

# DONAU SOJA FIELD DAYS 2021

## DONAU SOJA FIELD DAYS

Donau Soja Organisation, with its members, is actively working on promoting the best practices in sustainable soya production in Europe. Each year, Donau Soja organises field demonstrations (demo-fields) and Field Day events in order to test, analyse and transfer new knowledges and the best production technologies to soybean farmers.

Donau Soja Field Day event is a gathering place for everyone involved in improving sustainable soybean production and protein supply in Europe. It is a unique place to meet stakeholders from the whole value chain linked to soybean production in Europe and in the region, and discuss current developments and future trends in soybean market.



## BECOME DONAU SOJA FIELD DAY PARTNER

- Promote your company and products to local and regional market, participating at unique Field Day event for sustainable soybean production
- Connect with potential partners from Europe and the region and create new business relationships
- Be recommended by international Donau Soja Organisation all around the Europe
- Get and use the results from your field trials conducted by credible institutions
- Stay informed about the latest and future trends in the soybean sector
- Be a part of the global change towards more sustainable protein supply in Europe

## DONAU SOJA FIELD DAY PARTNERS

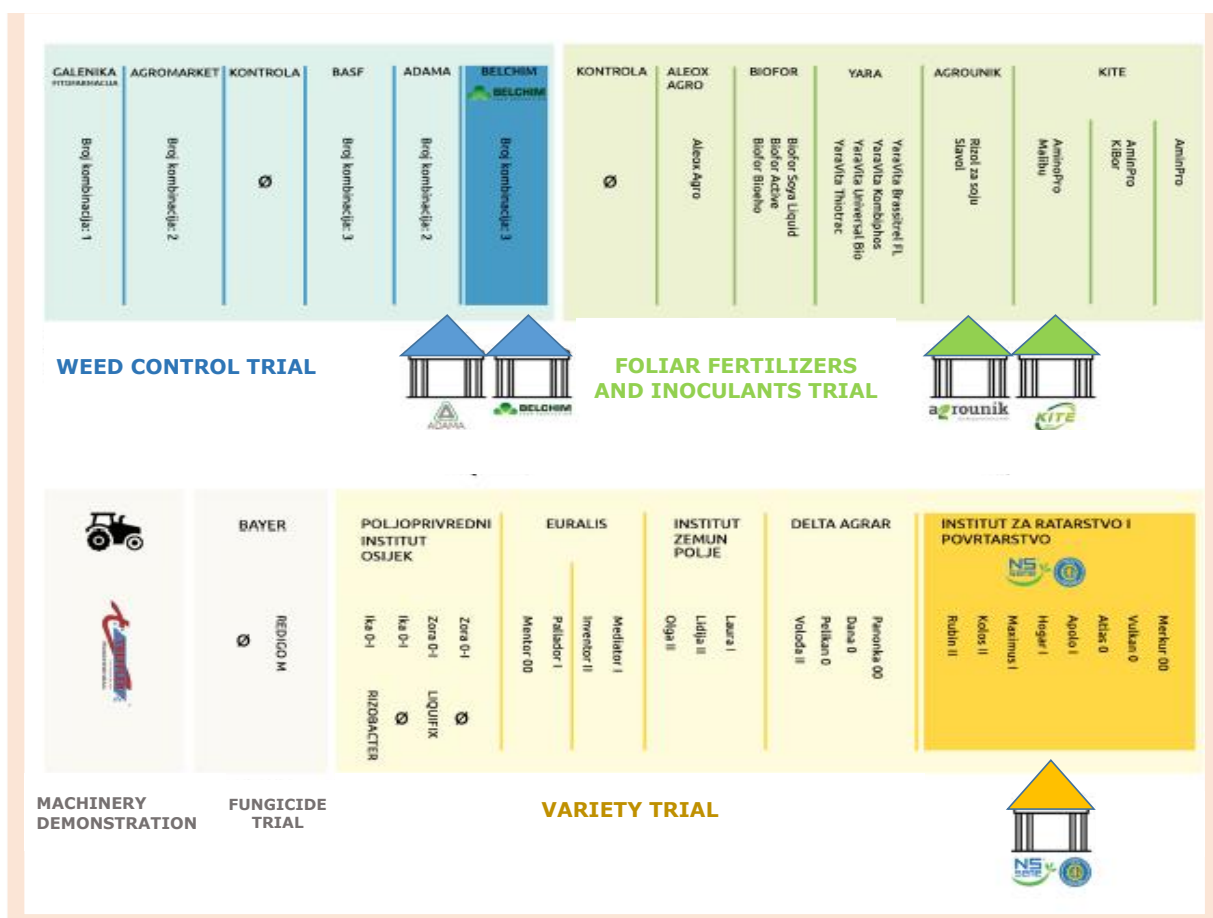




## DEMO FIELD LAYOUT

On our Field Days we welcome everyone. There is the opportunity to rent field plots for all relevant services and products in soybean farming.

The picture below presents the example of one Donau Soja demo field pattern with position of trials.



