

The background features a series of overlapping, wavy, organic shapes in various shades of teal and green, set against a dark teal background. The shapes create a sense of depth and movement, resembling a stylized landscape or a digital wave pattern.

Novel Food

What is Novel Food

A food that had not been consumed to a significant extent by humans in the EU before 15 May 1997, the date on which the first European regulation on novel foods came into force (es. some insects, spirulina algae, Antarctic krill oil, chia seeds).

Novel Foods can be :

- ◆ *innovative foods of new design,*
- ◆ *foods produced using new technologies*
- ◆ *foods that are or have traditionally been consumed outside the EU.*

To be considered as such, it must meet various criteria such as:

- **High nutritional potential** ,they give a high level of energy, but are light to digest
- **Sustainability** , few resources and large production
- **Taste**



Main Rules

The EU Novel Foods Regulation states that novel foods falling within scope MUST NOT:

- ◆ *Present a danger to consumers*
- ◆ *Mislead consumers*
- ◆ *Differ from foods or food ingredients for which they are intended to replace to such an extent that their normal consumption would be nutritionally disadvantageous for the consumer*

The underlying principles underpinning Novel Food in the European Union are that Novel Foods MUST BE:

- *Safe for consumers*
- *Properly labelled, so as not to mislead consumers*



Main Novel Food categories ⇔ Edible insects

The Novel Food definition describes the various situations of foods originating from plants, animals, microorganisms, cell cultures, minerals, etc., specific categories of foods (insects, vitamins, minerals, food supplements, etc.), foods resulting from production processes and practices.

One of the most important categories is definitely “Edible Insects”: various insect-derived foodstuffs are often heralded as a source of protein for the diet.

Insects are considered highly nutritious, as they are high in protein and contain essential vitamins, minerals and fiber. No negative effects on health are known.



Alia Insect Farm

Alia is an innovative agri-food start-up that wants to concretely contribute to the Italian production of alternative edible insect proteins, for the well-being of the consumer and the planet.

The project is based on 100% Italian food product excellence and they actually produce sustainable powder rich in alternative proteins.

They want to offer an additional food choice to consumer keen to be healthy choosing balanced and nutritious diet.

Edible insects can play an important role by contributing to a more sustainable food system, combining innovation and respect for the resources of our planet.

