



IPIFF

COMMUNICATION TASK FORCE | MEMBER UPDATE

Summary Report: Communication Actions & Deliverables

April 2026 | Prepared by the IPIFF Secretariat

This document provides IPIFF members with a structured overview of the communication work completed, in progress, and planned – including direct access to published deliverables, media coverage, newsletters, and upcoming milestones.

In this report

- A. Media Outreach
- B. Market Positioning
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A. MEDIA OUTREACH

The following articles illustrate tangible outcomes of IPIFF's ongoing media outreach and partnerships. By leveraging strategic media engagement, IPIFF aims to keep the sector at the forefront of public debate, showcasing significant developments, authoritative policy discourse, solid market positioning, and broad international reach.

MEDIA COVERAGE (January-April)

Public Procurement

- Insect industry hopes public buyers will bite – [Euractiv](#) · February 2026

Aquaculture & Insect Meal

- IPIFF is urging the EU to set mandatory insect meal targets for aquafeed, arguing this would help scale up sustainable feed ingredients and strengthen resilience of European Aquaculture. [We are aquaculture](#), 8 April 2026
- IPIFF Calls for EU Policy Action to Boost Insect Meal Adoption in Aquaculture – [Feed & Additive Magazine](#), 6 April 2026
- IPIFF urges EU to set measures to increase insect meal inclusion in aquafeed – [Aquafeed.com](#), 1 April 2026
- Insect Meal Key to EU Aquaculture Future – [Aquafeed International](#), 31 March 2026
- Insect feed sector responds to study showing consumer resistance to insect-fed fish – [Seafood Source](#), 28 January 2026

IPIFF × Argenta Partnership

- IPIFF, Argenta Partner on Insect-Based Feed Innovation – [Milling and Grain](#) · 27 March
- IPIFF, Argenta partners to accelerate insect-based animal nutrition solutions – [Feed Business Middle East & Africa](#) · 26 March
- IPIFF and Argenta partner to advance insect-based animal nutrition – [Feed & Additive Magazine](#) · 26 March
- New international coalition to promote animal nutrition innovation – [We Are Aquaculture](#) · 26 March
- Advancing Insect-Based Nutrition Through Partnership – [Aquafeed International](#) · 26 March
- Advancing Insect-Based Nutrition Through Partnership – [International Petfood](#) · 26 March
- Insect sector partnerships aims to speed up approval of insect-based – [Aquafeed.com](#) · 25 March

IPIFF × UKEIA Partnership

- Representatives of the insect sector join forces- [Feed & Additive Magazine](#) · 27 February 2026

Media Partnerships (soon to be released)

The following items summarize the results of our media partnerships and will be published publicly soon:

1. Article on Bioeconomy Strategy - April Edition Alternative Proteins Magazine
2. Article on Circular Economy Act- April Edition Alternative Protein Magazine
3. Interview Secretary General Feed Planet Magazine.



4. Innovation News Platform- IPIFF Scientific work on Aquaculture
5. Aquaculture.com- IPIFF Policy work on Aquaculture
6. Interview IPIFF SG- DLG article on insects in feed - international perspective
7. 4 articles in the Parliament Magazine- April-September-October-January 2027

MEDIA COVERAGE (July- December 2025)

- 16/07/2025-[EU urged to dismantle legal barriers blocking feed circularity: All about Feed Magazine](#)
- 02/08/2025-[IPIFF Secretary General interview to Feed & Additive Magazine: Insect meal is key to sustainable EU aquaculture.](#)
- 08/08/2025-[FEED PLANET MAGAZINE: EU members push for insects and algae in upcoming protein strategy.](#)
- 26/08/2025-[IPIFF SG interview to the Segment promoted by Deutschland Public Radio.](#)
- September Edition-Innovation News Network Magazine-[IPIFF Secretary-General stresses that there is needed now to leverage current policies and financial instruments and ensure a complete transition for the EU insect sector under the upcoming framework](#)
- 13/10/2025-[A New Consensus: EU Institutions Unite Behind Insects for a Competitive and Sustainable Europe \(to be published next week\)](#)
- 18/11/2025- [As fishmeal shortage nears, stakeholders call for controlled ramp up of insect feed production](#)
- 10/12/2025- Interview to Divaks- [Daily Verslo Zinios-Lithuanian Insect Food Production](#)

B. MARKET POSITIONING

IPIFF Strategic alliances with Biomar, Argenta, and the German Agricultural Society (DLG) help create a resilient, innovative, and transparent European insect ecosystem benefiting producers, processors, researchers, and consumers.

