

# European consumer acceptance of insects as food and feed: key findings and considerations

Jonas House

Wageningen University







**Feed**



# Insects as feed

## Fish



- 77% of respondents indifferent (Ankamah-Yeboah et al. 2018)



- 76% of respondents willing to purchase/eat (Mancuso et al. 2016)

## Fish and livestock



- 52% of respondents (strongly) agree that they are willing – further 25.5% indifferent (Laureati et al. 2016)



- 66% respondents comfortable eating insect-fed meat/fish (PROteINSECT, 2015)







“the way people respond to prompting via a questionnaire is no reliable guide to what they do in a grocery store”

Sleenhoff et al. 2008, p. 6-15









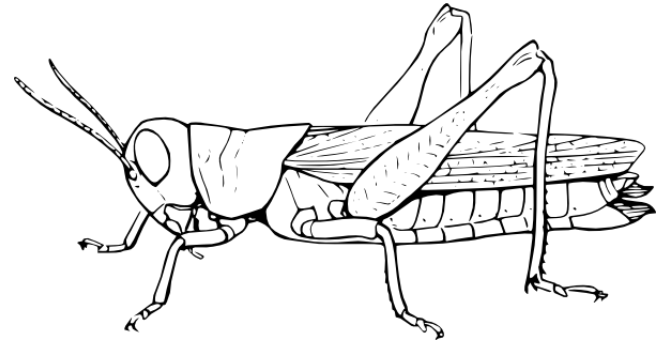




A close-up photograph of a person's face in the background, looking directly at the camera with a neutral expression. In the foreground, their hands are holding a small burger. The burger consists of a sesame seed bun, a dark meat patty, green leafy vegetables, and several live, yellowish-brown worms crawling on top. A red rectangular box with the word "Food" in white text is superimposed over the center of the burger.

**Food**











itv

**I'M A CELEBRITY**  
**Get Me Out Of Here!**





**CHALLENGE**  
THE YUCK FACTOR

**OPPORTUNITY**  
HOW MIGHT WE  
OVERCOME  
THE YUCK FACTOR  
AND CREATE A  
GATEWAY FOR  
EDIBLE INSECTS  
TO THE WESTERN  
WORLD?



INSECT INFUSED

# JUNGLE BAR

WITH DATES, CHOCOLATE AND CRICKET FLOUR

NET WT 50 G / 1.7 OZ





bugsolutely

A superfood with 20% cricket flour.  
High in protein and vitamin B12 and a source of fibre and iron.



# CRICKET PASTA

bugsolutely

NET WEIGHT: 350 g



# THE inVALUABLE CHALLENGE

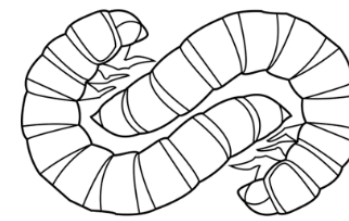
How can we generate new and sustainable sources of high quality food with protein from insects to meet the future protein demand?



The inVALUABLE challenge

“How can we generate new and sustainable sources of high-quality food with protein from insects to meet the future protein demand?”





