



Background Document 04- Communication Activities

Contents

- A. Media Outreach
- B. Internal Communication
- C. IPIFF Publications

A. MEDIA OUTREACH

IPIFF's media outreach strategy leverages targeted partnerships and consistent engagement to keep the insect sector at the forefront of public debate. The following media coverage reflects tangible outcomes from January 2025 to April 2026.

Media Coverage — January to April 2026

Public Procurement

Article	Outlet	Date
Insect industry hopes public buyers will bite	<i>Euractiv</i>	February 2026

Aquaculture & Insect Meal

Article	Outlet	Date
IPIFF urges EU to set mandatory insect meal targets for aquafeed	<i>We Are Aquaculture</i>	8 April 2026
IPIFF Calls for EU Policy Action to Boost Insect Meal Adoption in Aquaculture	<i>Feed & Additive Magazine</i>	6 April 2026
IPIFF urges EU to set measures to increase insect meal inclusion in aquafeed	<i>Aquafeed.com</i>	1 April 2026
Insect Meal Key to EU Aquaculture Future	<i>Aquafeed International</i>	31 March 2026
Insect feed sector responds to study showing consumer resistance to insect-fed fish	<i>Seafood Source</i>	28 January 2026



IPIFF × Argenta Partnership

Article	Outlet	Date
IPIFF, Argenta Partner on Insect-Based Feed Innovation	<i>Milling and Grain</i>	27 March 2026
IPIFF, Argenta partners to accelerate insect-based animal nutrition solutions	<i>Feed Business MEA</i>	26 March 2026
IPIFF and Argenta partner to advance insect-based animal nutrition	<i>Feed & Additive Magazine</i>	26 March 2026
New international coalition to promote animal nutrition innovation	<i>We Are Aquaculture</i>	26 March 2026
Advancing Insect-Based Nutrition Through Partnership	<i>Aquafeed International</i>	26 March 2026
Advancing Insect-Based Nutrition Through Partnership	<i>International Petfood</i>	26 March 2026
Insect sector partnership aims to speed up approval of insect-based ingredients	<i>Aquafeed.com</i>	25 March 2026

IPIFF × UKEIA Partnership

Article	Outlet	Date
Representatives of the insect sector join forces	<i>Feed & Additive Magazine</i>	27 February 2026

Interviews with IPIFF Secretary-General on relevant policy matters & IPIFF Annual Event

Article	Outlet	Date
Europe as a world leader in regulation, safety, and quality	<i>German Agricultural Society Publication</i>	13 May 2026
Circular Economy Act: Europe's geopolitical lever	<i>Alternative Proteins Magazine</i>	14 May 2026
Feed raw materials as a transcontinental geopolitical issue; insects on the path to becoming an alternative protein	<i>Feed Planet Magazine</i>	15 May 2026
Insect for Europe: a blueprint for EU leadership in a Circular Bioeconomy	<i>Parliament Magazine</i>	15 May 2026



Media Coverage – July to December 2025

Article	Outlet	Date
EU urged to dismantle legal barriers blocking feed circularity	<i>All About Feed Magazine</i>	16 July 2025
Insect meal is key to sustainable EU aquaculture – IPIFF Secretary General interview	<i>Feed & Additive Magazine</i>	2 August 2025
EU members push for insects and algae in upcoming protein strategy	<i>Feed Planet Magazine</i>	8 August 2025
IPIFF SG interview – Deutschland Public Radio	<i>Deutschland Public Radio</i>	26 August 2025
IPIFF Secretary-General stresses the need to leverage current policies for EU insect sector transition	<i>Innovation News Network Magazine</i>	September 2025
A New Consensus: EU Institutions Unite Behind Insects for a Competitive and Sustainable Europe	<i>Alternative Proteins Magazine</i>	13 October 2025
As fishmeal shortage nears, stakeholders call for controlled ramp-up of insect feed production	<i>Seafood Source</i>	18 November 2025
Interview on Lithuanian insect food production	<i>Daily Verslo Zinios (Lithuania)</i>	10 December 2025



B. INTERNAL COMMUNICATION

The IPIFF Insider Weekly Digest is published bi-weekly and delivered directly to all members. All published editions are accessible via the links below. Members are encouraged to reshare content and suggest topics for upcoming editions.

