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Press release

Soya is moving up the menu !

*The European soya market is booming : volumes up by 19% since 2006.
ENSA has had the opportunity to present its independent study to the
European Commission.*

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Brussels– 18th September 2008 – ENSA, the European Natural Soyfoods Manufacturers Association, will launch tomorrow its first edition of the cross-border Soy For Food Week. Belgium, the Netherlands, Germany and the UK are all dedicating a whole week to raising awareness on the growing popularity of soya foods throughout Europe and treat current and future consumers alike to numerous conferences, recipes and tastings. Soya's popularity is steaming ahead – and the numbers are there to prove it.

Something's brewing in the European soya market: the European soya market boom

Research from RBB Economics, an independent economic consultancy, reveals that the European soya market has grown dramatically with an impressive 19% over the past 2 years, spearheaded by the Netherlands and the UK.

- Over that same period, more than half a million European households added soya products to their menu: in Belgium for example, nearly 80.000 families were introduced to soya. Interestingly, soya coexists along dairy products rather than replacing them.
- In 2008, 370.000 tons of soyfoods ("soya milk", soya desserts, "soya creams",...) were retailed in Europe. In the top 10-Eu countries, this represents a growth of 19% in comparison with 2006¹. Soya milk represented 310.000 tons, i.e. close to 85%, of the total soyfoods retailed.
- The total of soya products represents 1.5% of Europe's dairy industry. Within Europe, Belgium leads by 4.1% and the UK claims the second spot with 1.7%.

However, surprising as it may seem, the term "soya milk" still cannot be legally used by soya producers in the European Union. They must comply with current European legislation and use the wording "soya drink" or even "soya juice" on their packaging. ENSA has had the opportunity to present its study to the European Commission on

¹ Belgium, The Netherlands, Great-Britain, Germany, France, Italy, Spain, Sweden, Finland, Portugal.



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15 September 2008 and hopes that it will make the European Commission realize the growing importance of soy products and re-launch the discussion on the issue of milk denomination. The entire soya sector has been anticipating this debate for years.

Soy for food week

ENSA is rolling out the first ever European Soy for Food Week – a major event from 19 – 27th of September with actions occurring simultaneously in Belgium, the Netherlands, Germany and the UK. Through a wide variety of initiatives, consumers not only discover the health benefits of soya, they can also experience how tasty this natural food is. Just how easy it is to cook with soyfoods, can be found on the dedicated websites www.weekofsoya.com or www.weekofsoya.co.uk.

About ENSA

Established in January 2003, ENSA represents the interests of Natural Soyfoods Manufacturers in Europe.

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

To be accepted within the association, ENSA members have to respect the ENSA charter:

Art 1. Production process of soyfood products: The members of the association pledge to produce their soyfood products using only natural production processes.

Art 2. Soya and genetically modified organisms: The ENSA members pledge to guarantee that their products are free of GMOs.

Art 3. Source of supply of soya: The ENSA members certify that the soy they use does not come from ancient rain forest land.

Art 4. Scientific researches: The ENSA members pledge to encourage and promote scientific research on soy, in particular via financial support.

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