

## **PRESS RELEASE**

Dongen, the Netherlands July 20, 2022

# **Industry experts Einar Wathne and Bert Pauli join the advisory board of Protix**

**Protix, the leading company in insect ingredients for feed and food, is scaling its international business and creating growth within the insect industry. To assist the company growth, special advisers Einar Wathne and Bert Pauli are joining the advisory board. The company is delighted that these highly regarded specialists will bring in their valuable input and insights also in the next stage of its journey. Einar will bring his unparalleled expertise in aquaculture to the table, while Bert will help to oversee regulatory matters and complex stakeholder management.**

Protix is unique in providing insect ingredients on an industrial scale to feed, food, and fertilizer manufacturers. The company harnesses the black soldier fly's remarkable capacity to quickly turn low-grade food waste into valuable nutrients such as proteins and fats. The company was the first to explore the idea of insect-based nutrition, a category that Protix was instrumental in establishing. Since 2009, Protix has invested in developing insect ingredients and building up the industry from scratch. With its world-leading facility built in 2019, the company now supports many global leading brands and industrial manufacturers in their endeavours to deliver healthy and more sustainable products.

From the outset, the company has worked in collaboration with forward-thinking partners to bring its vision to life and build technologies and applications that were previously non-existent. Insect-based nutrition was a totally new concept, and Protix soon realised that mega-topics such as sustainability, health and welfare are most effectively tackled through a 'stronger together' approach. As a result, the company has always focused on forging strong contacts and bringing together experts from many different disciplines.

Kees Aarts, CEO and founder of Protix, says: "We are very excited that Einar Wathne and Bert Pauli are providing us with advice and support in our ambitious growth plans. We are confident their in-depth knowledge, network and experience is a real asset in navigating our company through the next phase. With these two seasoned leaders and experts, we will be able to roll out our plans even better and faster."

### **Unique in the world and driving multistakeholder dialogues**

Einar Wathne is the former CEO of EWOS and president of Cargill Aqua Nutrition, a long-time leader in the aquaculture industry. He is an Assistant Professor in the Faculty of Biosciences at the Norwegian University of Life Sciences (NMBU) and also sits on the board of directors of salmon farmer Bakkafrost, growth companies like Blue Lice AS, and C-feed AS and is chairman of NCE Seafood Cluster AS and Nutrimar Holding AS. He looks forward to

supporting Protix in doing the right things well in the aqua industry that is renowned for its efficiency and R&D-driven growth. He says: “The farming expertise, and the technological and commercial nature of Protix are unique in the world and will be a critical success factor in bringing this new category of nutrition to the aquaculture industry. I look forward to helping to drive their long-term impact in this exciting industry.”

Bert Pauli and Protix worked together between 2013-2019, generating major successes in deregulating the insect-based nutrition industry. Bert Pauli will support the company’s development mainly in the areas of complex stakeholder management, international regulatory affairs and national & municipal interests. He comments: “Creating an industry is no easy task. It demands innovation on all aspects: from biology to technology to regulation. Protix has proven its ability to drive multistakeholder dialogue through its transparent and motivating agenda and vision. I look forward to continuing to support them in the scale-up phase. Close collaboration with different stakeholders on an international scale will be crucial, and I am pleased to contribute with my expertise in that area.”



[Caption] Einar Wathne, aquaculture industry expert and expert adviser to Protix



[Caption] Bert Pauli has held positions in both business and government and is a seasoned strategic advisor to companies

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### **About Protix**

Protix breeds larvae from the black soldier fly and is the market leader in insect-based nutrition for healthy and sustainable feed and food. Organic waste from the food industry serves as feed for the insects. In turn, the insects are processed into sustainable ingredients such as proteins and lipids. These nutrients are used by Protix's customers as nutritious high-added value ingredients in pet food and animal feed. Insect ingredients are more sustainable ingredients than soy or fishmeal and help prevent overfishing and deforestation for soy cultivation. Protix has built the first-in-the-world industrial insect facility and has laid the basis for a broad range of certified applications in feed and food. Protix contributes to a food system that is in balance with nature.

[www.protix.eu](http://www.protix.eu)

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