



The protein gap and its international effects

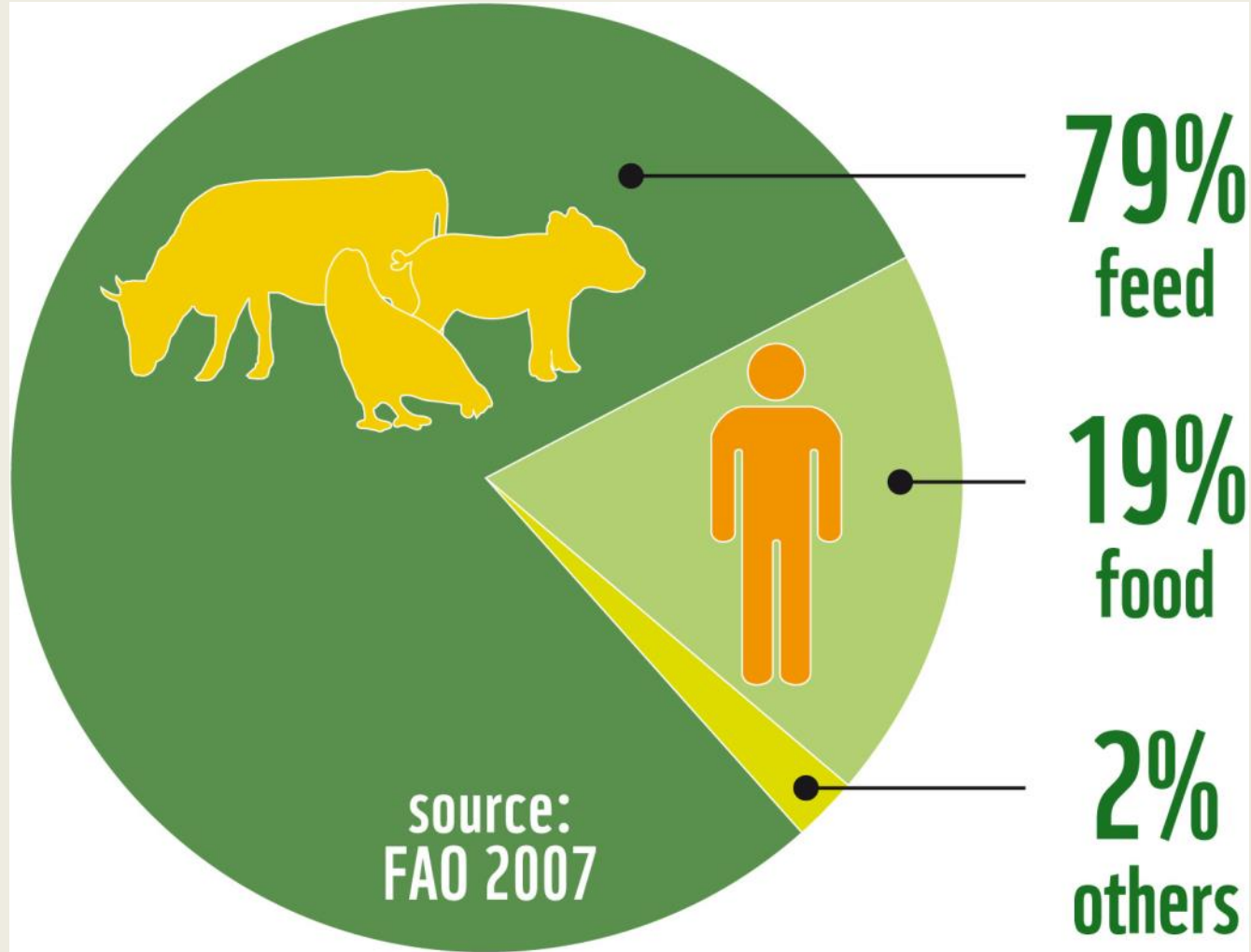
Perspectives of a Sustainable Protein Supply
Birgit Wilhelm, WWF Germany



Soy –
a wonderful
crop!?



