



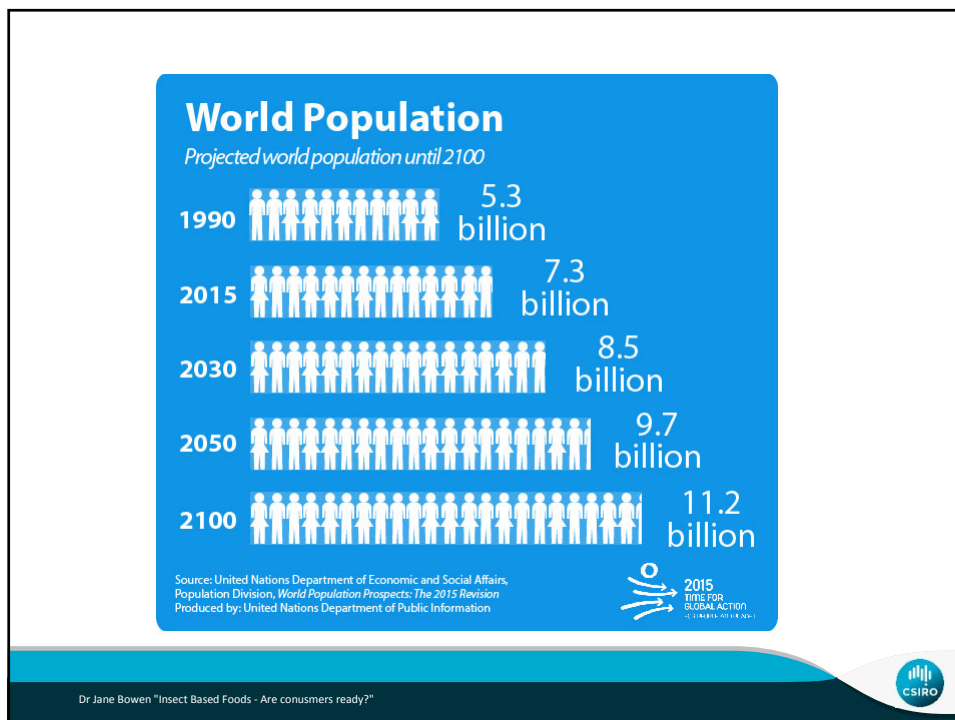
Insect based foods – are consumers ready?

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HEALTH & BIOSECURITY
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Image Credit: [https://www.jiminis.co.uk/blog/ikea-created-an-insect-burger/](https://www.jimimis.co.uk/blog/ikea-created-an-insect-burger/)



+70%

IN GLOBAL FOOD PRODUCTION BY 2050

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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 %).

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Good for the planet

- ↓ Land
- ↓ Water
- ↓ Feed
- ↓ GHG

Good for people

- ↑ Protein
- ↑ Omega-3
- ↑ Iron
- ↑ Zinc
- ↑ Fibre

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Introducing the West to *Entomophagy* (eating insects)

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Published in 1885, Vincent Holt



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Why wont consumers eat insects?

Taste & Texture



Disgust

a basic human emotion



Neophobia

a tendency to avoid unfamiliar food



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How do people change eating behaviours?

Repeated exposure

Positive experience

Previous exposure

Relate to benefits

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Global Insect Protein Powder Market

\$123 million
by 2023

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Thank you

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