



Commercial Application of Cricket Flour

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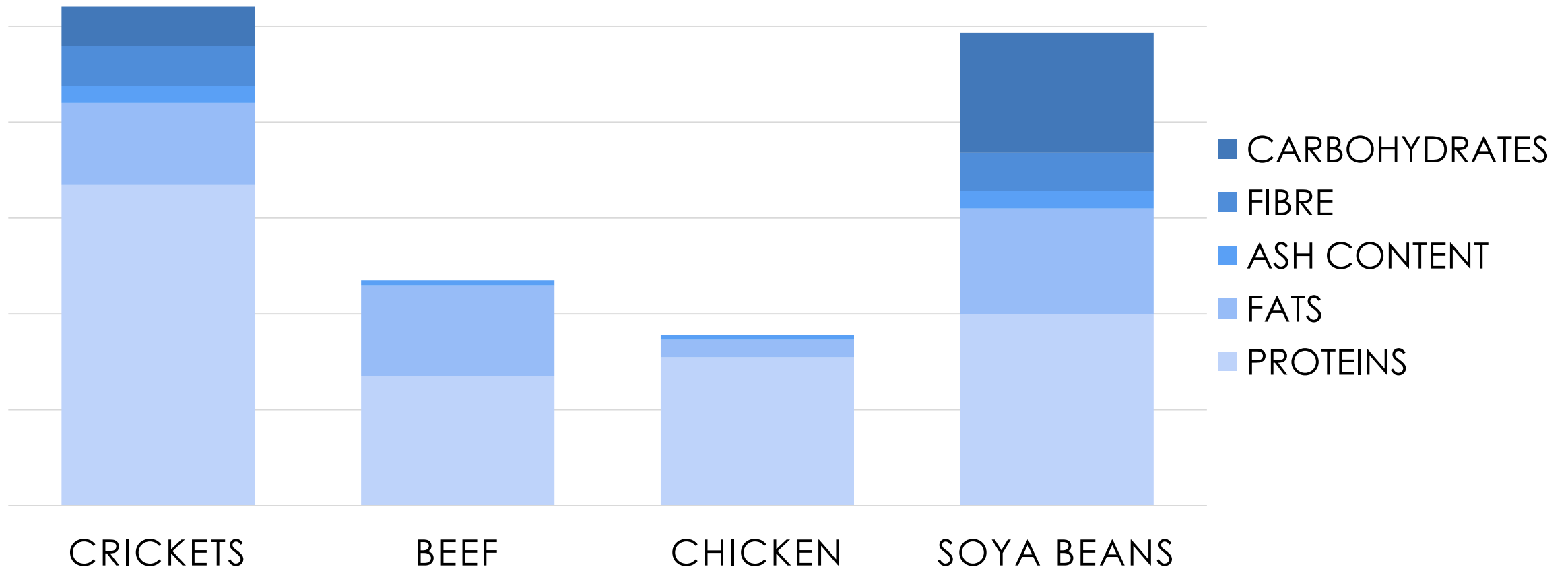
Why Should We Change?

- ▶ 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

Listen to the Experts.....

- ▶ 2016 Global Food Policy Report Survey, representing 80 Countries responded to say;
 - 60% are dissatisfied with the current global food policies
 - 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

Innovative vs Conventional Protein?



Chemical proximate analysis and energy of proteins. Results expressed based on 100g samples