Additionally, IPIFF has joined the Bio-Industries Consortium, a key player in shaping EU Bioeconomy Strategy support measures.

Global and regional partnerships elevate IPIFF's and the EU insect sector's bargaining power with policymakers, enabling more proactive and effective influence on EU legislative and financial initiatives in favour of the sector. These are the cases of the cooperation agreements signed between IPIFF and UK Edible Insect Association or CFNA, China. Moreover, IPIFF is currently in discussions for the membership of companies located in India, Brazil or Lebanon.

Following the engagement with relevant market players, Argenta and Biomar have been appointed as Strategic Advisory Members. The EU insect segment will be prominently featured at EuroTier events in Hannover (November) and Hamburg (May), promoted by DLG.

Strategic Alliances & Global Cooperation

Alliances with Biomar, Argenta, and DLG contribute to a resilient, innovative, and transparent European insect ecosystem that benefits all stakeholders across the value chain.

Global and regional partnerships strengthen bargaining power with policymakers, enabling more proactive and effective influence over the final design of EU legislative and financial initiatives in favour of the sector.



Visibility and Events

The EU insect segment will take center stage at EuroTier events:

- Hannover, Germany – November
- Hamburg, Germany – May

These events are promoted by the German Agricultural Society (DLG) and present opportunities for policy dialogue, collaboration, and visibility.

Stakeholder Impacts

- **Beneficiaries:** producers, processors, researchers, and consumers across the insect value chain.
- **Expected outcomes:** enhanced collaboration, stronger policy influence, alignment with EU strategy, and accelerated progression of strategic initiatives.

IPIFF × BIOMAR Strategic Partnership

Biomar joins IPIFF as a Strategic Advisory Member to advance shared goals in sustainability, innovation, and market development for insect-based solutions. The collaboration reflects the Board's strategy to deepen ties with key market players and accelerate sector growth. This cooperation will level IPIFF's bargaining power towards policy makers, especially in the field of aquaculture and aquafeed production.

Key areas for cooperation

- ✓ Joint research initiatives, development of sustainable insect-derived aquafeed and ingredient solutions, and knowledge exchange to accelerate practical applications.
- ✓ With this strategic alliance, IPIFF aims to broaden the reach for insect-based products, enhanced technical expertise, and stronger visibility for EU insect sector in major events.
- ✓ The Collaboration also aims to support innovative feed strategies, standardization efforts, and robust communication to stakeholders and policymakers.

IPIFF × ARGENTA Strategic Partnership

The collaboration brings together IPIFF's sector expertise in insect production with Argenta's scientific and regulatory capabilities, supporting the transition of insect-derived ingredients from concept to commercial application. The partnership is expected to play a key role in advancing alternative protein sources for the feed industry, particularly as producers seek sustainable substitutes to traditional ingredients such as soymeal and fishmeal.

Under the agreement, Argenta will act as a Strategic Advisory Member to IPIFF, providing guidance on product development and regulatory processes. This includes support in navigating approval pathways with authorities such as the European Food Safety Authority (EFSA) and the European Medicines Agency (EMA).

Key areas of cooperation include advising on preclinical and clinical study design, contributing scientific expertise to working groups, and facilitating knowledge exchange between insect producers and animal health specialists. The initiative aims to establish best practices for quality, safety and efficacy, helping to bring validated insect-based feed ingredients and nutritional products to market more efficiently.

The partnership signals continued momentum behind insect protein as a viable raw material. With increasing pressure on global supply chains and sustainability targets, insect-derived ingredients are gaining attention as a scalable and resource-efficient alternative for feed formulation.



