

## Starch Europe Launches Beyond Starch Campaign

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Starch Europe has announced the kick-off of the Beyond Starch campaign. This 6-week pan-European activity campaign, which coincides with Starch Europe's 60th anniversary, will see actors of the starch industry hold a series of events and activities across Europe, to showcase the industry and its great diversity of ingredients, as well as its importance in the EU economy. The campaign will last until the end of November.



A total of 30 events in 11 EU member states are currently scheduled, with the aim of helping customers, consumers, employees and other stakeholders alike learn more about this industry and its many ingredients. These events will include open days at certain starch plants, meetings and tours for local and national stakeholders, educational events for schools as well as for employees, all to introduce the industry and educate them about the ingredients produced.

"We are very excited to launch the Beyond Starch campaign," says Alain Dufait, President of Starch Europe. "It represents a great example of the industry's desire to step up and play its role in

informing and educating customers and consumers alike on our industry and ingredients, and of course is a great opportunity to showcase our innovative industry and its long and proud history.”

A website was launched with information on the campaign: [www.beyondstarch.eu](http://www.beyondstarch.eu).

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