

PRESS RELEASE

Bergen op Zoom, 19 October 2020

Protix most innovative company of the Netherlands

Protix has won the Dutch Innovation Award 2020. The company wins the award for her progressive role in food sustainability. Protix has developed a fully automated production process that efficiently produces insect-based ingredients while using food residues as raw material. The award is part of one of the largest studies on innovation, carried out by the Dutch Innovation Monitor, coordinated by Professor Strategy & Innovation Henk Volberda. The Dutch Innovation Award was in TV program “*The World of Tomorrow*”, on Monday 19 October.

The award is a recognition of the innovativeness and social impact of Protix. De jury praises Protix’s progressive role in responding to sustainability issues through innovation. Protix is a true pioneer and the founder of an entirely new category of proteins and other nutrients. The company has developed a new circular approach that uses food residues as feed for insects (the 'black soldier fly'). These insects then serve as an ingredient for animals. A real improvement vs common non-sustainable ingredients like soy, fishmeal, and palm oil. This way, insects help to prevent overfishing and deforestation for soybean cultivation. The breeding process is fully automated, smart algorithms and robotics are used in the advanced process so that the growth process of insects can be controlled at the level of a larvae or crate.

Poster child

The Dutch Innovation Monitor is the basis of the Dutch Innovation Award and is carried out by the Amsterdam Centre for Business Innovation. The monitor investigates how innovative Dutch companies are. The Dutch Innovation Monitor 2020, which is carried out under the direction of Professor of Strategy & Innovation Henk Volberda, is one of the largest annual survey studies on innovation in the Netherlands. Jury chairman Henk Volberda: "Protix is at the forefront of the application of new technologies and invests substantially in research and development. The company also shows that technology and employment go hand in hand, and it contributes to solving social problems. Protix sees opportunities where others see problems, invests in people and also realizes growth. Protix is really a poster child of the new economy."

Innovation Monitor

About 14,000 companies were approached for this study, and about 1,000 participated. After additional research, including desk research and interviews, ten companies were nominated for the award and three finalists were selected. The jury, which looked at new solutions of the company, progressiveness on technologies, attention to human capital, entrepreneurship and cooperation, ultimately identified Protix as the winner.

Read also

Message by University of Amsterdam (<https://acbi.uva.nl/>)

The results of the Dutch Innovation Monitor 2020 (in Dutch) <https://www.seo.nl/publicaties/het-nederlandse-innovatielandschap-in-roerige-tijden/>

About Protix

Protix is a company that produces insects for sustainable meat, fish and eggs. We use organic residual streams as feed for insects. Our insects are then used as a high-quality food source in various feeds for fish, chickens and other animals, just as in nature. In this way Protix closes the food cycle; food residues are reused and returned to our food chain in a high-quality, food-safe way, and in a truly circular system. Protix contributes to a food system that is in balance with nature. We started in 2009 and are unique in the world, our expertise and experience are our competitive edge.

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Images

Protix celebrates winning the Dutch Innovation Award (Elselina Battenberg, Kees Aarts, Maurits Jansen, Corné Simons)



Pioneer Protix is the global market leader in insect ingredients



Black soldier fly



Larvae of black soldier fly

