



Good for pets,
Good for the planet.





3%

The pet food pawprint

Pet food production significantly impacts our environment. Dry pet food alone contributes up to 3% of global agricultural greenhouse gas emissions.

In addition, global pet food production utilises 0.8–1.2% of agricultural land and it consumes 5–11 km³ of freshwater, accounting for 0.2–0.4% of all agriculture freshwater use.

Ref: <https://www.sciencedirect.com/science/article/abs/pii/S0959378020307366>

Pet food needs sustainable solutions

The pet food industry requires innovative solutions as manufacturers confront formidable challenges, including the looming protein shortage, diminishing access to high-quality raw materials, and further reduction of its environmental footprint. In pursuit of a lower environmental footprint, many manufacturers have pledged to enhance sustainability by substituting traditional ingredients with more eco-friendly alternatives. Striking a balance between palatability, health benefits, and sustainability can be a challenge!

The outstanding solution for pet food is ingredients based on insects. Insects are a natural part of the diet of cats, dogs and wild birds. Packed with essential amino acids, antimicrobials, and antioxidants, insect ingredients offer outstanding health benefits. Furthermore, their environmental credentials are impeccable, with much lower CO₂, land and water impacts than traditional ingredients.

Insects already play an established role in pet food production. One particular little critter – the black soldier fly (BSF) – is a key ingredient of over 100 brands and 550 tasty products on shelves today.



Meet the black soldier fly

When it comes to environmental footprints, smaller is better. The black soldier fly (BSF) is a small solution with a big impact on the pressing pet food environmental challenge. Black soldier fly ingredients when used in pet food are proven to reduce the ecological impact.

But with insect nutrition, not everything is smaller. As a rich source of the proteins and lipids so important for dog, cat, and wild bird nutrition, black soldier fly ingredients provide exceptional health benefits. And with over 550 products on the market today, verified by various pet food producers' quality control, reinforce the safety of insect ingredients for dogs and cats and demonstrate their successful inclusion.

Safe, healthy
and sustainable



The beauty of black soldier flies

1. Lower CO₂ emissions and less use of water and land

Black soldier fly ingredients significantly lower environmental impacts. A new 2023 Life Cycle Assessment (LCA) by the Deutsches Institut für Lebensmitteltechnik (DIL) states that substituting traditional ingredients with our Protix black soldier fly ingredients reduces CO₂ emissions and land and water use. Protix infers from this study that black soldier fly protein from Protix generates 78% less CO₂ emissions than poultry meal, an ingredient commonly used in pet food.

Scan for LCA data:



2. Health benefits

Research highlights black soldier fly ingredients as a promising source of protein and fat, with antimicrobial and hypoallergenic effects. ProteinX promotes pets' gut health, enhances skin condition and fosters glossy fur. It also improves dogs' oral health by promoting beneficial bacteria while reducing harmful bacteria and can reduce bad doggie breath. Black soldier fly ingredients deliver a tasty range of positive health claims and opportunities for pet food manufacturers.

3. Palatability and digestibility

In peer-reviewed tests, black soldier fly-based pet foods demonstrated very favourable acceptance by animals, including cats. In a 28-day cat-feeding trial with foods based on black soldier fly and chicken meal, black soldier fly demonstrated comparable digestibility whilst facilitating the cats in maintaining healthy body weight and overall health by keeping blood parameters within the normal range.

4. Nature's solution

The black soldier fly is above all a natural food source. All animals eat insects for quality nutrition – especially when young – to grow fast and build the immune system.



New oral health study

A new oral health study by researchers at the Federal University of Paraiba in Brazil shows that a diet based on the black soldier fly improves dogs' oral health. The study, published in *Insects as Food and Feed*, reports a 7% reduction in volatile sulphur compound-producing bacteria in doggie dental plaque and an increase in beneficial bacteria in saliva, such as *Moraxella*.



