



## PRESS RELEASE

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### **Key players in the aqua sector jointly launch a new feed giving a sustainable boost to shrimp production**

*Leading industry experts Förde Garnelen, Aquafeed Germany, Protix, neomar and Crusta Nova have joined forces to launch a new shrimp feed: SHR EX. The feed has been exclusively designed for the needs of European land-based shrimp farms as they increasingly move towards greater sustainability. SHR EX replaces marine proteins with locally produced insect protein from a circular process. The product, which will be sold by Aquafeed Germany, is not only more sustainable, initial research also shows a significant improvement in shrimp growth and survival rates.*

Shrimp consumption is growing across the globe. Traditional sea farming faces challenges such as the depletion of natural resources for feed, environmental destruction, disease and the use of antibiotics, coupled with issues arising from complex transport chains. Land-based farming, away from coastal areas, is a sustainable alternative, built around the concept of local production. It improves the growth and survival rate of shrimp and maintains shrimp welfare. However, it requires feed tailored for the demands of the shrimp and its farmers. Land-based shrimp producers increasingly want to create feed produced with locally sourced ingredients in response to growing consumer demand for sustainability. Moreover, the feed needs to be healthy and taste good.

The partners worked closely together to develop SHR EX, using the black soldier fly produced by Protix in the Netherlands as the insect protein source. Crusta Nova and Förde Garnelen are implementing insect meal in their specially developed land-based shrimp feeds for the first time in Europe.

Dr Bert Wecker, CEO of neomar and Förde Garnelen, says: "The development of our own feed has brought a significant improvement in the growth and survival rate of our shrimp. At the same time, it allows us to obtain our raw materials from regional sources, making our local shrimp farming even more sustainable. The cooperation with Protix and the use of insect meal produced in Europe is an important strategic step on this journey."

Michel van Spankeren, business developer at Protix, says: "Local farming makes best sense when you use local raw materials, preferably in circular production. Protix's products enable the local circular economy to thrive."

Dr Fabian Riedel, CEO and founder of Crusta Nova, says: "The use of insect meal is an important component within our circular economy concept. Our customers in B2B and B2C

give us positive feedback and confidence that insect meal as a feed component has great potential in the near-term future.”

SHR EX heralds a major step towards the large-scale local supply of sustainable and healthy feed for shrimp farmed on land. This is just the beginning of an exciting future which will see further innovations. Through continued analysis and batch testing, the partners aim to increase the level of insect protein in the future and introduce further improvements to this specialist land-farmed shrimp feed.

This milestone has been reached only through a partnership approach and a shared mindset that values the power of earth’s natural resources. This collaboration across the value chain brings together multiple crucial innovations in shrimp farming and feed and means that consumers in Europe can now reap the rewards of sustainably farmed shrimp.

The new product marks an important industry milestone. Sustainability will increase in the years to come. David Otto, Head of Research & Develop at Aquafeed Germany, says: “Protein availability for healthy and efficient aquaculture nutrition is one of the future global challenges.”

As leader in the industry, Protix is on a mission to rebalance the food system using insects, specifically the black soldier fly. The company is uniquely positioned to produce insects on an industrial scale and is currently preparing for major international expansion. A collaborative approach from the outset, cutting-edge technology, world-leading scientific research, and the inherent goodness of mother nature combine to deliver a natural, healthy and sustainable portfolio.

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### **About neomar and Förde Garnelen**

neomar is a leading German RAS-tech company that has developed a worldwide unique platform technology (OCEANLOOP) for the land-based farming of diverse seafood species, including shrimp. The subsidiary Förde Garnelen is a land-based R&D farm for Pacific white shrimp in northern Germany.

### **About Crusta Nova**

Crusta Nova is a vertically integrated RAS-tech & distribution company that farms best-in-class shrimp in Europe ('Bavarian Shrimp') and distributes 300+ seafood products through B2B (HoReCa & Retail) and B2C (eCom & CN Seafood Shops) in one of the most important seafood markets in the world.

### **About Aquafeed Germany**

Aquafeed Germany is a customised aquafeed manufacturer with focus on progressive feed formulation and customer requirements. In cooperation with neomar and Förde Garnelen, a shrimp feed has been developed to specifically fit the special requirements of land-based production.

### **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 back in balance with nature. 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. Protix has built the first-in-the-world industrial insect facility, has laid the basis for a broad range of certified applications in feed and food, and is a founding member of Venik, the Dutch association of insect breeders, and IPIFF, the international platform for insects as food and feed. [www.protix.eu](http://www.protix.eu)