gauhs Ernst, born in 1961, studied Agricultural Economics at the University of Natural Resources and Applied Life Sciences, has been trading agricultural commodities in the Raiffeisen goods sector since 1986, currently Head of Agricultural Products at RWA AG (Group turnover 2.3 million tonnes of cereals, oilseeds and individual feedstuffs); other functions: CEO of BGA - Bio Getreide Austria GmbH, Deputy Chairman of the Donau Soja Association, Vice President of the Vienna Stock Exchange for Agricultural Products.

Dipl.-Ing. Ernst Gauhs

After studying agricultural economics at the University of Natural Resources and Applied Life Sciences in Vienna, Karl Fischer began his professional career at the Upper Austrian Farmers' Union in Linz. In 1992 he moved to Vienna to join the cabinet of Franz Fischler, then Minister of Agriculture. In 1995 Fischer became Head of Cabinet of Agriculture Minister Wilhelm Molterer. At the end of 1997 he finally left agricultural policy and moved to the trading company VOG AG (Linz). Karl Fischer was a member of the board of the winery Lenz Moser AG for several years. After eight years in production and trade, Karl Fischer returned to the agricultural sector: As Managing Director of Crop Control, he expanded the 100 % subsidiary of Saatbau Linz into an important and successful strategic pillar of the Saatbau group.

Karl Fischer

SPEAKER

Christian Krumphuber studied plant production at the University of Natural Resources and Life Sciences Vienna, focusing on plant breeding. Since 1983 he has worked for the Upper Austrian Chamber of Agriculture – initially as a consultant for alternative crops and arable farming and since 1990 as Head of the Plant Production Department. He focuses on economy and ecology of plant production, soil and water protection, change of production and new cultures, adaptation strategies in crop production and genetic engineering in agriculture.
In addition, he is a member of numerous expert committees at national and regional level.

Dipl.-Ing. Christian Krumphuber

Dr. Donal Murphy-Bokern is an independent agricultural and environmental scientist based in Germany. He specialises in the scientific support of public policy development, research strategy development, and research management, particularly in agriculture, food, bioenergy and land use.

Dr. Donal Murphy-Bokern

THE DONAU SOJA ASSOCIATION

The Donau Soja Association was founded in 2012 by Matthias Krön and is an international, non-profit organisation based in Vienna. Our goal is to promote the development of a sustainable and European protein supply.

The organisation supports soya bean cultivation in Europe, supported by the Donau Soja and Europe Soya brands. Through these brands, the sustainable production of non-GM soya is supported by providing regional supplies of plant protein. The Donau Soja and the Europe Soya Standard and their Guidelines (Donau Soja; Europe Soya) are foundations of the business. It is possible to be certified in the organic sector following our two standards.

Our soya growers comply with EU plant protection regulations, EU labour and social standards (ILO), and additional requirements. Land-use change (e.g. deforestation) is directly impacted by using only land that was arable land before 1 January 2008.

Prominent European institutes and organisations support this ambitious initiative. Our 270 members include food retailers, large agricultural traders, the animal feed industry, oil mills and numerous processors, as well as environmental organisations such as Greenpeace, Global 2000 and WWF. This broad membership base is essential to the Donau Soja mission. The initiative also has broad support from the policy community: eighteen European governments have supported the Donau Soja Declaration and the Europe Soya declaration. They recognise the need for added value in the Danube region, and the need to bolster an independent European supply of protein.

Europe's current agricultural systems depend on soya. Consumption in Europe rose from the equivalent of 2.7 million tonnes in 1960 to 43.5 million tonnes in 2016. It is now at about 37 million tonnes. More than 90% of this soya is imported from South America. But soya grows well in Europe and Europe Soya and Donau Soja give soya a new, European face: the face of European farmers. Europe Soya and Donau Soja guarantee 100% transparency and link consumers to European soya bean farmers and producers. Donau Soja is about supporting investment in the cultivation of quality soya production to strengthen Europe. The infrastructure expansion required for creating added value also provides interesting economic possibilities for the region.

Together with its partners, the Donau Soja Association implements breeding and research projects.

Co-ordinated out of Austria, Donau Soja interlinks the Danube region with new economic perspectives, offering economic opportunities and stimulus for all European countries and helps member businesses in a changing market, especially the growing demand for more sustainable and European protein supplies. Consumers profit from safe, sustainable, non-GM and regional soya.

FOR MORE INFORMATION PLEASE CONTACT:

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