

Thank you for the invitation. I'm one of the founders of **ENTOTRUST**, the voluntary certification scheme that supports wider adoption of insect-based proteins.

We began six years ago and are honored to be part of the **UN SDG Actions Platform**. Since then our team has assessed producers and farms across multiple countries and certified a wide range of products, from protein powders and functional beverages to snacks and pasta. That experiences taught us one thing: **consumer acceptance depends on trust**.

ENTOTRUST exists to build that trust. We do not replace legal approvals or food-safety systems; we **complement** them. Our certification independently verifies 4 core dimensions across the value chain: **accredited lab analyses, food-safety audits, environmental impact assessment, and social fairness**.

How ENTOTRUST strengthens consumer confidence

Why does this matter? First, a **visible**, independent label reduces perceived risk for consumers. Instead of marketing claims, shoppers see a seal that links to audited evidence. Second, **traceability** and yearly lab verification lower food-safety uncertainty for retailers and regulators. Third, certification drives **continuous improvement**: corrective action plans and capacity building help small producers meet higher standards.

How ENTOTRUST complements standards

We designed ENTOTRUST to **bridge the technical and consumer worlds**: translating HACCP, Novel Food, and other regulatory compliance into a simple, verifiable signal on pack. We also fill gaps where regulation is fragmented, particularly on social and environmental criteria, and we support market access by documenting traceability and safety for retailers and export partners.

We have evidence that this works.

An independent study across Belgium, the Netherlands and Germany showed that the ENTOTRUST logo increased **perceived food safety** by about **40%** and **improved purchase intent** compared with other familiar certifications on the same product.

In closing: **regulators ensure legal safety; ENTOTRUST makes that safety and sustainability visible, comparable, and credible for consumers**. With transparent standards and independent verification, we can accelerate responsible adoption of insect-based foods, helping insects become a mainstream, nutritious, and sustainable part of future diets.