Insect based foods – are consumers ready?
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Image Credit: https://www.jiminis.co.uk/blog/ikea-created-an-insect-burger/
Who eats bugs?

Insects are one of the most abundant animals on the planet.

They are not typical in western diets.

However worldwide, over 2000 species of insects are consumed by approximately 2 billion people typically in the tropics where the environmental conditions are favourable.

Mainly harvested from nature, so difficult to quantify intake/consumption patterns

Representatives from almost all insect groups are eaten:

• beetles (31 %),
• caterpillars (18 %),
• wasps, bees and ants (15 %),
• crickets, grasshoppers and locusts (13 %),
• true bugs (11 %), and
• termites, dragonflies, flies and others (12 %).
Good for the planet
↓ Land
↓ Water
↓ Feed
↓ GHG

Good for people
↑ Protein
↑ Omega-3
↑ Iron
↑ Zinc
↑ Fibre

Introducing the West to **Entomophagy**
(eating insects)
Published in 1885, Vincent Holt

Dr. Jane Bowen: "Insect-based Foods - Are consumers ready?"

Why won't consumers eat insects?

**Taste & Texture**

**Disgust**
- a basic human emotion

**Neophobia**
- a tendency to avoid unfamiliar food
How do people change eating behaviours?

Repeated exposure
Positive experience
Previous exposure
Relate to benefits

Global Insect Protein Powder Market

$123 million by 2023
Thank you

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