Soy use worldwide

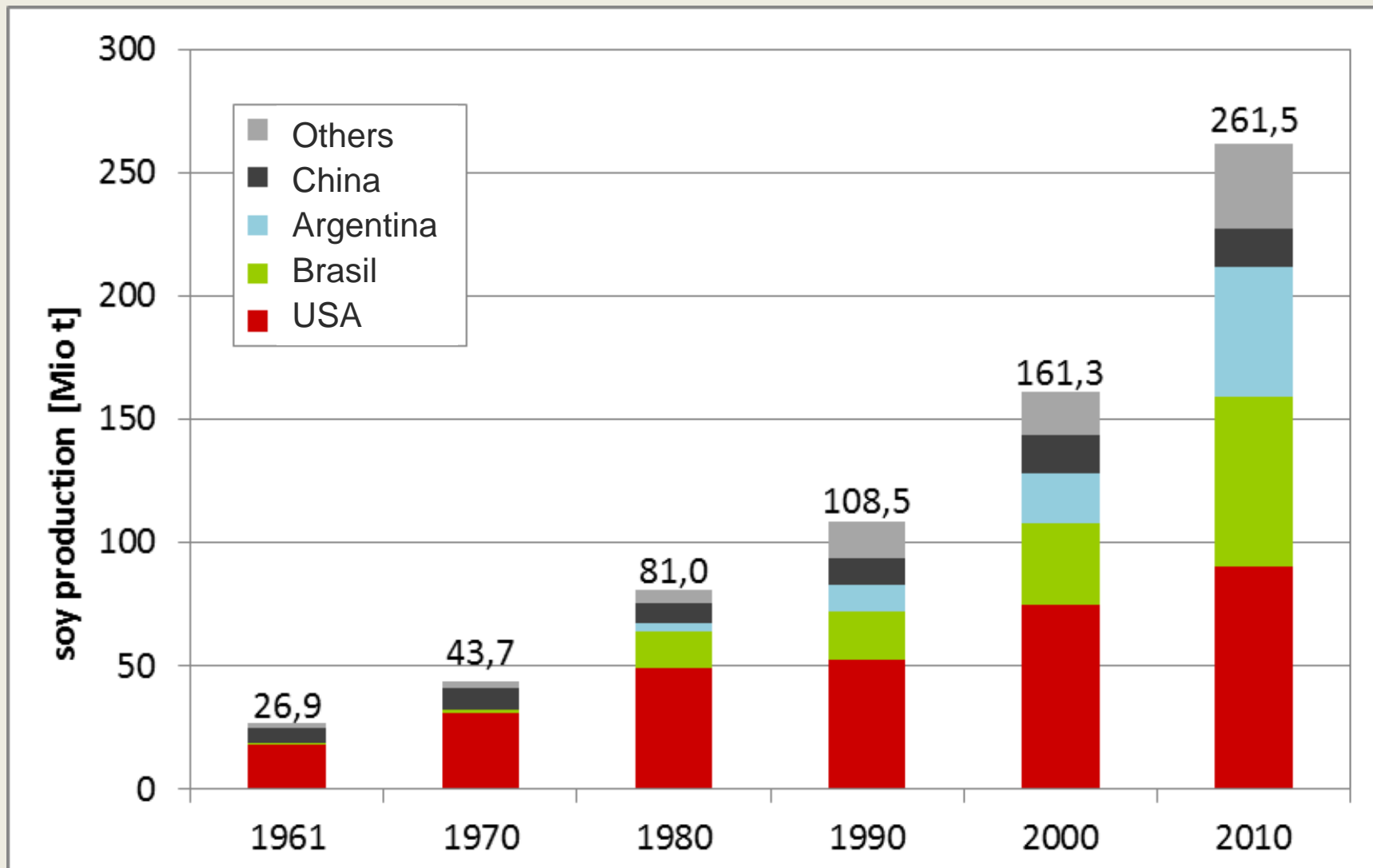




Meat eats land



Soy production Main producing countries



EU's Land Footprint for Soy

- Soy land footprint of the EU:
15 mil. hectares
- **88%** of the net import volume of soy products comes from South America
- In these countries, the EU occupies approx. 30% of the soy hectarage





Between 1961 and 2009, global soy production expanded nearly tenfold, and it has doubled since the mid-1990s

