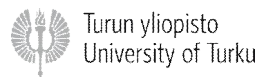


Insect laws in Europe, US, Canada, and Australia: background and impact

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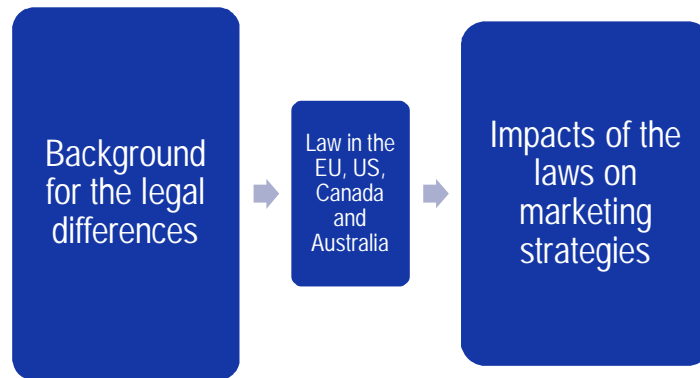


Differences in insect law

- Each country decides on its own laws
→
differing law internationally.



Topic of our study



Legal similarities

- The EU, the United States, Canada, and Australia are all Western democracies based on the rule of law
- Food and feed law is based on scientific risk assessment
- Trade agreements increase similarity in laws (Codex & WTO)

What can explain legal differences (specifically food and feed law)

- Role of government vs. private regulation
- Culinary tradition (related to nutrition sources locally available)
- The history of food safety incidents, media attention, consumer fears, focus of food science, business strategies → which all amounts to

political pressure and lobbying that leads to laws

Insect food and feed law as discourse and compromise

- Discourse is participated by farmers, food and feed companies, consumers, NGOs (health, environmental, animal), scientists, the media
- Insects: a powerless stakeholder in insect law
- Laws can be studied as compromises between the powerful actors within the society.

Background factors for different laws

- EU: precaution, history of mad-cow disease, government control, protectionism.
- US: big agri-food companies, the GRAS system
- Canada: focus on circular economy
- Australia: tradition in insect food
- Globally: Laws take time.
- All four countries : supranational/federal competence + differences between states.

European Union law



- Insects are novel foods. In 2018, special procedure for novel foods that have been traditionally used in third countries. + Some states have their own rules.

Feed use: Processed animal proteins from insects can be used in aquaculture feed

United States law



- Edible insects are considered food additives and are subject to premarket review and approval by the FDA: GRAS substances are excluded
GRAS = significant scientific evidence on safety or on substantial history of consumption
- The same additive and GRAS rules apply to feed
 - (Some states tolerate insect-based food and feed)

Canadian law



- Novel food requires an evaluation from the Novel Foods Section Bureau (history of safe use globally is recognized)
- Similarly, novel feed ingredients are those without a history of safe use.
- Canada has authorized dried whole Black Soldier Fly larvae in chicken feed and in aquaculture feed.

Australian law



- Insect foods can legally be sold in Australia if they are:
 - traditional foods,
 - non-traditional foods that are non-novel (no safety risk), or
 - novel foods that have been authorized.
- The Advisory Committee on Novel Food: super mealworm, mealworm beetle & house crickets are non-novel.
- Animal feed materials generally do not require registration.

Impacts of laws on marketing strategy

- Governments are strong as they “ultimately have the power to recognize or deny the organization’s existence” (Berrone et al. 2013, 893).

Impacts of laws on marketing strategy

- Day (1990) sees government and regulatory intervention as a factor influencing market attractiveness, which affects the profitability of the firm.
- Alexander (1997, 173) believes that some markets may be unacceptably regulated: a company must assess whether it can conform to regulations (Paley 2007, 56).

Impacts of laws on marketing strategy

- The impact of laws particularly manifests itself in the strategies for product development and internationalization.
- R & D may be slowed down if laws are seen as prohibitive or processes as burdensome and risky.
- In deciding where to operate, the legal systems with easy market access are preferred. Clarity and predictability of rules attracts business.

The situation on the four markets

- Products are launched as law makes it possible.



Thank you

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