

Press Release

Dongen, the Netherlands, June 6, 2024

Insects on the menu for salmon produced under the Label Rouge standard

Partners in the salmon industry drive legislative change to allow natural insect-derived ingredients in feed and increase responsible sourcing

Thanks to cooperation between value chain partners in the Scottish aquaculture industry, salmon sold with the prestigious 'Label Rouge' (Red Label) can now be fed diets containing insect-derived ingredients during the juvenile stages. Label Rouge production represents 12% (8,900T) of Scotland's salmon exports, a significant and growing segment of the industry. It is thus the ideal breeding ground to support premium responsibly sourced ingredients. The highly-regarded endorsement was achieved in an initiative that brought together INAO, the French Label Rouge regulatory authority; Landcatch, the Hendrix Genetics' genetics brand for salmon breeding; Scottish Quality Salmon which acts as the management organisation (ODG) for Scotland's salmon producers and companies; and the leading company in insect ingredients worldwide, Protix.

The internationally recognised Label Rouge requires compliance with stringent standards to ensure the best quality products for consumers. This includes specifications for feed that limit the types and amounts of ingredients that farmers can use across the lifecycle of the salmon. In a recently approved update to these specifications, insects can now be included in the diets of juvenile (freshwater) salmon – marking a significant shift for the Scottish industry towards a feed and food system with a lower footprint. This important watershed comes at a time when the industry is also increasingly putting larger smolt to sea.

Novel ingredients broaden the ingredients basket and are an important instrument in the sector's toolkit as they push towards carbon neutrality by 2045. Protix's insect meals have a carbon impact almost 89% lower than a similar soy alternative (soy protein concentrate) per kg, while being a closer analogue to the salmonids' natural diets. Feed represents up to 80% of the carbon impact of the salmon sector, and innovation in this space drives demonstrable impact.

Landcatch supplies customers worldwide with high-quality salmon ova, fry, parr and smolts (juvenile fish) and is the first Label Rouge certified company to have signed an agreement to use insect-derived feed in its operations. General Manager Jarl van den Berg says: "Our salmon are bred with balance in mind, in line with our vision to set the standard in responsible animal breeding. This success underpins our mission of delivering premium quality, healthy and high-performing fish sustainably and profitably."

Protix is the industry leader in insect ingredients. The company's ethos is to operate in partnership as a positive force for the good by bringing the food system back into balance with nature. Business Development Manager Michel van Spankeren explains: "The approval of insect ingredients in one of the world's most stringent quality labels marks another big step for the insect industry. We aim to serve up the most sustainable salmon on consumers' plates, and know that we can only do this in collaboration with forward-thinking partners. Seeing this coming to life is fantastic."

Scottish Quality Salmon manages the Label Rouge standard on behalf of the Scottish industry. Scheme Manager Andrew Richardson says: "We are proud of our world leading Label Rouge Salmon, and this step represents an exciting moment for novel ingredients in the Scottish sector."

About Hendrix Genetics

Founded in 2005, Hendrix Genetics is a leading multi-species animal genetics and technology company with primary activities in turkeys, laying hens, traditional poultry, swine, salmon, trout and shrimp breeding. Backed by a strong portfolio of leading brands, Hendrix Genetics aims to provide innovative and sustainable genetic solutions to meet the growing global demand for food in more than 100 countries, with operations and joint ventures in 25 countries and more than 3,000 employees. Learn more about our history and how we embrace the past to catch the future at www.hendrix-genetics.com

About Scottish Quality Salmon:

Scottish Quality Salmon is the body that manages the Label Rouge certification for Salmon on behalf of the larger Label Rouge brand, in turn managed by INAO. The organisation supports its members in their mission to supply world leading Scottish Salmon, raised in the exceptional coastlines on the west coast and islands of Scotland.

<http://Saumonecossais.com/en/>

About INAO:

INAO is responsible for the implementation of French policy on official signs of identification of the origin and quality of agricultural and food products: appellation d'origine contrôlée (AOC), protected designation of origin (PDO), protected geographical indication (PGI), traditional specialty guaranteed (TSG), label rouge (LR) and organic farming (agriculture biologique (AB)).

www.inao.gouv.fr/eng

About Protix:

Protix is the leading company in insect ingredients for healthy and sustainable pet food, aqua culture and livestock feed and organic fertiliser. The company is on a mission to create low-footprint ingredients that solve major issues in the current food system. Protix contributes to a circular food chain by using waste from the food industry as feed for the black soldier fly (BSF). In turn, the insects are processed into valuable nutrients such as proteins and lipids. Protix's customers use these proteins and lipids as high-quality ingredients for feed and food. Moreover, residual streams from the insects are used as organic fertiliser. This way, insects close the loop and bring the food system back in balance with nature.

Based in the Netherlands, Protix operates the first-in-the-world industrial insect facility, opened in 2019. With breeding, rearing and processing under one roof, the company has complete control of the production chain and offers reliable, high-quality supply. As the frontrunner and industry leader, Protix has laid the basis for a broad range of applications in feed and food. The company is now expanding internationally to deliver its solutions on a much broader scale. Protix believes in the power of partnerships, and actively seeks collaboration with forward-thinking players to unleash the potential of insect ingredients for the world.

www.protix.eu