

Alternative Proteins to Face Future Needs: The Inclusion of Cricket Powder in Cereal-based Products



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Why Should We Change?

- The current food system does not generate adequate amount of food for the World.
- A food system that promotes the well being of people and the planet should have six characteristics;
 - Efficient
 - Inclusive
 - Climate Smart
 - Sustainable
 - Business-friendly
 - Nutritional and Health Driven



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Listen to the Experts

- 2016 Global Food Policy Report Survey, representing 80 Countries responded to say;
 - 60% are dissatisfied with the current global food polices,
 - 30% agree that global hunger can be eliminated by 2025,
 - 50% aim to achieve food security, improved nutrition and promote sustainable agriculture as a top priority.
- Europe is the most optimistic about ending hunger and under-nutrition by 2025

People Meet Crickets.... Crickets Meet People

- To increase the familiarity of consuming insects - by providing consumers information about insects as an alternative sustainable food source.
- To make edible insects available and increase the frequencies of edible insect exposure and experimental tasting.
- Incorporate insects into familiar foods items known in the UK.



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Eating crickets can be good for your gut, according to new clinical trial

Date: August 3, 2018

Source: University of Wisconsin-Madison

Summary: A new clinical trial shows that consuming crickets can help support the growth of beneficial gut bacteria and that eating crickets is not only safe at high doses but may also reduce inflammation in the body.

Sainsbury's becomes first UK supermarket to sell edible bugs as crickets hit shelves

Customers will soon be able to pick up smoky barbecue-flavoured crickets as part of their weekly shop

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The Telegraph
<https://www.telegraph.co.uk/>

Lifestyle **Food and drink**

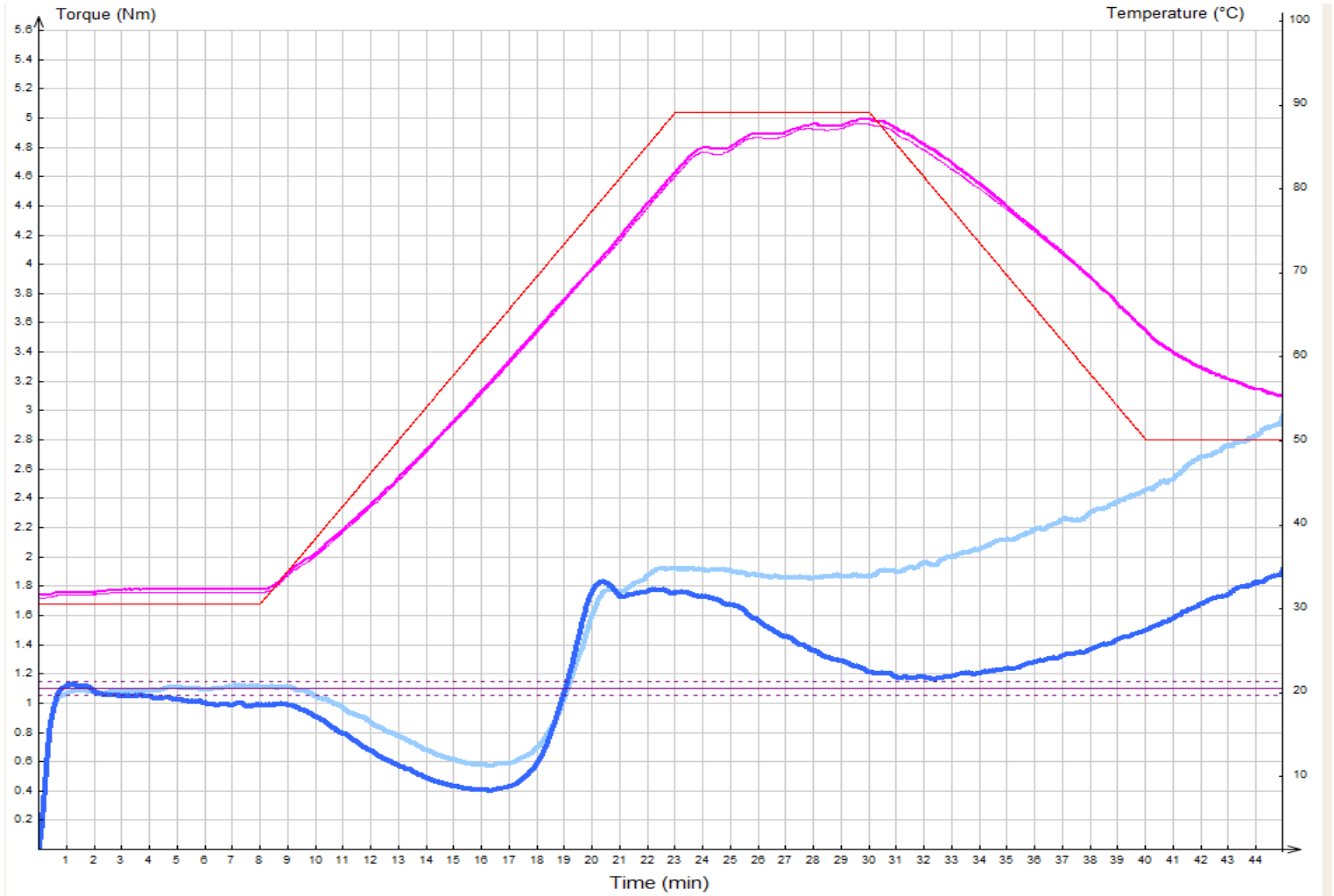
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Fancy a slice of cricket cake? Why cooking with insect powder could be the future of food