IPIFF AS MEMBER OF THE BIO-INDUSTRIES CONSORTIUM

IPIFF took a decisive step to solidify its place at the heart of Europe's bioeconomy. We are proud to announce that IPIFF officially became an Associated member of the **Bio-based Industries Consortium (BIC)**.

By joining BIC, IPIFF aims to deepen our integration into the core network driving the EU Bioeconomy Strategy. This partnership will allow us to better align the insect sector's needs with the broader bio-based industries, ensuring that insect farming is recognized as a key pillar in the transition toward a competitive and circular Europe.

We look forward to collaborating with BIC and its members to turn ambitious goals into on-the-ground reality. The future is circular, and insects are building it.

C. GLOBAL OUTREACH

IPIFF × UKEIA AFFILIATED MEMBERSHIP

IPIFF and the UK Edible Insect Association (UKEIA) have entered into a formal strategic partnership – representing over 100 industry players from more than 15 countries, spanning insects for food, feed, petfood, and fertilisers.

What this partnership means for members

- **Unified messaging:** alignment of core sector communications and international advocacy positions.
- **Event coordination:** joint planning of global industry events to maximise participation and visibility.
- **Knowledge exchange:** best practices across production, sustainability, and market development.
- **Science & policy:** coordinated engagement on regulatory frameworks in the EU and UK.

IPIFF × CFNA AFFILIATED MEMBERSHIP

IPIFF and CFNA China announce a strategic framework to regulate and grow EU-China insect protein trade, anchored in market oversight, compliance-driven market access, and joint governance.

To regulate the market, CFNA will screen and recommend a whitelist of compliant Chinese exporters, requiring test reports from accredited third-party labs demonstrating adherence to both EU and Chinese standards, with ongoing monitoring and immediate industry notification if violations occur, while IPIFF will propose a whitelist of EU importers meeting compliance standards and promote them through Chinese industry channels to help compliant players find partners, with both lists published on official platforms and at industry events to reinforce transparency and reduce trade risk.

CFNA will join IPIFF as an affiliate member with additional cooperation covering regular market updates, regulatory information sharing, and joint advocacy on global platforms to build a compliant, transparent, and sustainable China-EU insect protein trade system, with IPIFF's response shaping subsequent amendments to the affiliate agreement.

Considering the newly advertised New World Protein Association in China for the regulation of trade imports of EU insect products into China, IPIFF proposed that IPIFF members to become automatically

recognized under this new association, based on the existing cooperation agreement and thus, enabling EU companies to export to China and to have technical support from Chinese authorities to do so.

D. Publications & Policy Tools

The following documents have been finalised and are available to all members. We encourage you to share, cite, and amplify these materials through your own channels and networks.

LCA Concept Note



Based on the collected contributions from IPIFF members, several bilateral and multilateral meetings with industry and academic experts, and thorough review and validation by LCA researchers, we are pleased to share the final IPIFF Concept Note on Life Cycle Assessment (LCA) for insect production.

This document represents a collective achievement of the sector. It provides a robust, evidence-based framework for assessing the environmental performance of insect production – a critical tool for engaging with policymakers, investors, and the scientific community.

- Access the final designed version of the LCA Concept Note, [here](#).

Extensive Report & Policy Recommendations –EU Aquaculture

IPIFF Position Paper, Market & Scientific Assessment | EU Vision for Aquaculture and Fisheries

Published the week of 16 April. This comprehensive report – drawing on over 400 scientific studies and industry data – provides targeted policy recommendations to accelerate the uptake of insect meal in European aquaculture feeds.

Key recommendation: Mandatory inclusion targets of 3% by 2027, 15% by 2030, and 50% by 2050.

- Please consult the IPIFF Position Paper, [here](#).
- Please consult the Scientific Bibliography, [here](#).



An EU Strategy for Coastal Communities

IPIFF Position Paper | EU Strategy for Coastal Communities

In response to the European Commission's Call for Evidence on an EU Strategy for Coastal Communities, IPIFF has submitted a position paper outlining how the insect sector can drive sustainable growth, resilience, and innovation in coastal regions across Europe.

- Please consult the IPIFF Position Paper, [here](#).

