



PROGRAMME

Donau Soja 10-Year Anniversary Event

“Strengthening Europe Bean by Bean”

29 – 30 SEP 2022

Hotel InterContinental

Johannesgasse 28, 1030 Vienna, Austria

The Donau Soja Marathon – Towards the European Protein Transition

We have covered the first 10 years of the “Donau Soja Marathon” towards the European Protein Transition. The next question is: Is Europe on the right path towards better crop rotation, more resilient protein supply, deforestation free imports and a climate saving agriculture? Discuss these topics with important European and National Political Stakeholders, key members from the EU, NGOs and important institutions at the Donau Soja 10-year anniversary event in Vienna. Network and make new business contacts - celebrate the Night of European Soya with us!

29 September 2022

09:30 – 12:00 Donau Soja General Assembly (for Donau Soja Members only)

12:00 – 13:30 Networking Lunch

13:30 – 19:00 Festive Session

13:30 – 15:30

Part One - The European Protein Transition – Are we on the right track on EU and National Policy?

The European Protein Transition is contingent on creating a fairer environment for European value chain actors, including farmers. Due diligence and deforestation free supply chains, biosafety policy, support of plant-based food choices, the Nitrates Directive, carbon labels and other policy measures shape the space where European farmers and value chain actors compete. We want to discuss how the EU and national policy makers can shape this shifting playing field in order to



create more space for a sustainable European protein production and how better coordination can yield better results.

Moderation: **Helmut Gaugitsch**, Umweltbundesamt

- **Minister Norbert Totschnig**, Austrian Minister of Agriculture, Forestry, Regions and Water Management
- **Minister Eleonore Gewessler**, Austrian Minister of Climate Action, Environment, Energy, Mobility, Innovation and Technology
- **Gunter Schall**, Head of Private Sector and Development, Austrian Development Agency
- **Matthias Krön**, President of Donau Soja Association: The Donau Soja Marathon: Do current policy developments sufficiently support the European Protein Transition?

Panel discussion on the Framework Conditions for the European Protein Transition

Panelists:

- **Koen Dillen**, European Commission, DG Agriculture and Rural Development, Head of Unit Arable crops and olive oil
- **Ruud Tijssens**, Director Public & Cooperative Affairs, Royal Agrifirm Group
- **Nicole Polsterer**, Sustainable Consumption and Production Campaigner, Fern
- **Iris Strutzmann**, Federal Chamber of Labour Vienna, Advisory Board Arge Gentechnikfrei
- **Stephan Arens**, General Manager, Union zur Förderung von Öl- und Proteinpflanzen (UFOP)
- **Matthias Krön**, President of Donau Soja Association

15:30 – 16:15 Networking Break

16:15 – 18:45 Part Two - Looking Back and Ahead

Key Actors from the founding years of Donau Soja to new partners for the next decade will reflect and give input for the next ten years

Key questions:

- What happened in your part of the value chain and business in the last 10 years regarding soya and protein production and what was Donau Soja's input on your business and industry?



- What should Donau Soja do in the next 10 years to further the protein transition and support your activities and goals?
- What should Donau Soja lobby for to happen in the world around us (policy/level playing field)?

Founders'-Panel with Flash Statements

- **Rudolf Bühler**, Founder and Chair, Bäuerliche Erzeugergemeinschaft Schwäbisch Hall (BESH)
- **Johann Blaimauer**, Director Seeds and Timber Trade, Raiffeisen Ware Austria (RWA)
- **Ursula Bittner**, Expert, Greenpeace
- **Inna Meteleva**, Ukrainian Agriculture Expert and Former Vice Minister
- **Natasa Pucar**, Corporate Communications Director, Studen & Co Holding GmbH
- **Viorel Gherciu**, Former Minister of Agriculture, Moldova

Friedrich Haberlandt Award for Soybean Research in Europe and China

Flash Statements of Key Actors from Seed to Retailer and participation from the audience

18:45 – 19:00 "Family Photo" shoot

19:00 – 22:00 Anniversary Dinner

Hotel InterContinental; Dress Code: Business



30 September 2022

09:00 – 13:00

Donau Soja Food Day: The Plant-Based Revolution – Future Opportunities for European Farmers and Producers

Opening

Klaus Palmetzhofer, Executive Director, Donau Soja GmbH

Welcome and Introduction

Keynote: Consumer Trends Related to Plant-Based Diets

Hanni Rützler, Food Trend Expert, Futurefoodstudio

Plant Based Food Associations Round Table

“How Can European Farmers Contribute to Make Plant-Based Food Part of Daily Diet?”

- **Corina Pasol**, European Plant-based Foods Association (ENSA)
- **Siska Pottie**, European Alliance for Plant-based Foods (EAPF)
- **Gerard Klein Essink**, Bridge2Food
- **Nuria Moreno Otero**, European Vegetable Protein Association (Euvepro)
- **Matthias Krön**, President Donau Soja Association

10:30 – 11:00 Networking Break

New Protein Solutions

Kristal Golan, Head of New Protein Solutions, BayWa AG

The Plant-Based Revolution in Retail

Salome Hofer, Head of Sustainability/Economic Policy, Coop Switzerland

Potential for Faba Beans from Europe

- **Zvonimir Sedlic**, Chief Executive Officer/Founder, NutriS
- **Jovana Djisalov**, Head of External Relations SEE, Donau Soja



The Road to Certified Supply Chains for Plant-Based Food

Christoph Wiemer, Managing Director, Fields of Europe

Podium Discussion with Best Practice Examples

- *Hanni Rützler*, Food Trend Expert, Futurefoodstudio
- *Pia Eichwalder*, Human Nutrition - Sales Manager Austria, Barentz
- *Jakub Lunter*, Business Development Director, Alfa Bio
- *Joeri Hollink*, Head of Product Development, Ojah BV
- *Matthias Krön*, President Donau Soja Association

Wrap Up

Matthias Krön, President Donau Soja Association

13:00 – 14:30 Networking Lunch

14:30 End of Donau Soja Food Day and 10-Years Anniversary Event