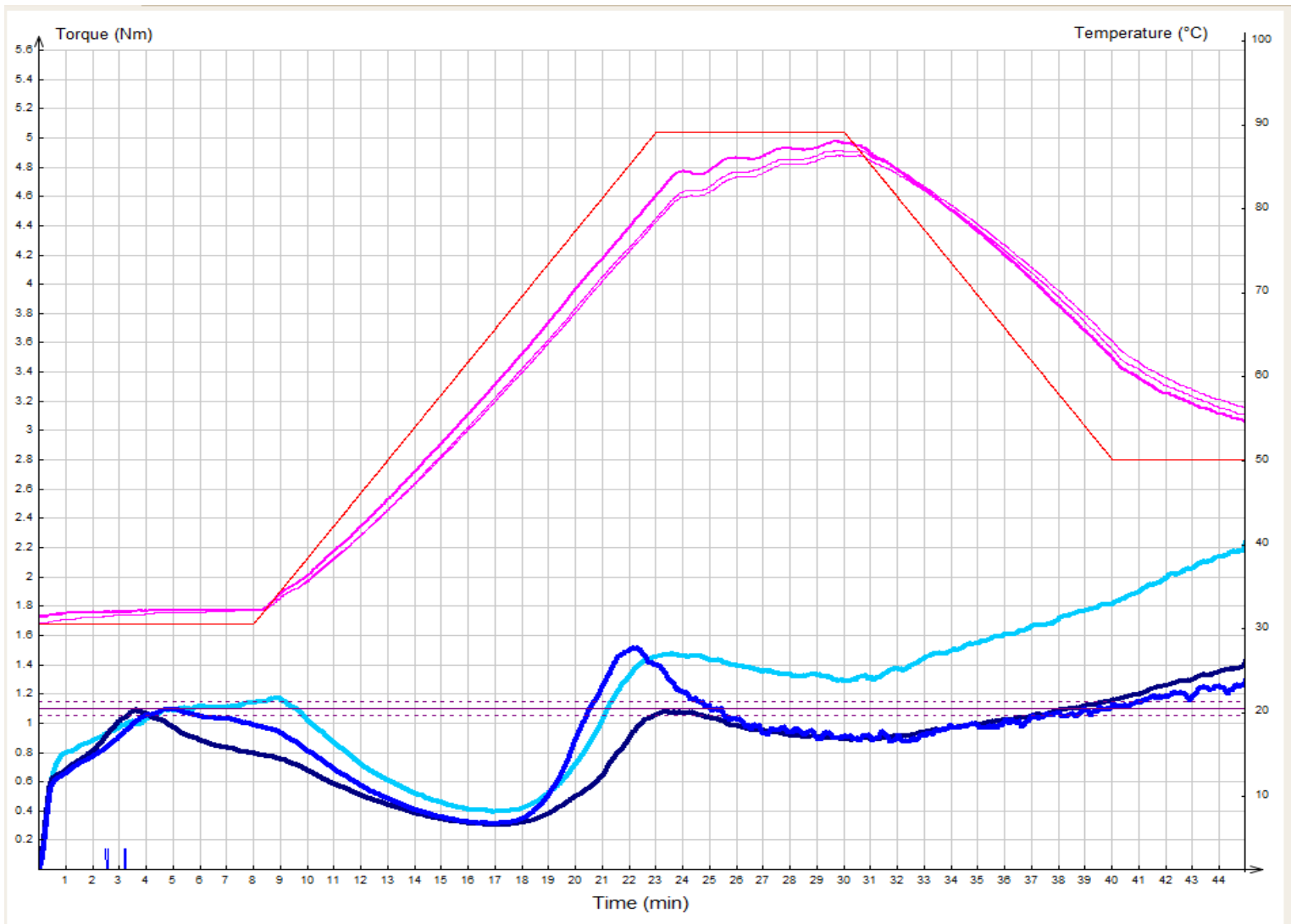
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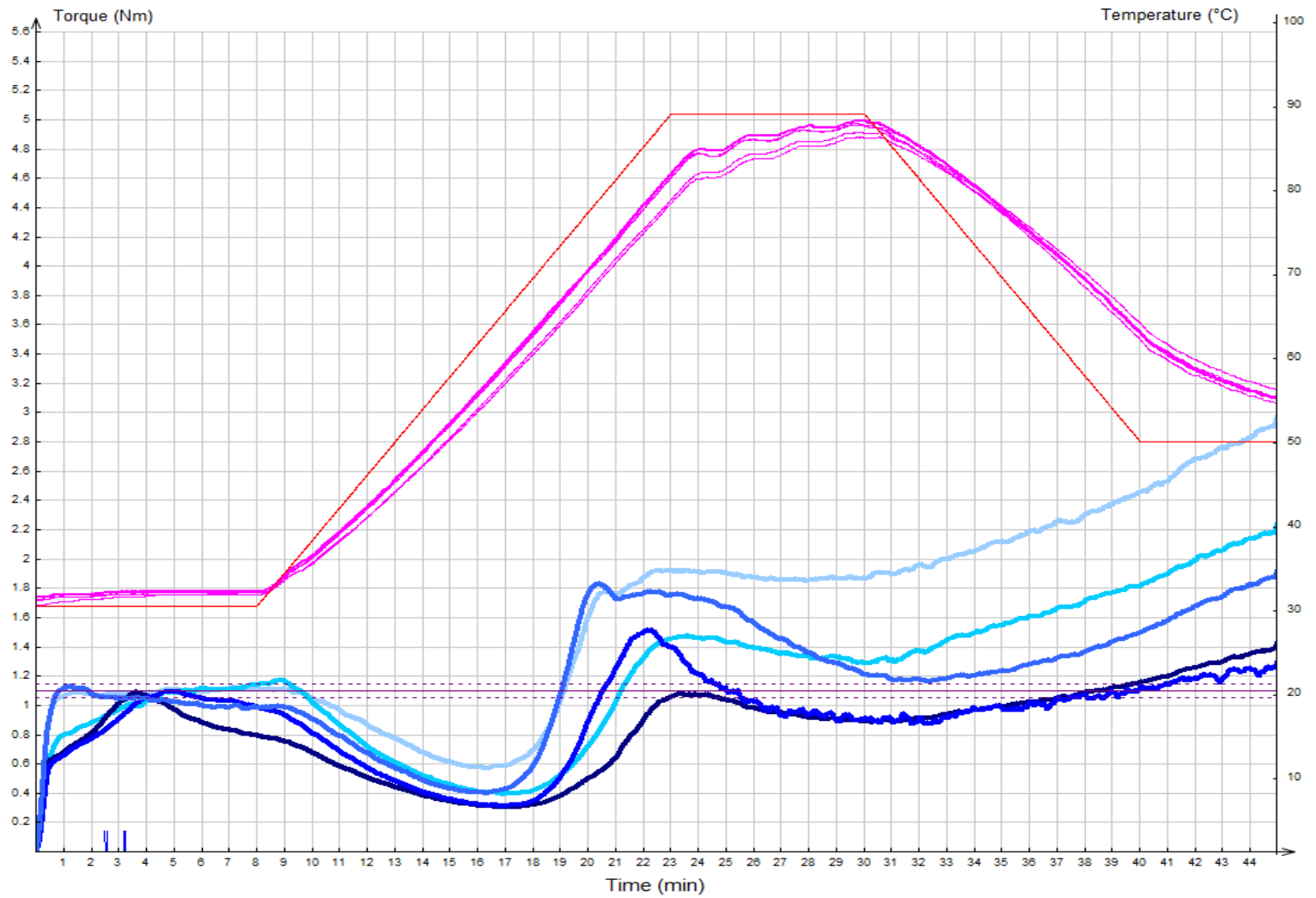
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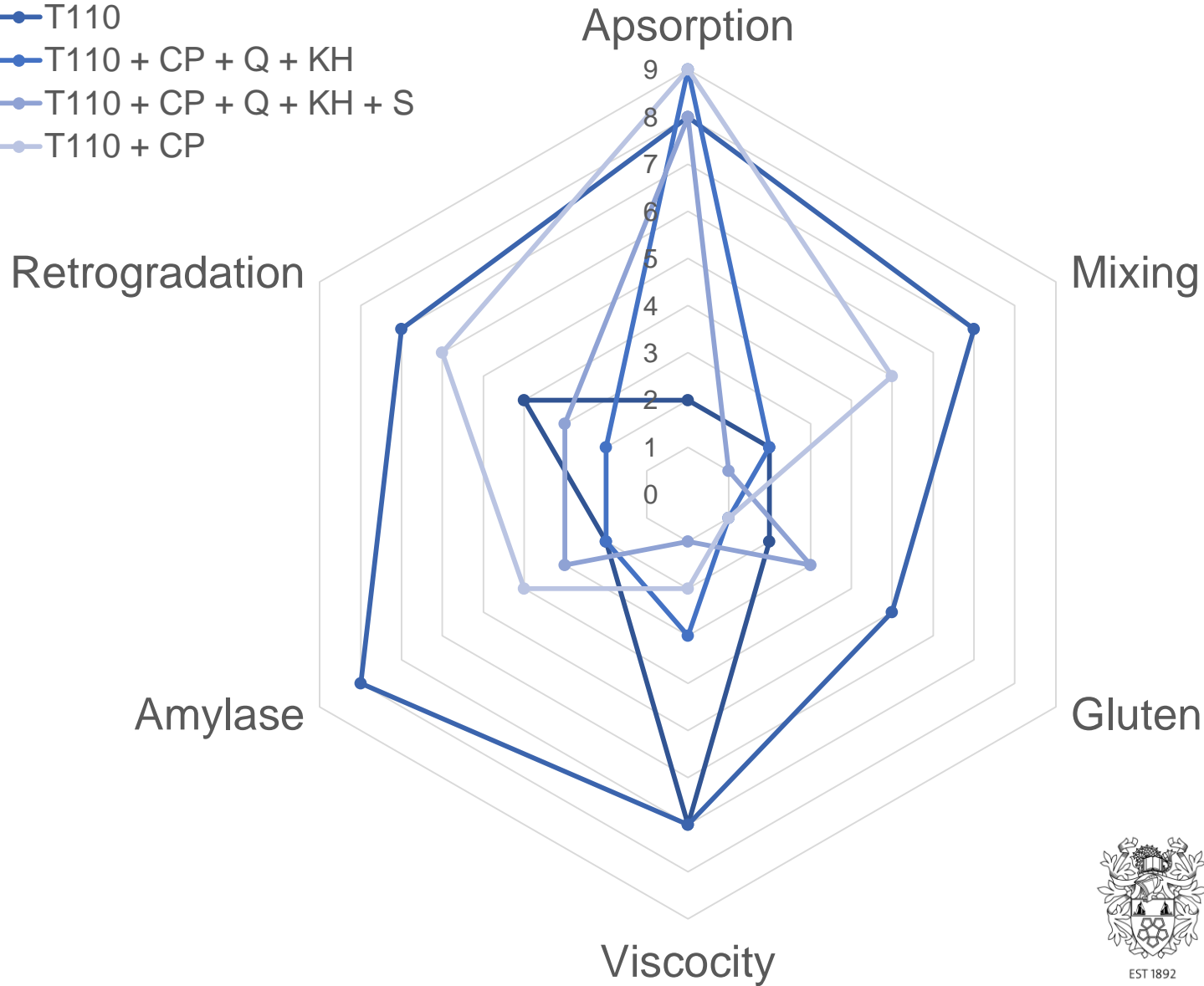
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Market Trends and Commercial Viability

- Crickets, the next super food wave as a health trend. According to market trends there is an increase in popularity in crickets products.
 - Body builders – protein bars, protein shakes, energy snacks
 - Health conscious people – high protein and low carbohydrate diets.
 - Food intolerance (gluten-free baked products)
- Increase in the number of chefs incorporating crickets in products.



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Moving Forward

- A significant challenge is around creating a socially acceptable food product
- A pilot project is due to be launched to facilitate and gauge the social appetite for crickets in cereal-based products
- Progression and creating growth in the market
- Awareness campaigns and acceptability



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