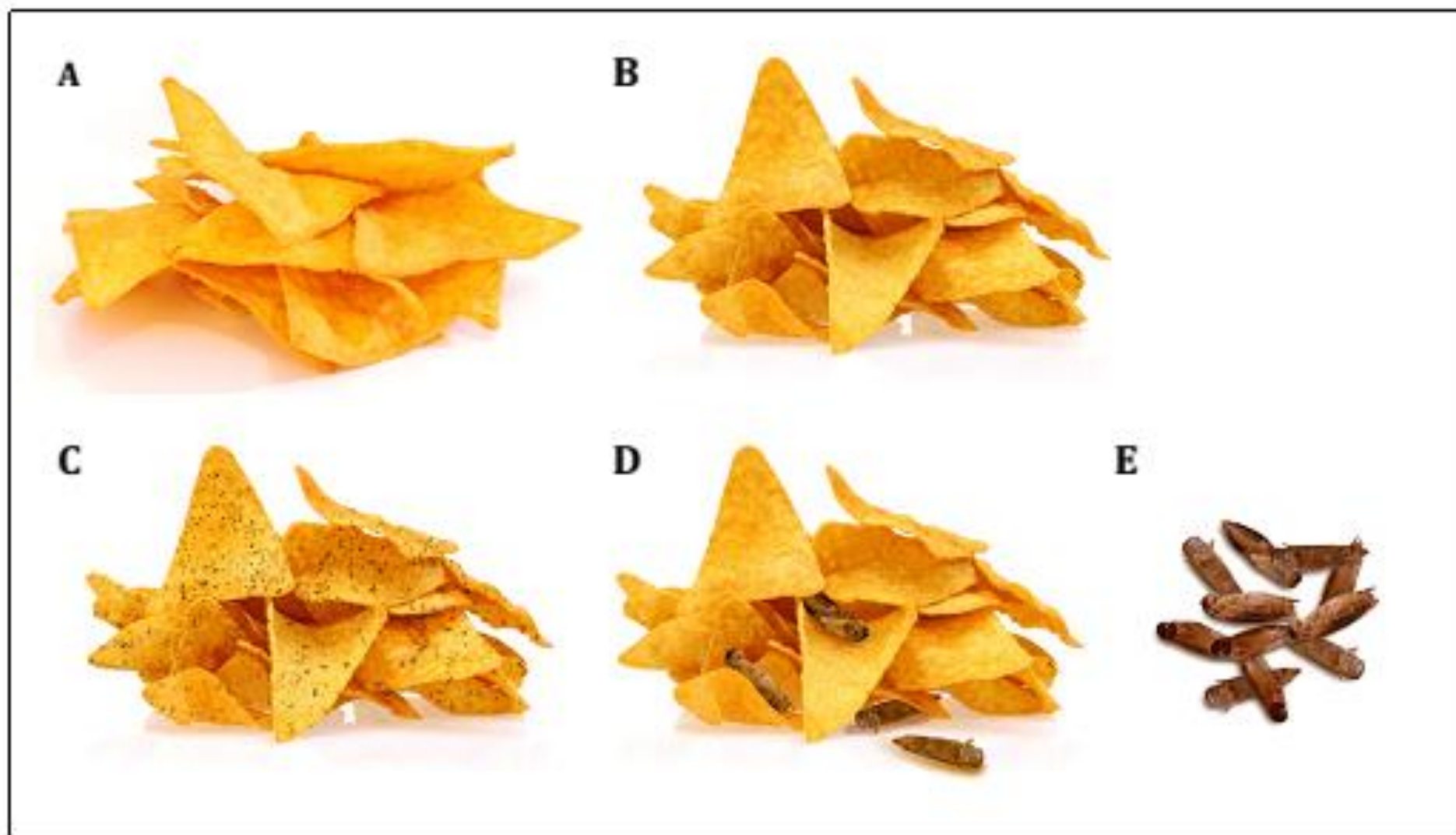
inVALUABLE





**The 'hidden is best' hypothesis**





**Fig. 1.** Stimuli material used in the study: (A) "reference," (B) "flour," (C) "bits," (D) "mix," and (E) "crickets" products.





POWERED BY  
CRICKET FLOUR

CHIRPS®

EAT WHAT BUGS YOU

20g OF PROTEIN  
PER BAG (\*4g per 1 oz serving)



SEA SALT

POWERED BY  
CRICKET FLOUR

CHIRPS®

CRICKET CHIPS  
PER BAG (\*4g per 1 oz serving)

POWERED BY  
CRICKET FLOUR

CHIRPS®

CRICKET CHIPS  
PER BAG (\*4g per 1 oz serving)



CRICKET CHIPS



NET WT 5 OZ (140g)



OZ (140g)



OZ (140g)

