

Press Release – February 26, 2020



Auchan Retail France strengthens its commitment for a sustainable aquaculture

Following the launch of the « insect-fed » trout in 2018 in Auchan supermarkets in the North of France, the multinational retail group continues to innovate with its sustainable trout. Auchan sustainable trout's feed is further enriched with micro-algae and cleared from fishmeal or fish oil stemming from industrial fishing. This new initiative demonstrates that alternative solutions to industrial fishing - which still accounts for 17% of total fishing - do exist. Auchan Retail France thereby confirms its pioneering position in the development of sustainable aquaculture value chains with an emphasis on naturality.

Following a first innovation in the feed of aquaculture trouts in 2018....

In the context of a fast-growing world population and fish consumption increasing globally, aquaculture enables a reduction of pressure on wild fish stocks. However, this booming industry must face a major challenge: the availability of natural and high-quality protein that meets fish nutritional requirements. **The “insect-fed” trouts launched by Auchan in 2018 were a first response to that challenge.**

Developped in partnership with insect producer InnovaFeed, feed formulator Skretting and fish farmer Truite Service, these “insect-fed” trouts are farmed in France. In their feed, 50% of fishmeal is replaced by insect protein.

A year later, this initiative is a success. Consumers have embraced the “insect-fed” trout. **And the impact on our oceans is real: in 2019, 11 tons of forage fish have been saved thanks to the “insect-fed” trout!**

... in 2020, Auchan's sustainable trout becomes an even more sustainable product with superior nutritional qualities

In 2020, Auchan keeps the Momentum and goes further by launching a trout rich in omega-3 that both preserves our marine resources and benefits consumers' health and well-being.

Leveraging more than 30 years of R&D in aquafeed, Skretting has developed an innovative recipe combining precisely insect meal produced by InnovaFeed and algal oil produced by Veramaris to meet fish nutritional needs. The rest of fishmeal and fish oil present in the trout diet comes from fish trimmings previously discarded therefore putting no pressure whatsoever on marine resources.

Insect proteins are maintained in this new aquafeed as a natural alternative to fishmeal and have been further improved compared to 2018. Indeed, the CO2 footprint of InnovaFeed's insect protein is certified at least 51% lower than fishmeal.

Finally, Veramaris which produces algal oil naturally rich in omega-3 (EPA and DHA) has joined this pioneering value chain. The origin of the algae production and fermentation techniques that the company uses has its roots in the NASA Space Program enabling Veramaris to produce algal oil that is naturally rich in omega 3 EPA and DHA at an industrial scale. Omega-3 (EPA and DHA) are beneficial to human brain, eye and heart health. Fish are a unique source of high quality omega-3.

These sustainable trouts will be available in 52 Auchan supermarkets in the North of France starting March 2020 with the strong ambition to expand to the rest of France and other species (shrimp, salmon, sea bass, sea bream...) in 2020.

Auchan Retail France also relies on Mr. Goodfish recommendations for sustainable aquaculture. Several seafood products developed through Auchan Sustainable Value Chains (oysters, sea bream, mussels or even sea bream) are already fed with an aquafeed more respectful of marine resources. Consumers can easily identify these products on the shelves thanks to the presence of Mr. Goodfish logo.

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.

www.auchan-agit.fr

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 1500 T/yr with revenues of 6.3M€.

www.truiteservice.com

About Skretting

Skretting is the global leader in providing innovative and sustainable nutritional solutions and services for the aquaculture industry. Skretting has production facilities in 19 countries on five continents, and manufactures and delivers high quality feeds from hatching to harvest for more than 60 species. The total annual production volume of feed is more than 2 million tons. The head office is located in Stavanger, Norway. Our mission is Feeding the Future.

<https://www.skretting.com/>

<https://www.linkedin.com/company/skretting/>

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.

www.innovafeed.com

About Veramaris

Veramaris is a 50:50 joint venture of DSM and Evonik for the production of the omega-3 fatty acids EPA and DHA from natural marine algae. Located in Delft, the Netherlands, Veramaris was launched in 2018, because its parent companies shared a vision: to conserve marine life by using ocean's own resource - natural marine microalgae. Producing an algal oil rich in the two essential omega-3 fatty acids EPA and DHA through large-scale fermentation at its facility in Blair, Nebraska, USA, Veramaris enables partners along the value chain to become independent of wild-caught fish and meet the growing demand for animal protein responsibly.

www.veramaris.com

About Mister Goodfish

Mr. Goodfish is a European program whose mission is to raise the awareness around sustainable seafood consumption of both end-consumers and professionals. Leveraging the World Ocean Network, Mr. Goodfish contributes to raising awareness on the fundamental role oceans play in our daily life, informing end consumers on oceans health, explaining the complexity inherent to maritime issues, increasing awareness on sustainable policies and changing consumers habits to preserve our marine environment. On February 21st, 2018, Auchan Retail France and Mr. Goodfish signed a partnership to promote sustainable aquaculture products. In 2020, Auchan Retail France and Mr. Goodfish reiterates this partnership, expanding it to fished seafood.

www.mrgoodfish.com

Press contact :

Auchan Retail France - Sandrine Caspar - +33 (0)6 21 09 84 35 - scaspar@auchan.fr