## TYPE OF PARTNERSHIP

Donau Soja field demonstrations (demo-fields) are set up with the expertise and technical support of Donau Soja partners, science institutions and extension services. All demo fields are established and performed according to Donau Soja standards. Demo-field partners are the leading local, regional and international agricultural companies, producers and distributors of seeds, plant protection products, fertilizers, inoculants, machinery and other equipment and services. Together with our partners, we are building a platform that stimulates knowledge exchange and reinforces the relationship between farmers, input providers, scientists and technical experts.

## DONAU SOJA ORGANISATION INVITES COMPANIES FROM THE FOLLOWING AREAS:

- Seeds
- Plant protection
- Plant nutrition
- Inoculants
- Farm machinery
- Farm management practices
- Service Providers
- Media partners

## CHOOSE ONE OF THE LISTED PARTNERSHIP PACKAGES:



Main partner



Partner



Co-organiser

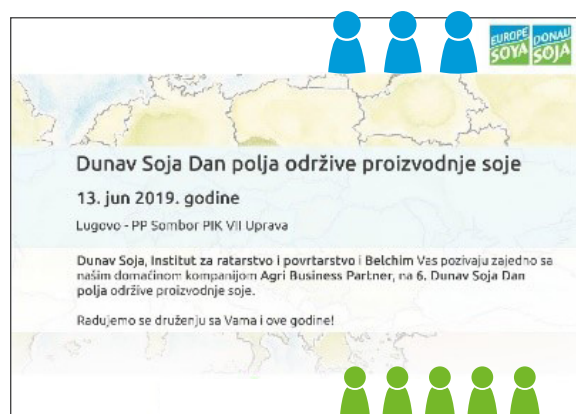


Exhibitor

Examples of service	Main partner	Partner	Co-organiser	Exhibitor
Logo on the Filed day invitation	Top position	First page below	Second page	Second page
Logo on Donau Soja promo materials (bag, guide, accreditation etc.)	x			
Partner's official catalog in bag for visitors	x	x		
Promotion of partner within Field Day Guide	1 text page	1/2 text page	1/4 text page	1/8 text page
Introducing speech within the opening of the event	x			
Promotional stand at the demo field location	x	x	x	x
Logo on the demo field table of applied treatment	x	x	x	
Presentation of applied treatment on the demo-field	x	x	x	
Support in organizing field visit/ field event in accordance with request of the partner	x	x		
Analysis of yield, moisture, oil and protein content	x	x	x	
Promotion in Donau Soja Field Day Video	x			
Media promotion with reference to Donau Soja Field Day	x			
Promotion through international Donau Soja Association communication channels	x			
"Hosting your farmers" (Distribution of printed invitation together with partners)	40 invitations	30 invitations	20 invitations	10 invitations