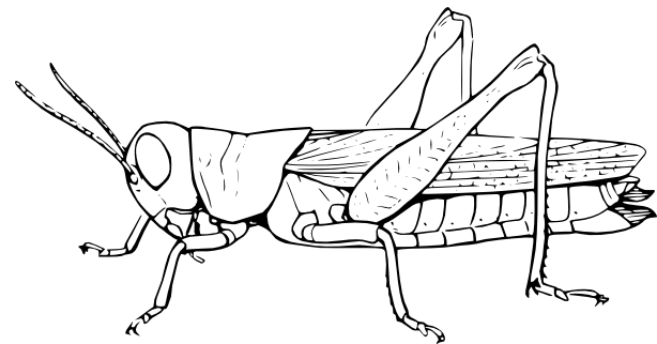














The European and American rejection of insects as food has little to do with insects as disease carriers or their association with dirt and filth. The reason we don't eat them is not that they are dirty and loathsome; rather, they are dirty and loathsome because we don't eat them.



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# HET INSECTENKOOKBOEK



ARNOLD VAN HUIS - HENK VAN GURP - MARCEL DICKE















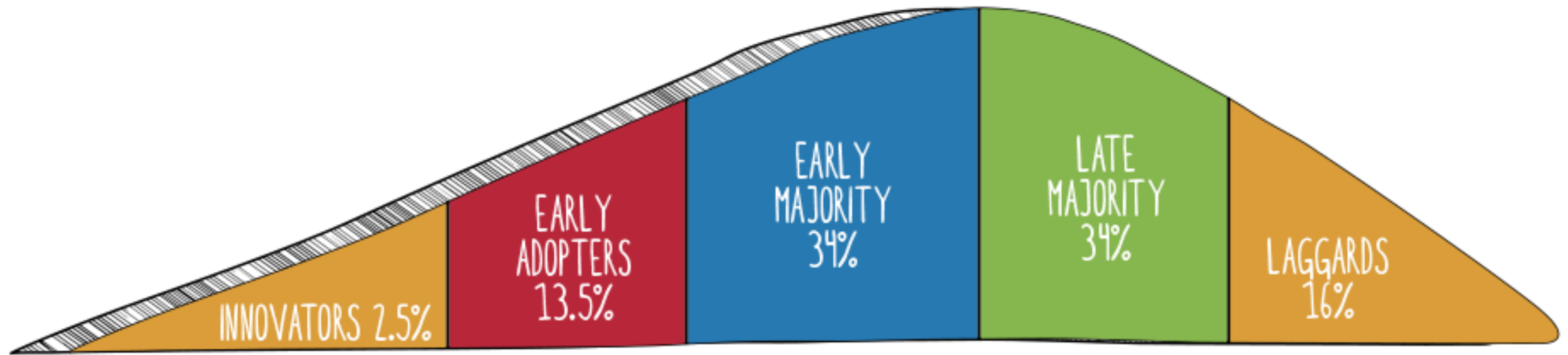








# DIFFUSION OF INNOVATION MODEL





# Potential short-term consumer profile: 'the conscious consumer'

- Medium to high **educational** level
- Medium to high **socioeconomic** status
- Lives in more **urbanized** residential areas
- Food **neophilic**
- **Convenience** orientation [?]





# Key values

- **Sustainability** (climate, environment, social, ethics), storytelling, healthy local/regional produce, **values** prioritised over money
- 'Ism' driven – nutritionism, environmentalism. **Good karma** – feeling good about food, kind to themselves and the environment
- **Intergenerational** – passing along healthy and sustainable foods to their children









# Feed

- More research needed (ideally in context)
- Surveys are not a reliable guide
- Price likely to be crucial



# Food

- Do not focus on negatives (e.g. cultural barrier)
- Do focus on positives (e.g. tasty, novel, distinctive foods)
- Cuisine may be key
- Early adopters should be the target



# Thanks!

jonas.house@wur.nl

@jahouse

<http://wur.eu/chl>