Insects and CAP: Mid-Term Evaluation and Post-2027

IPIFF Position Paper | Common Agricultural Policy

IPIFF outlines a clear case for treating insect farming as a strategic, sustainable, and inclusive pillar of the EU's Common Agricultural Policy (CAP), now and beyond 2027. This concise update highlights what's new, why it matters, and how stakeholders can get involved.

- Please consult the IPIFF Position Paper, [here](#)

Sustainable Agriculture | Organic Farming

IPIFF Position Paper | EU Organic Regulation Review

As the EU works to update its organic production rules, a critical opportunity has emerged: integrating insect farming into the organic system. An IPIFF position paper outlines both the sector's potential and the regulatory barriers that continue to limit its development.

- Please consult the IPIFF Position Paper, [here](#).

A Holistic Reset for the EU Bioeconomy – Put Insects on the Map

IPIFF Reaction Paper | EU Bioeconomy Strategy

A new IPIFF position paper argues that the EU's current study on biomass and precision fermentation is too narrow. To truly advance the bioeconomy, Europe must embrace insect farming as a scalable, circular, and commercially viable partner to fermentation technologies.

- Please consult the IPIFF Reaction Paper, [here](#).

EU Livestock Strategy

IPIFF Position Paper | EU Livestock Strategy

IPIFF submitted its Position Paper towards the European Commission Consultation towards an EU Livestock Strategy.

IPIFF calls for regulatory clarity to be a core priority: insect-specific pathways for organic production, insect frass as a fertilizer, and expanded, traceable feeding substrates guided by EFSA risk assessments.

IPIFF argues for a clear push to unlock investment, market access, and consumer trust through targeted funding, procurement pilots, and a formal protein-diversification pathway.

- Please consult the IPIFF Position Paper, [here](#).



2026 IPIFF Industry Survey

IPIFF Industry Survey | EU and UK Insect Sector Investment & Growth

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.

- **Participate in the Survey, [here](#).**

Others on the works

[Products derived from animal by-products as component materials in EU fertilising products](#) >

Topic: Single market

Type of act: Delegated regulation 2026

Feedback period: Until 11 May

[National targets and flexibilities in the EU climate policy framework after 2030 - review](#) >

Topic: Climate action

Type of act: Proposal for a regulation

Feedback period: Until 04 May 2026

[Legal framework for the possible use of international carbon credits towards the 2040 EU climate law target](#) >

Topic: Climate action

Type of act: Proposal for a regulation

Feedback period: Until 04 May 2026

[Food and feed safety - simplification omnibus](#) >

Topic: Food safety

Type of act: Proposal for a regulation

Feedback period: Until 25 May 2026

[Industrial Accelerator Act - speeding up decarbonisation](#) >

Topic: Single market

Type of act: Proposal for a regulation

Feedback period: Until 08 June

[Biotech Act](#)

Topic: Food safety, Public health

Type of act: Proposal for a regulation

Feedback period: Until 08 June 2026

E. Internal Communications & Newsletters

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.

- IPIFF Insider Weekly Digest 8-22nd of April - [ipiff.org](https://www.ipiff.org)
- IPIFF Insider Weekly Digest 21 March - 8 April - [ipiff.org](https://www.ipiff.org)
- IPIFF Insider Weekly Digest 6-20 March 2026 – [ipiff.org](https://www.ipiff.org)
- IPIFF Insider Weekly Digest 23 February-1 March 2026 – [ipiff.org](https://www.ipiff.org)
- IPIFF Insider Weekly Update 20 February 2026 – [ipiff.org](https://www.ipiff.org)



F. WEBSITE REVAMP (Execution by May)

To project the new positioning of our organization, IPIFF is undergoing a profound website renovation with new segments being created and developed to make more visible and impactful the representation of our members, and industry.

- Members Area
- New Strategic and Global partners landing page
- Global Industry Events landing page
- Members display landing page
- News & Events section
- New IPIFF Industry News

G. REVAMPED IPIFF EVENTS

Overview

This year's IPIFF Annual Event will set the tone for a refreshed image of our organization.