Scan here for the white paper

Our science-based portfolio






ProteinX®, PureeX® and LipidX® are low footprint, nutrient-rich ingredients buzzing with benefits for pet wellbeing. Protix products are manufactured according to GMP+ guidelines and fully comply with European feed legislation. Together with our customers and partners, we're using them to develop an ever-expanding range of pet food products, from treats to kibble to wet food.

That means happy times for our faithful friends, manufacturers and the planet as we shrink the pet food footprint while growing the pet food industry.



ProteinX® a high-quality protein








-  Great palatability
-  Highly digestible
-  Hypoallergenic
-  Healthy
-  Low footprint

Discover ProteinX®



PureeX® fresh insect meat



-  Great palatability and digestibility
-  Hypoallergenic
-  Healthy
-  Low footprint
-  Minimally processed

Discover PureeX®



LipidX® a high-quality fat source



-  Great energy source
-  Highly digestible
-  Rich in lauric acid (43%)
-  Healthy
-  Low footprint

Discover LipidX®



CASE 1:

YORA PET FOOD

In pursuit of purrrfect palatability

Yora is on a mission to revolutionise pet food by making it more sustainable. Using black soldier fly protein as the sole protein source, Yora is working with Protix to produce a range of tasty, nutritious, and high-quality pet foods with a reduced pawprint.

Since many pets are picky eaters – particularly felines who are known for being fussy – switching to a new food is a big decision for their owners. Confidence in palatability and nutritional value is essential, as is consumer education for informed choices. Knowing that consumers rank scientific data even higher than veterinary endorsements, Yora and Protix are involved in joint studies to back the positive benefits of insect protein.

Yora and Protix remain committed to collecting scientific data to support the adoption of insect ingredients by both pet owners and their pets.

“Protix keeps us ahead of the curve and is a true partner in realising our mission,”

James Milbourne
Managing Director of Yora





CASE 2:
MARSAPET

Endless inspiration


Marsapet leads the market with a comprehensive range of innovative insect-based pet products, including wet food, kibble, functional treats, snacks, treatments, and supplements. The inspiration for its ever-expanding portfolio stems from rigorous studies and carefully chosen partnerships.

Marsapet believes that a scientific basis is paramount to support claims and partners with Protix to gain early access to cutting-edge research and innovative insights. Protix's oral health white paper serves as a prime example, which Marsapet is utilising to bolster the messaging of its recently launched dental care product.

As far back as the beginning of 2018, Marsapet started selling extruded and cold-pressed insect-based pet food. The company is one of the first to use insect ingredients. Marcel Hofmann states: "Protix first suggested the idea of insect-based pet food to us. They are exceptional at generating groundbreaking ideas in the pet industry – a truly inspiring partner."

"As a quality-led brand, Marsapet focuses on Protix as the superior insect ingredients source."

Marcel Hoffman,
Chief Executive Officer of Marsapet



Comprehensive
portfolio, backed
by science

Unique insights and
expertise, based on
15
years of experience

About us

Protix is the global leader in high-quality insect-based ingredients. Since 2009 we've consistently set the pace with our unique black soldier fly ingredients. Today we offer the industry's largest portfolio, widely used in pet food, aquaculture feed, livestock feed and organic fertiliser to deliver food and feed that's healthy, sustainable and natural.

Our state-of-the-art production facility in Bergen op Zoom, the Netherlands, is the largest and most advanced of its kind worldwide. Fifteen years of experience put us in a unique position at the forefront of the industry.

That said, what really gets us wagging our tails is inspiring – and being inspired by – our customers and partners. We work extensively with esteemed institutions such as Wageningen University, Hendrix Genetics, and the European Pet Food Industry Federation (FEDIAF). Together we continue to unlock the astounding power and potential of insect ingredients.

As Protix, we'll keep leading the path of innovation, and lowering the impact of feed and food on our planet. Our mission is to bring the food system back into balance with nature. You're welcome to join us on a remarkable voyage.

Learn more
on our website:





PROTIX

Join THE FUTURE OF FOOD TODAY

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