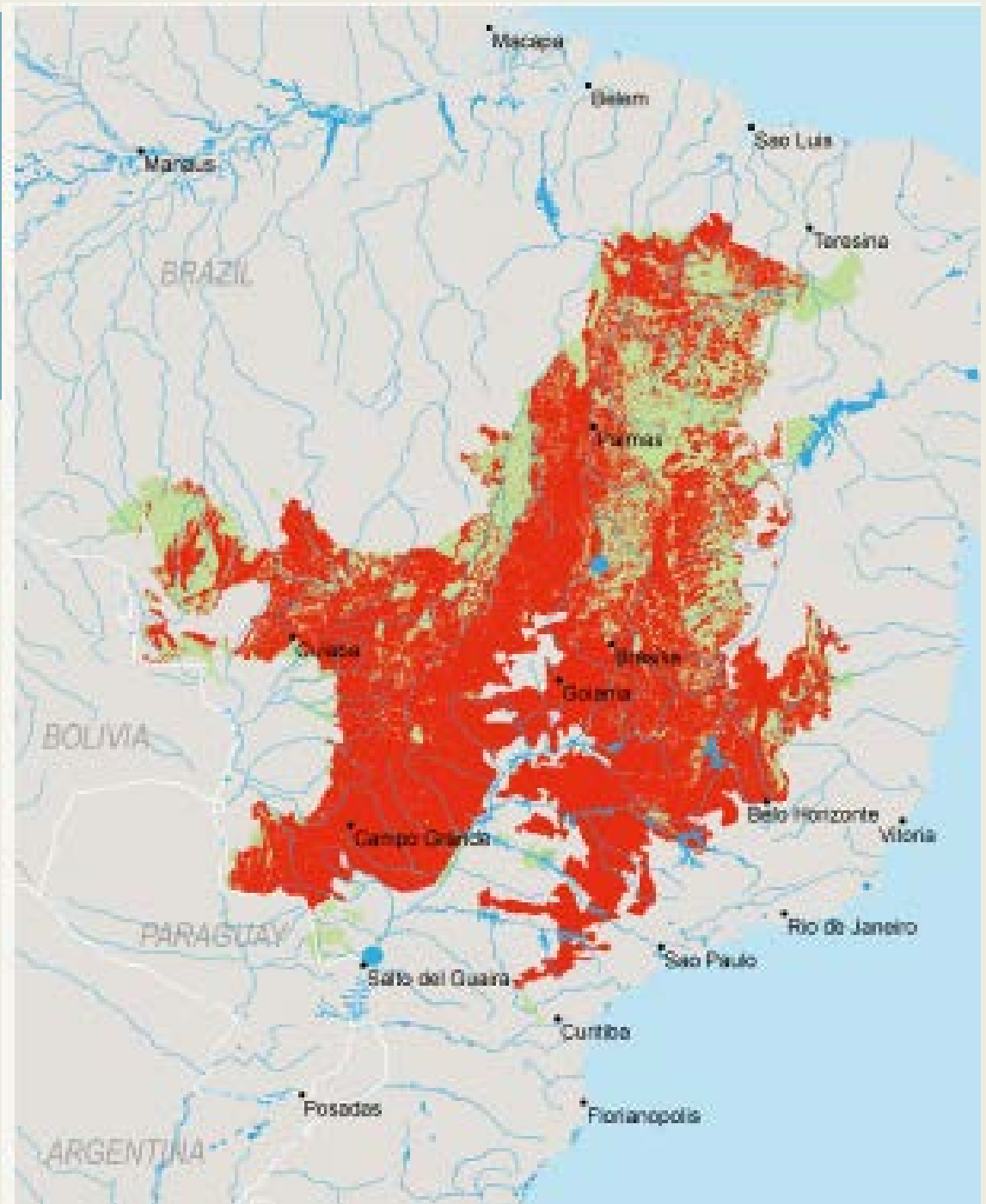
Landscapes at risk from soy expansion





Deforestation Cerrado (1998 – 2010)

Loss of biodiversity





Loss of soil fertility





Loss of soil fertility





Use of highly hazardous pesticides





Perspectives of a sustainable protein supply

Goal:

Less soy imports + more sustainable (responsible) soy

More Sustainable production

Use certified sustainable non-GM soy:

minimum standards:

- RTRS non-GM
- ProTerra
- Danube soy

Promote alternatives for soy in the feed ration

Three studies (milk cows, poultry and pigs) describing possibilities for feeding alternatives in different feed rations; from an ecologic and economic perspective

Change consumption patterns

Communication:

- “Eat less and better meat”
- Campaigns for more sust. consumption
- Livewell for Life “Eat More plants”

Transparency

Consumers should have the possibility to decide according to available information.

Lobbying for EU: obligation to label animal products with GMO label if the animals have been fed with GMO products

Potential:

1. Change to locally produced feed and/or certified sustainable GMO free soy
2. Informing consumers and stakeholders about the situation
3. Lobbying important feed traders and politicians