

The Friendly Salmon™

FOR EXTERNAL USE

Protix presents the Friendly Salmon™, the first insect-fed salmon in the world.

February 6, 2018 – DONGEN, THE NETHERLANDS – Protix announced today the first ever full-grown salmon raised on insect-based proteins. This major step towards aquaculture sustainability will accelerate the diversion from fish meal which places a heavy burden on marine ecosystems. They call it the Friendly Salmon.

“This is a proud moment for Protix and we call it the Blue Shift,” said Protix CEO Kees Aarts. “We started in 2009 with the idea to contribute to a sustainable food system and the Friendly Salmon presented today is a real example of that. Natural ingredients, no pressure on marine resources and healthy for the fish, the planet and ourselves”

Protix has worked with industry leading partners in Norway, like the Institute of Marine Research (IMR) and the Norwegian University of Life Sciences (NMBU). The collaboration called [AquaFly](#) had as goal to develop a unique and sustainable feed for salmon derived from Protix's ProteinX™ ingredient. The Friendly Salmon is a result of that project. The non-sustainable fishmeal made from wild catch fish has been completely replaced during the growth phases in fresh and salt water until they are ready to eat. The fish grew well and the health was great throughout the growth stages.

“Today’s announcement is the result of relentless work alongside our partners,” said Protix CCO Tarique Arsiwalla. “We’re proud to have developed the quality insect ingredients required for a demanding and ‘picky’ fish species like the Atlantic salmon. We look forward to bringing this natural fish feed ingredient to our customers and partners.”

To celebrate this moment, Protix and Norwegian chef Christopher Haatuft will host an event where delicious dishes will be made with this new sustainable ‘Friendly Salmon’. [You can RSVP here.](#)

For more information about our ingredients ProteinX and the Friendly Salmon, please reach out to Tarique Arsiwalla at Tarique.Arsiwalla@protix.eu.

About Protix

[Protix](#) is entirely dedicated to produce foods in balance with Nature. Protix was founded in 2009 on the idea that insects play a pivotal role in nature: to quickly recycle low-grade organics into high quality protein, lipids and micro-nutrients. Protix is the leading insect ingredient company with over 70M€ in investments and funding since 2009 with strong partners like Rabobank, Aquaspark and Buhler. Protix has developed a range of high-tech solutions to produce insect based proteins and other nutrients at scale and reliable quality.

For more information about insect ingredients and the Friendly Salmon, please reach out to Tarique Arsiwalla at Tarique.Arsiwalla@protix.eu.

About Aquafly

[Aquafly](#) is a Norwegian project granted with 13.3 million NOK from the Norwegian Research Council to explore the benefits of insect based proteins in aquaculture diets. The project is led by senior researcher Erik-Jan Lock.



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