



BIOMAR, INNOVAFEED AND AUCHAN ANNOUNCE LANDMARK PARTNERSHIP TO ACCELERATE THE COMMERCIALISATION OF INSECT MEAL

- **A major milestone for sustainable aquaculture:** First large-scale integration of insect protein in shrimp feed with BioMar Ecuador.
- **A strategic alliance across the value chain - from Ecuador to France:** An end-to-end collaboration between **Innovafeed (insect farming)**, **BioMar (aquafeed)**, and **Auchan (retail)** to bring **insect-fed shrimp** to European consumers for the first time.

Utrecht, Netherlands - September 2nd, 2025 – On the opening day of the [Global Shrimp Forum](#), **BioMar**, **Innovafeed**, and **Auchan** are proud to announce a significant industry commitment: the large-scale integration of insect protein into commercial shrimp feed in Ecuador.

This milestone marks a turning point for both the insect and aquaculture industries, demonstrating that insect protein is a viable **part of the solution in responsible and resilient shrimp farming**.

Insect meal is much more than a protein source, it contains functional nutrients like antimicrobial peptides. **Recent research from BioMar showed a unique functional benefit in shrimp feeds, making it possible to substitute it with a similarly valued ingredient currently in use.**

This discovery offers insect meal a viable market entry position in shrimp feeds at its current market value. From there, it's possible to scale insect meal and hopefully be market competitive in the protein ingredient segment in the future, but for now, it can play a vital role in the functional ingredient segment in aquafeeds.

As part of this industry-first initiative, **Auchan, one of Europe's leading retailers, will support the rollout by integrating shrimp raised on this next-generation feed into its responsible sourcing strategy and product offering.**

This tripartite commitment marks a significant leap toward **scaling insect-based solutions** as a cornerstone of tomorrow's food system. It reflects the shared ambition of key players in **aquaculture, agritech, and retail** to accelerate the shift toward a **circular, resilient, and low-impact protein model**, reducing dependence on wild-caught fish and conventional

agricultural resources, while upholding **rigorous sustainability standards** and promoting **responsible shrimp farming**.

A Breakthrough Ingredient for Responsible Shrimp Farming

Clément Ray, CEO & Co-founder of Innovafeed and **Elizaveta Le Floch**, Chief Business Officer, stated:

“This partnership is a defining moment not just for Innovafeed, but for the entire insect and aquaculture industries. By combining our technology with BioMar’s aquafeed expertise and Auchan’s retail leadership, we’re proving that sustainable shrimp farming can be scaled, economically viable, and consumer-ready.”

Henrik Aarestrup, VP LATAM Shrimp & Hatchery, BioMar Group, added:

“In BioMar we believe in the sustainable future of the aquaculture industry and alternative ingredients like insect meal play a vital role in this. Working together with Auchan and Innovafeed we have established a viable commercial model for insect meal. It was important to design a scalable model that leveraged the unique functional benefits of black soldier fly in shrimp diets. Any shrimp farmer purchasing BioMar feeds from Ecuador can leverage this commercial opportunity.”

Laurent Francony, Group CSR Executive Director at Auchan Retail, commented:

“We are committed to responsible sourcing and see this partnership as a tangible step toward better food for our customers and the planet. Supporting more sustainable aquaculture practices through our shrimp supply chains is perfectly aligned with our long-term vision.”

-

ABOUT INNOVAFEED

Innovafeed is a global AgTech pioneer (B Corp™, Next 40, Impact 40, World’s GreenTech Company 2025), specialized in producing insects (*Hermetia illucens* – Black Soldier Fly) for animal and plant nutrition. As one of the world’s foremost insect producers, Innovafeed develops cutting-edge technologies that replicate nature’s resource conversion processes at industrial scale.

By recreating a circular, zero-waste food chain in which insects reclaim their natural role in the ecosystem, the company contributes to building a more sustainable, resilient, and efficient agri-food system.

www.innovafeed.com

ABOUT BIOMAR

BioMar is a leading innovator in aquaculture feed, supporting the growth of a responsible and efficient global aquaculture industry. Founded in 1962 by Danish trout farmers, BioMar’s heritage is entwined in the sustainable development of aquaculture.

With 17 production facilities worldwide in Norway, Chile, Denmark, Scotland, Spain, France, Greece, Turkey, China, Vietnam, Costa Rica, Ecuador, and Australia, BioMar delivers high-performance feed to

more than 90 countries, catering to over 45 species. The company's focus is on creating efficient, nutritious, and environmentally responsible feed solutions. Guided by the purpose "Powered by Partnership. Driven by Innovation," BioMar works closely with partners across the value chain to shape a thriving aquaculture industry for the future.

BioMar is owned by Schouw & Co., a Danish industrial conglomerate listed on the NASDAQ Copenhagen, BioMar benefits from stable ownership with a commitment to long-term growth.

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

ABOUT AUCHAN RETAIL

Present in 12 countries, Auchan Retail encompasses all food trade formats (hypermarkets, supermarkets, convenience stores, click-and-collect and e-commerce) with 2,897 points of sale. Auchan Retail places its customers at the heart of its strategy by offering them a "phygital" shopping experience combining physical stores with the digital ecosystem, as well as exclusive, high-quality products at the best possible prices. Auchan Retail's 157,648 employees are committed to good, healthy and local products. Its people-centred, responsible approach is the cornerstone of a business that enables all customers, farmers, suppliers and employees to live better. www.auchan-retail.com

MEDIA CONTACT

Nadège Audiffren, Innovafeed
Head of Global Communications
+ 33 6 64092594
nadege.audiffren@innovafeed.com