Edition	Link
IPIFF Insider Weekly Digest- 22 April-15 May	ipiff.org
IPIFF Insider Weekly Digest – 8-22 April 2026	ipiff.org
IPIFF Insider Weekly Digest – 21 March - 8 April 2026	ipiff.org
IPIFF Insider Weekly Digest – 6-20 March 2026	ipiff.org
IPIFF Insider Weekly Digest – 23 February - 1 March 2026	ipiff.org
IPIFF Insider Weekly Update – 20 February 2026	ipiff.org

C. IPIFF Publications

1. IPIFF LCA CONCEPT NOTE

After a decade of industrialisation, the insect production sector now stands at a pivotal juncture. With industrial-scale facilities operating globally and multi-year operational data available, the industry is increasingly able to ground LCA discussions in real production performance rather than lab-scale data.





Nevertheless, as with most agro-industrial sectors, establishing a single LCA that represents the insect industry remains inherently challenging. Environmental outcomes can vary considerably depending on factors such as insect species, production technologies, feedstock, energy sources, and scale.

This document is organized into three sections:

1. The first section revisits the scientific rationale driving the growing interest in insect-derived nutrients and explores the potential role of insects in future food and feed systems.
2. The second provides an up-to-date assessment of environmental performance across different production models, based on multi-year operational data from industrial-scale facilities.
3. The third examines key methodological considerations for developing a more consistent industry-wide life cycle assessment (LCA) framework and outlines the essential steps to enhance comparability and transparency across the sector

We highlight the work behind IPIFF LCA Concept Note and why it stands to move the industry forward. Over the past several months, IPIFF has coordinated a cross-disciplinary effort to translate decades of hands-on experience into a practical, implementable framework. The project brought together regulators, practitioners, researchers, and technology providers, all united by a common objective: to reduce fragmentation, improve interoperability, and accelerate the safe adoption of innovative approaches across the sector.

Collaboration has been the cornerstone of this effort. The contributors bridged disciplines and geographies, lending expertise in safety, quality, data governance, sustainability, and technology integration. The work has been validated through pilot demonstrations, independent reviews, and stakeholder consultations, all of which helped to sharpen the guidance and confirm its applicability across diverse contexts. The document's strength lies not only in its content but in the process that produced it—a commitment to openness, shared responsibility, and continuous improvement that the industry can rely on as a foundation for collective progress.

Finally, this document is accompanied by seven third party-assessed LCA's from IPIFF member companies, as well as a comprehensive scientific bibliography. Together, they help clarify the key contextual factors needed to accurately interpret the industry's rapidly improving environmental profile and its future potential.

Why is this Important?

This is a strong political lever for IPIFF to engage with key policymakers.

- European Commissioner on the Bioeconomy Strategy
- European Commissioner on Research, Innovation and Start-up and Scale-up
- European Commissioner on Agriculture & Food
- European Commissioner on Fisheries and Ocean

➡ Read the IPIFF LCA Concept Note, [here](#).



2. INDUSTRY SURVEY- PROJECTING INDUSTRY JOINT INDUSTRY DATA FROM THE EU AND UK



The European insect sector is no longer an emerging concept—we are in the midst of a rapid upscaling and commercial consolidation phase. Our progress is being watched by investors, policymakers, and value chain partners across the globe. To ensure our collective voice is heard clearly and backed by the most compelling evidence, we must speak with one voice, supported by the most current and robust data.

This is why the IPIFF Secretariat is thrilled to announce the relaunch of our flagship Industry Data Survey, now supercharged by the participation of the 50+ member companies of the UK Edible Insect Association. This unprecedented collaboration marks a significant step forward in the representativeness and impact of our advocacy work.

Why Your Participation Matters Now More Than Ever

The information you provide will be the bedrock of our upcoming advocacy toolkit, designed to support your business and the entire sector.

We are updating our core communication materials to reflect the reality of the market in 2025, 2026, and beyond. By contributing, you are directly shaping:

The Updated Feed Market Factsheet: We need precise figures on the quantities of insect-based feed products commercialized in the EU in 2024 and 2025, along with your forecasts for 2026 and 2030. This data is critical to demonstrate our sector's growth trajectory and potential to replace conventional proteins.

The 'IPIFF 2030' Brochure (Updated Edition): Originally published in November 2023, this flagship document is being refreshed with your input. We will update key indicators such as:

- ✓ Total investments generated by the sector.
- ✓ The pace of new production plant construction.
- ✓ Job creation figures.
- ✓ The main drivers of success in our industry.

This updated brochure, scheduled for publication in May 2025, will be an indispensable tool for your own outreach to investors, commercial prospects, and media.



Your Input is the Final Ingredient

The IPIFF Secretariat is working diligently to consolidate this information to produce the new materials by July 2025. To meet this ambitious deadline, we need your response by the 30th of June.

[!\[\]\(feabb98897b440bc8695a03336a6e2df_img.jpg\) **PARTICIPATE IN THE SURVEY NOW**](#)