People meet Crickets.... Crickets meet People

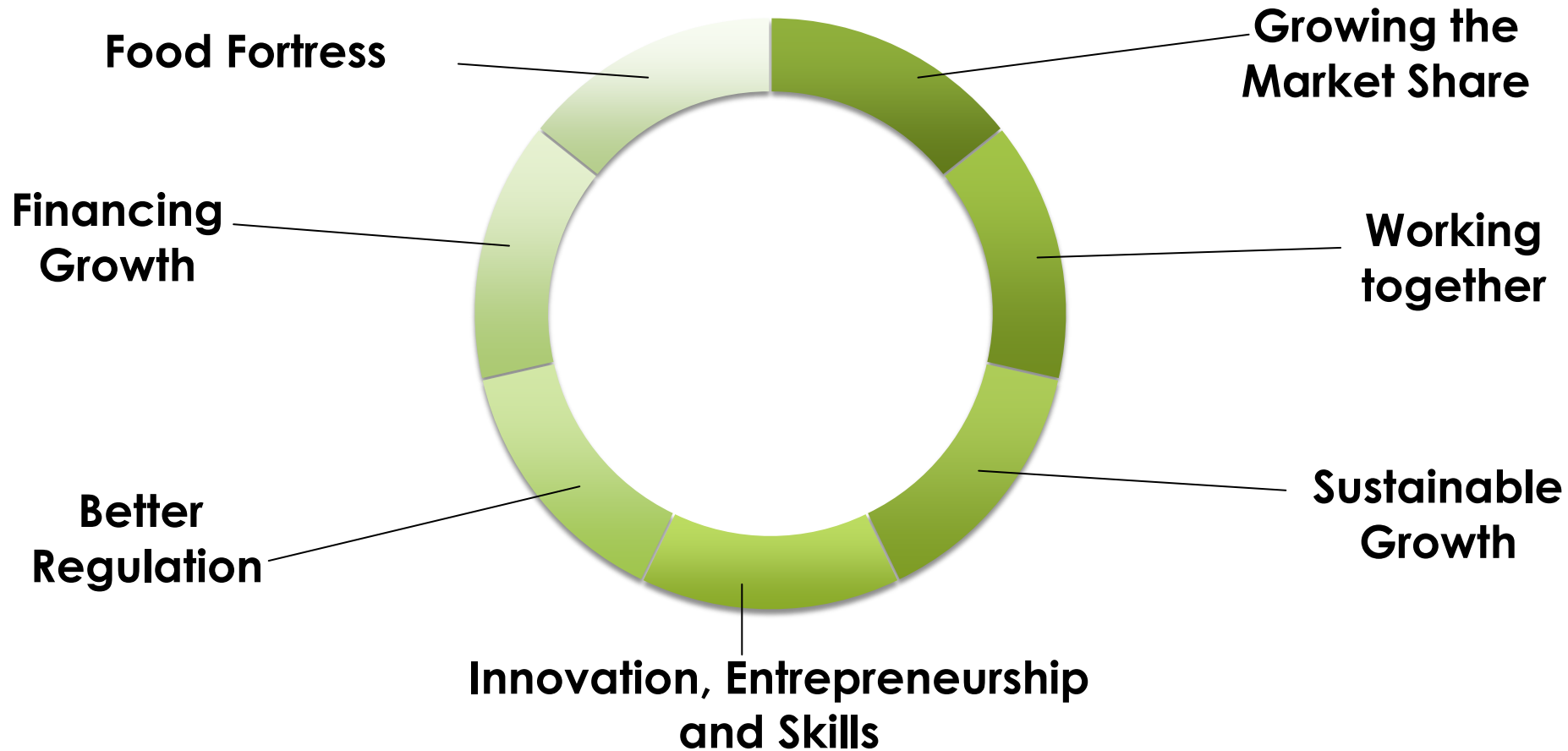
- ▶ To increase the familiarity of consuming insects - by providing consumers information about insects as an alternative sustainable food source.
- ▶ To make edible insects available and increase the frequencies of edible insect exposure and experimental tasting.
- ▶ Incorporate insects into familiar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

Market Trends and Commercial Viability

- ▶ Crickets, the next wave - health food trend. According to market trends there is an increase in popularity in crickets products.
- Body builders – protein bars and protein shakes
- 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.

Building a Food System that works for People and the Planet



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 this product incorporating awareness campaigns
- ▶ Progression and creating growth in the market
- ▶ Awareness and acceptability