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## **FLAGship demonstration of industrial scale production of nutrient Resources from Mealworms to develop a bioeconomY New Generation**

The FARMYNG project was selected for funding in 2018 under the Bio Based Industry Joint Undertaking (BBI JU), a Public-Private Partnership between the European Union and the Biobased Industries Consortium. Coordinated by YNSECT, a French start-up company specialised in beetle breeding and insect-based products, the project aims for the building of the first-of-its kind fully automated Industrial vertical plant – thus generating high added value products to cater to fish-feed, pet food and fertilizer markets demands.

## **What's new about the FARMYNG project?**

### **Definition of the visual identity**

One of the first actions in the communication activities is to develop a project's identity, including the graphic standards and the logo which plays a crucial role in the brand recognition.

The colours of FARMYNG draw inspiration from the bioeconomy sector. The logo depicts a *Tenebrio molitor* insect (mealworm) circling the name of the project. The letters are worm-shaped, except the highly recognizable 'Y' also used in the name of the coordinator Ynsect.

The website was launched to present the news, progress and results of the project. Core elements of FARMYNG communication such as brochures, list of events, social media posts and videos will be uploaded on online.

**[TAKE A LOOK TO THE FARMYNG WEBSITE](#)**

Located in the Amiens Metropole (Fountainville industrial zone), the future plant operations will rely on:

- A unique vertical farming process, saving both energy and land;
- A large number of data sensors enabling Ÿnsect teams to develop predictive models, including for monitoring the productivity and growth of *Tenebrio Molitor*.

As the first insect biorefinery in the world, the plant is expected to produce 20 000 tons of proteins per year.

## What's next for the coming period?

### Setting up of the communication materials and actions

The project website, graphic standards and logo were created in August 2019. Communication materials will be ready for November 2019. In addition, several communication actions were launched:

- **Newsletters:** available every 6 months with the news about the FARMŸNG project;
- **Press release:** [an article](#) on FARMŸNG kick-off meeting was published. The KoM took place on 13th June 2019;
- **Social Media** accounts: follow us on [Twitter](#) and [LinkedIn](#) for knowing all news related the project and partners!
- **Videos:** shot by our partner WPCG to present FARMŸNG partners and their role in the project.

### The FARMŸNG events

Ÿnsect will represent the project at key events in the bioeconomy sector:

- [BBI JU Stakeholder Forum](#) | 04/12/2019 | Brussels, Belgium
- [CLIB International conference](#) | 06-07/02/2020 | Dusseldorf, Germany



This project has received funding from the Bio Based Industries Joint Undertaking (JU) under grant agreement No 837750. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium.



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