## INVITATION

### 1. Logo position on top in line with DS Logo



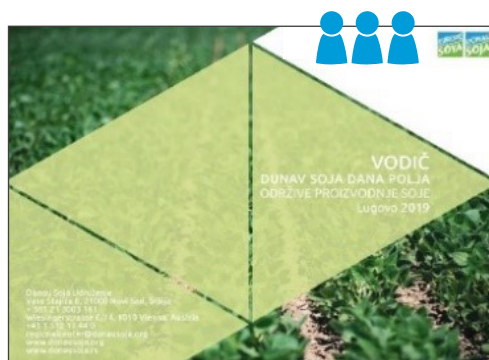
### 2. Logo position in the footer



### 3. Logo position on the second page in the footer

## FIELD DAY CATALOGUE & PROMO MATERIALS

1. Logo position on top in line with DS Logo exclusive for Main Partners



## DEMO FIELDS

Stands, trials tables, banners, flags



## DEMO- FIELD ANALYSIS AND RESULTS

Donau Soja Organisation, in cooperation with accredited laboratories, conducts post-harvest analysis of demo-fields (yield, moisture, protein, oil content).

The results are published only with the signed written consent of the partners, and promoted during the entire year on Donau Soja farmer trainings, conferences and other agricultural events in Europe and the region.



# COMMUNICATION AND MARKETING

Donau Soja Field Day events are intensively communicated through the media and Donau Soja network:

- Donau Soja Newsletter
- [www.donausoja.org/en/events/for-farmers/](http://www.donausoja.org/en/events/for-farmers/)
- [www.donausoja.rs/oqlednapolja2020/](http://www.donausoja.rs/oqlednapolja2020/)



## FIELD DAYS IN MEDIA

Donau Soja Field Day events attract great media attention resulting in various press reports at local, regional and international level.

Photo and video collection of Donau Soja Field Days is available to all partners.

Have a look at the videos from the latest Donau Soja Field Day events:

- Field Day Ukraine 2019 <https://www.youtube.com/watch?v=y9cSYwgzyYI>
- Field Day Serbia 2019 <https://www.youtube.com/watch?v=jivvh9mGlrc&t=13s>
- Field Day Croatia 2019 <https://www.youtube.com/watch?v=CLKXDpZsHgM>





## DONAU SOJA ONLINE FIELD DAYS

Starting from 2020, all information regarding Donau Soja demo fields are available online.

This makes it possible for farmers to gain all the knowledge and information about soybean varieties, fertilization, weed and pest control and sustainability in an easy accessible way during the whole year.

In cooperation with partners, a great number of varieties, herbicides, foliar fertilizers, inoculants and other plant nutrients are presented through high quality photo and video materials, which are shared directly to farmers by various communication channels (mob marketing, social networks, banner campaigns, media).

### Example of online demo field in Serbia 2020

Check out: [www.donausoja.rs/oglednapolja2020/en](http://www.donausoja.rs/oglednapolja2020/en)

