



Press release

6th edition of the European Week of Soya: 8-12 October 2012

Soya, resource-efficiency and consumer behaviour:

Make the sustainable choice the easy choice

Brussels – 12 October 2012 – **On the occasion of the 2012 Week of Soya, Mr Bas Eickhout MEP and ENSA, the European Association of Natural Soyfoods Manufacturers gathered on Monday with consumer behaviour experts to discuss ways to empower consumers to make more sustainable food choices and explore possible policy pathways that address the issue of sustainable diets. While consumers do understand the urgency of switching towards more sustainable and healthier diets, they still need incentives and concrete arguments relevant to them personally to transform the idea into concrete actions.**

On Monday, in the European Parliament, high level experts sit around the table, together with ENSA and under the patronage of MEP Bas Eickhout, to address the topic of food choices: how can consumers be supported to make more sustainable and healthier food choices?

In recent years, numerous studies have been published which demonstrate that current dietary trends are unsustainable and put food security at risk, especially considering the ever growing world population and a rising trend to resource-intensive Western diets in emerging countries. The science is clear: it's time to change our dietary habits, for the health of both ourselves and the planet. Yet despite the undeniable facts, it remains a challenge to convince consumers to adopt diets reduced in meat and dairy consumption.

Bernard Deryckere, President of the European Natural Soyfood Manufacturers' Association (ENSA), explains: *"Making the sustainable and healthy choice the easy choice is a shared responsibility – policymakers, producers, retailers, experts, NGOs and consumers need to work together to find solutions that work. For instance, consumers need clear and reliable rules for the labelling of GM-free products. ENSA is happy to be part of the answer by providing consumers with sustainable, tasty and healthy soy foods"*.

Bas Eickhout MEP declared: *"Consumer awareness plays a crucial role in improving resource efficiency in food consumption. Consumers must be informed about the importance of sustainable agriculture and making dietary changes to reduce animal protein should be made as easy as possible for them. This will help to reduce Europe's carbon and water footprint and diminish imported land use."*

On the occasion of the European week of Soya, ENSA members are delighted to welcome food and sustainability experts, dieticians and politicians inside their facilities. Visitors will be able to discover the sustainability of the soy products through short



ensa



presentations and an interactive discussion. They will also have the opportunity to witness where and how the soya-based products are prepared. A tasting session is foreseen as well.

Since 2008, the European Week of Soya aims to raise the awareness of consumers, citizens and public authorities on the health and environmental benefits of soyfoods and plant-based nutrition in general. For the 2012 edition, the European Week of Soya focuses on the issue of resource efficiency and how we can produce and consume food in a more efficient way.

###

About ENSA

Established in January 2003, ENSA represents the interests of Natural soyfood. The term "natural" refers to the production process used by ENSA members to produce non-dairy food (organic and conventional, such as drinks, desserts, spreads, cream, yoghurts and meat alternatives, etc.) using whole soybeans without any genetically modified material.

The founding principle of ENSA combines a belief in natural soy products and the use of sound science. ENSA seeks to raise awareness among EU citizens and promote the consumption of natural soy, which is an integral part of a healthy, balanced lifestyle.

ENSA is an association of internationally operating companies, ranging from large corporations to small, family-owned businesses.

For further information:

ENSA Secretariat

Neo Building box 7

Rue Montoyer 51

Brussels 1000

Tel: + 32 2 741 62 15

Fax: + 32 2 737 95 01

email: secretariat@ensa-eu.org

website: www.ensa-eu.org