- ✓ It will be hosted in the European Parliament—the seat of European democracy.
- ✓ The 2026 event will enjoy the official endorsement of Members of the European Parliament (MEPs), signaling strong alignment with EU policy priorities.

Parliament involvement and political balance

- ✓ MEPs from key committees will participate, including Agriculture & Rural Development, Fisheries, Research, Industry & Energy, Budget, and Internal Market.
- ✓ The event will reflect IPIFF's relationships across major European political groups, including the European People's Party (EPP), the Socialists & Democrats (S&D), and Renew Europe.

Signature guest speakers and market representation

A hallmark of the revamped event is the presence of guest speakers and panellists from core markets for insect producers, such as:

- ✓ Aquafeed producers (Biomar)
- ✓ Global players in animal nutrition and health (Argenta)
- ✓ National farmers' organizations (DLG - German Agricultural Society)
- ✓ EU umbrella organizations that traditionally attend IPIFF events will be represented, including:
 - FEFAC (EU umbrella organization in animal nutrition)
 - FEAP (EU Federation of Aquaculture Producers)
 - plus other invited groups

General Assembly logistics and academic partnership

- ✓ For the first time, the General Assembly will be held at the headquarters of one of our academic members, enabling technical visits.
- ✓ The event will also be recognised by policy makers by taking place in the European Parliament, reinforcing IPIFF's profile as a policy-relevant platform.
- ✓ IPIFF aims to make these activities an annual feature.



Networking, side events, and co-hosted programs

- ✓ The June General Assembly, on the side streams of the Insects to Feed the World event, will be co-hosted with high-level industry events.
- ✓ This format will enable physical interaction, bilateral conversations, and B2B opportunities.
- ✓ Members will be able to participate in industry and academic proceedings while engaging in sector talks within the GA framework.

F. CRISIS COMMUNICATION MANAGEMENT

The source of the Counter-Lobby

The insect sector is increasingly subject to coordinated critical narratives from counter-lobby organisations – including ONEI and the Insect Institute – targeting our environmental credentials, public image, and regulatory progress. IPIFF has developed a comprehensive, evidence-based response strategy.

Approach

During the most recent meeting of the IPIFF Task Force on Communication, and based on input from a broad range of members, it was concluded that reacting to statements or posts issued by these organizations would be counterproductive. Members expressed a shared view that IPIFF should lead with positive, fact-based discourse and craft well-argued counterpoints to balance the negative press generated by these groups and the messages circulating within our sector.

Although this approach enjoys broad support, there is also a need to raise policymakers' and media outlets' awareness of these groups' nature, objectives, and funding. As recently as last week, these organizations organized a press conference to promote a comprehensive report critical of the industry.

The chosen approach is to refrain from directly responding to their news to avoid giving it traction, while ensuring members are equipped with the information and tools to respond to media inquiries when such coverage arises. Going forward, IPIFF members will be equipped and incentivized to share accurate information about these organizations with media outlets.

[The report is available here.](#)

Action Points

The IPIFF Task Force agrees that reacting to these organizations would be counterproductive.

- **Action:** prioritize positive, fact-based discourse and credible counterpoints to balance negative press.
- **Need:** inform policymakers and media about these groups' nature, objectives, and funding.
- **Recent development:** a press conference promoting a critical industry report (link available).

Approach: do not respond to their news to avoid amplification; equip members with information and tools to respond to media inquiries and incentivize sharing accurate information with media outlets.



Media Toolkit for Members **CONFIDENTIAL**

ONLY FOR USE APROPRIATE

Working closely with members and sector experts, IPIFF members (e.g. Innovafeed) has compiled a comprehensive mapping of counter-lobby organisations, their political affiliations, funding sources, and media influence. This work prepared by Innovafeed's Communication Director, Nadege Audiffren, includes:

- [A detailed One pager disclaimer](#) profiling counter-lobby organisations and their key narratives (March 2026 mapping document).
- [Mapping of affiliated organizations](#) and funding flows.
- [Cartography of affiliated organizations](#) and funding flows

Additional actions decided

- **Media mailing:** a more detailed package including the ONEI × Insect Institute document, funding data, and the cartography – targeting journalists who have previously covered these organisations. **This available to members and to IPIFF to react only when media addresses media articles where these organizations are subjects.**
- **Coordination with sector experts including Innovafeed's Communication Director, Nadege Audiffren, who led the compilation of evidence materials.**

Building the Right Narrative-Arguments that makes us Strong

In the meantime, IPIFF has been developing the arguments needed to create a positive environment for the sector and to position it in the right framing.

