

Press release

Lille, France, December 10th 2018

## **Auchan, committed to a sustainable and natural aquaculture, becomes the first retailer to offer “insect fed” trout in their supermarkets**

Available from the fish stalls, the “insect fed” trout is distributed in **52 Auchan stores in the North of France region with the objective of extending the initiative to all their supermarkets in France by the end of 2019.**

### **Promoting sustainable and natural aquaculture**

In the context of a fast-growing world population and fish consumption increasing globally, aquaculture enables a reduction of pressure on wild fish stocks. This booming industry must, however, face a major challenge: The availability of natural and high-quality protein that meets the nutritional requirements for fish. Insects can be one of the solutions!

For several years, Auchan has been committed to a sustainable management of oceanic resources (the retailer stopped offering certain endangered fish species, in favor of the reproduction of other species...). The launch of this new « insect fed » trout is totally aligned with the brand’s overall strategy and promotes the development of a sustainable French aquaculture. Furthermore, this solution is 100% natural as trout partially feed on insects in the wild and they love it!



### **« Insect fed» fish: a new stamp of quality for fish eaters**



The trademark « insect fed » applies to farmed fish which respect two criteria:

- The fish were fed with a feed for which a minimum 50% of the fish meal has been replaced by insect protein (the feed fed to Auchan’s “insect fed” trout contains 8% insect),
- The fish have at a minimum doubled in weight during the phase they have been feed with an insect protein based feed.

Auchan is communicating in their stores around this new “insect fed” trout product line with posters and a distinctive logo to inform customers. A dedicated and educative internet site has also been created to explain this initiative: [www.nourrialinsecte.com](http://www.nourrialinsecte.com)

### **A local initiative, with global impact**

Auchan has selected to kick-off this effort with trout, an emblematic fish for French aquaculture. The outcome is the result of the collaboration and ambitious technical efforts invested by all the actors of the value chain which have worked together over the past two years to enable the integration of insect protein in fish feed and guarantee optimal quality for customers. The insect producer ([InnovaFeed](#)), the fish farmer ([Truite Service](#)), and Auchan France all worked hand in hand to enable the success of this pioneering initiative. All the partners of the project being

located in the North of France, **this initiative was driven by actors at a local scale.** The project however will have a global impact to build a more sustainable aquaculture.

Link to photos: [Link](#)

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**About Auchan Retail France**

*A subsidiary of Auchan Retail, the world's 13th-largest food distributor, present in 17 countries and headquartered in Croix, France, Auchan Retail France has 73,800 employees and 641 stores and retail sites in the country. The company began when Gérard Mulliez opened his first selfservice shop in Roubaix, in the district of Hauts-Champs. Nowadays, Auchan Retail France is present in all physical and digital food trade formats. In 2017, it saw more than 445 million visits to its stores and retail sites in France.*

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**About InnovaFeed**

*InnovaFeed is a biotech company that produces a new source of protein from insect rearing (*Hermetia illucens*) for animal feed, more specifically for aquaculture.*

*InnovaFeed's mission is to participate in the rise of sustainable food systems by addressing the increasing demand for natural, healthy and competitive raw materials.*

*Combining the largest production capacity on the market and state of the art research in biotechnology, InnovaFeed has developed an innovative technology and process enabling the production of high-quality insect meal at industrial scale and at a competitive price.*

*Additional information: [www.innovafeed.com](http://www.innovafeed.com)*

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**About Truite Service**

*TRUITE SERVICE is a transformer of fresh trout located at Loos in Gohelle, France. The company has been committed for more than 20 years to providing customers with freshwater fish from regional aquaculture. It offers a large array of fresh products including portion trout, trout filet, and trout steak.*

*TRUITE SERVICE relies on 7 fish farms located in the Hauts-de-France region, France, to guarantee a daily and reliable supply of quality products throughout the year.*

*Faced with growing demand, Truite Service hires 20 employees and transforms approximately 1200 T/yr with revenues of 5M€. [www.truiteservice.com](http://www.truiteservice.com)*

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