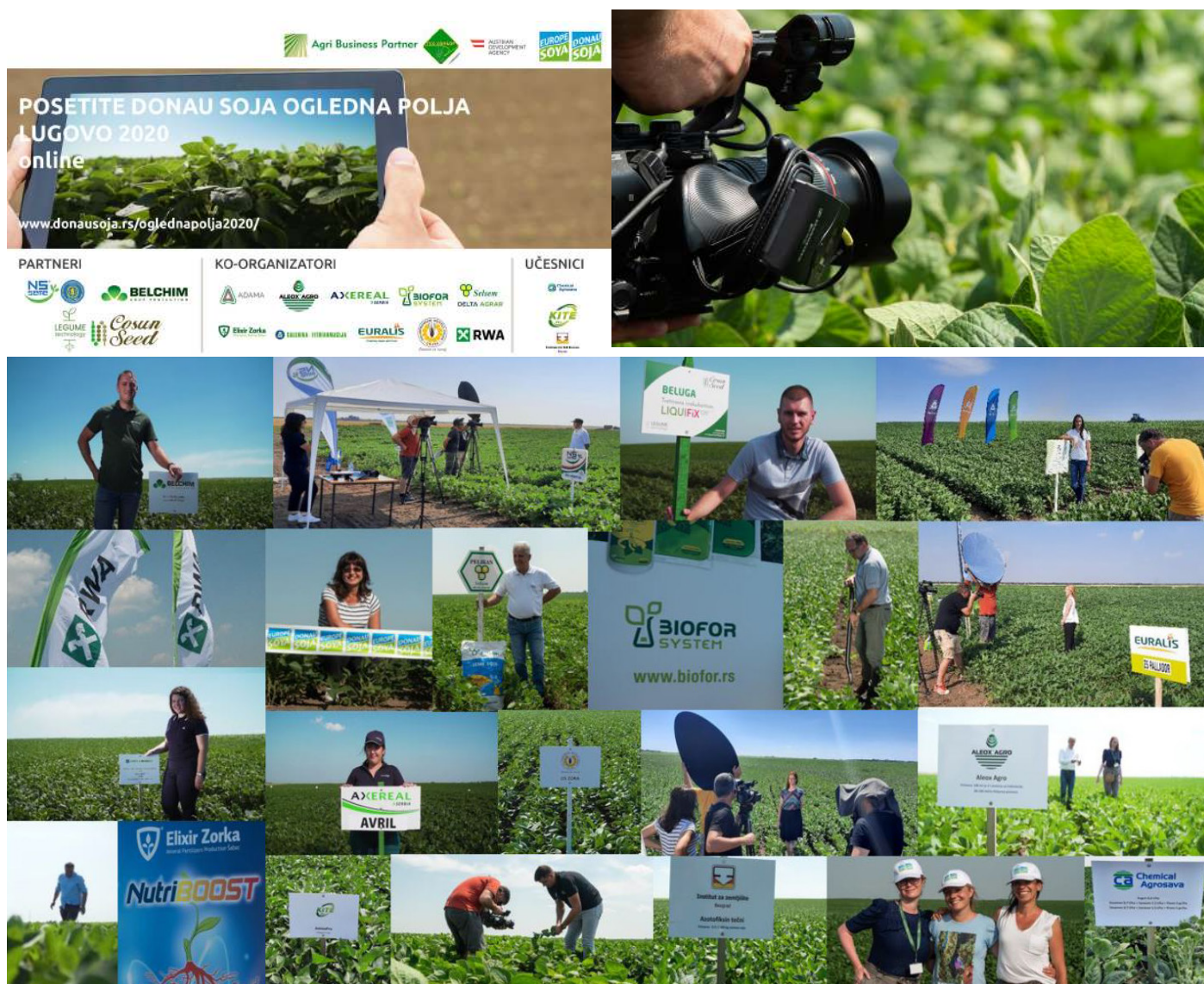
**14** VIDEO presentations

**>100.000**  
Reach on Dunav Soja FB page\*

**>2000**  
visits to the webpage\*

**>2300**  
Views Dunav Soja YT channel\*

\* Campaign results 2020.





DONAU SOJA FIELD DAY EVENTS ATMOSPHERE





## WE ARE DONAU SOJA



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The Donau Soja Association is an independent, non-profit association, which unites civil society, politics and essential commercial enterprises all along the value chain, ranging from non-GM seed production to food of animal and plant origin. Donau Soja and Europe Soja, the two standards of Donau Soja, stand for GMO-free soya from the Danube region and Europe, quality and origin assured. The consistent quality and origin assurance system of Donau Soja guarantees transparency and safety for plant and animal products.

The association comprises of more than 280 members from all over Europe and is competently represented at the local level through four branches. The main tasks of the association are to improve the conditions for sustainable and independent soya cultivation in Europe. Donau Soja is supported by the Austrian Development Agency.

more than  
**280**  
members

**25**  
countries



**4** international  
offices

**1**

representative



**9** spoken  
languages



professionals of  
international team  
**38**