Key arguments

- ✓ **Arguments addressing sustainability** concerns with IPIFF's LCA Concept Note
 - ✓ **Arguments acknowledging sector challenges while framing them in the context of all novel protein sectors that face similar obstacles** (e.g., plant-based protein companies experiencing financial struggles or bankruptcy; private vertical farming initiatives encountering similar issues; the pea sector also facing financial difficulties)
 - ✓ **Arguments positioning the sector correctly as an innovative field.** Like other groundbreaking sectors, early movers set the tone for those who come after and help consolidate and build upon others' experiences
 - ✓ **With solid, data-backed arguments, it's important to raise awareness among policymakers and the media.**
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Tailored responses being prepared

- **Institutional mailing:** IPIFF, together with its LCA concept note and a corrective narrative framing, is developing tailored campaigns addressing each policy maker where the sector's sustainability credentials have been jeopardised or questioned, or where political support is at stake. Political engagement is specific, tailored and framed according to the responsibilities and expressed concerns of each one of the policy makers with whom IPIFF is engaging.
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Which Policymakers are we addressing?

1. European Commissioner on the Bioeconomy Strategy
 - a. Cabinet members with whom IPIFF engaged with
2. European Commissioner on Research, Innovation and Start-up and Scale-up
 - a. Cabinet members with whom IPIFF engaged with and with the new Head for Start-ups and Scale-up
3. European Commissioner on Agriculture & Food
 - a. Department of DG AGRI dealing with the Protein Diversification Strategy
4. European Commissioner on Fisheries and Ocean
 - a. Cabinet members with whom IPIFF is engaged with

What Policy Tools are we complementing/ individualizing work towards policy makers?

1. [Environmental Agency Report on Assessing the potential to enhance circular of bio-based waste](#)
2. [European Investment Bank on Scaling up of Bio-based industries](#)
3. [Bellona Report: Regulatory barriers to the use of biological by-products](#)
4. [IPIFF-FEFAC and other 6 EU umbrella organizations- Catalogue to promote circularity in feed](#)
 - a. These reports/ documents point out to the opportunities presented by our sector and what measures these agencies/institutions propose the European Commission to take to scale-up our sector).
5. [IPIFF Market, Industry, Consumer Acceptance and Scientific Report on Aquaculture](#)
 - a. This report captures market stakeholders support towards our sector (e.g. Biomar), International Market Reports (i.e. World Bank) and a scientific bibliography with over 400 studies and research papers.
6. [IPIFF LCA Concept Note](#)
 - a. Industrial scale data which proves the environmental sustainability of our sector
7. [The call of EU Member States for the need of a true holistic Protein Diversification Strategy which should include insects](#)
 - a. Council on Agriculture and Fisheries of July 2025

Academic network preparedness

IPIFF is strengthening its academic network to respond to counter-lobby narratives with peer-reviewed research credentials and validated data. By exemplifying the collaboration between industry and academia, IPIFF's policy and communications activities will engage both sectors.

The LCA document was produced thanks to the cooperation and contributions of researchers, academic members, and industry players.

IPIFF has met with each of our academic members and is preparing a catalogue of the research topics addressed by each member. This inventory will support current R&D investments by member companies.

To facilitate knowledge exchange between industry R&D and academia, IPIFF will host a B2B event at the upcoming General Assembly, with the aim of identifying shared research priorities and ways to strengthen collaboration. In policy work, IPIFF will engage with the diverse academic expertise of our members to ensure that policy advocacy is grounded in scholarly validation. Two recent examples are the LCA Concept Note and the IPIFF Position Paper on a Vision for Aquaculture & Fisheries, which cites more than 400 scientific references.