



Insect Protein – Consumer Acceptance

Rhonda Smith – PROteINSECT Project
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Overview

- The challenge of consumer acceptance
- Working with all media
- The PROteINSECT consumer perception surveys





Developing a Pro-Insect Platform

Achieved by engaging and consulting with key stakeholder groups, **including consumers**, in order to promote acceptance of insects in feed.

Example groups:



Consumer acceptance is essential to the success of the project.





The Challenge of Consumer Acceptance



The 'yuck' factor:

- Lack of a cultural history of entomophagy in the west.
- Negative perception of insects as pests or vectors of disease.

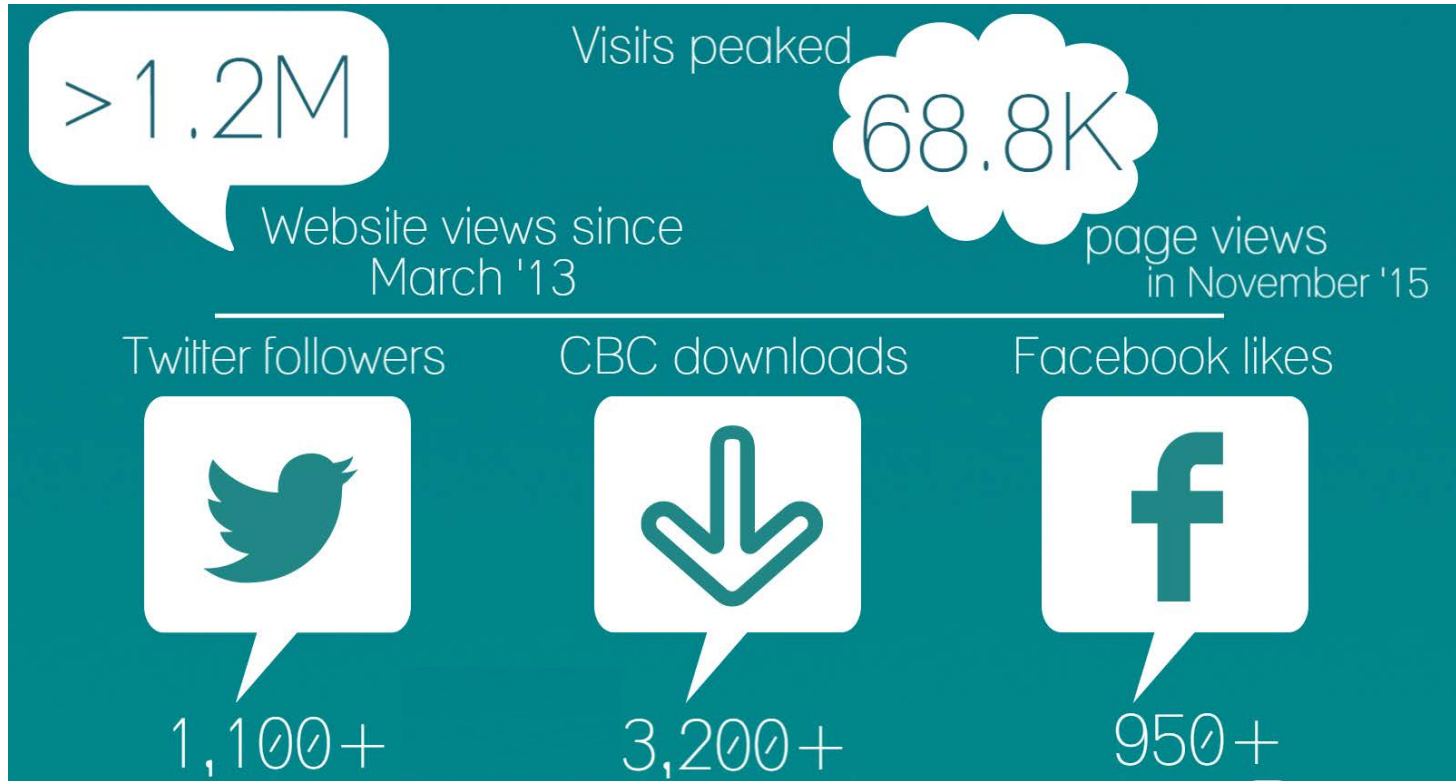
Changing Attitudes:

- Consumers increasingly interested in how their food is produced and want to be sure that it's what it says on the tin!
- Transparency is key – must take consumers with us every step of the way.





Working with ALL media





Working with ALL media

2 online expert blogs with 20,000 views

> 1000 tracked media articles

Mali film reported on by 14 news outlets

BBC Countryfile reached 7M live viewers





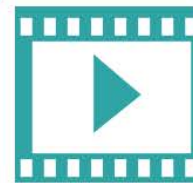
Working with ALL media

Notable Events

EFSA
opinion



Mali feeding
trials film



BBC
Countryfile



Engineering
Award



AgriCulture
Toolkit



CommBeBiz
Award





1st Consumer Perception Survey Insects as Feed and Food

Aim: Baseline exercise to discover whether people would be accepting of insects in animal feed and food – and if not, what objections they raised.

Available in English, French and German.

Promoted using different channels e.g. social networks, conferences, via press releases - newspapers and trade publication

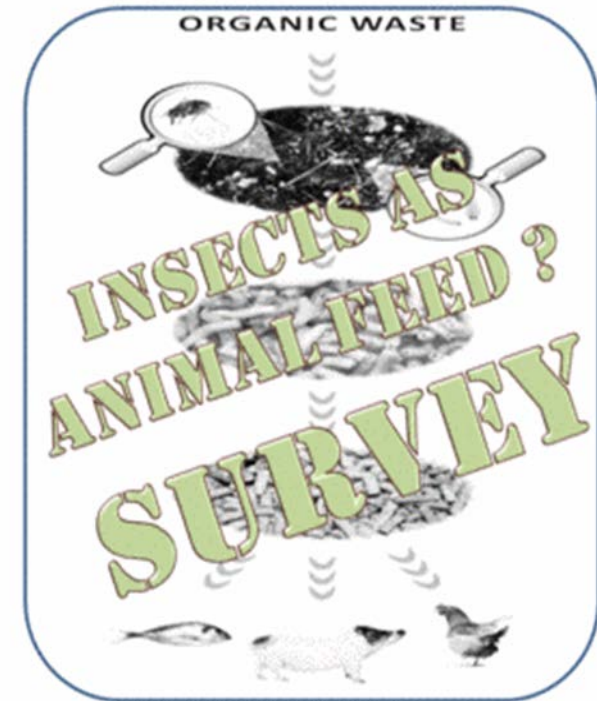
Key stats:

October 2013 - March 2014.

1302 responses

55.9% male, 43.7% female

Responses from 71 different countries.





1st Consumer Perception Survey

of 1302 respondents...



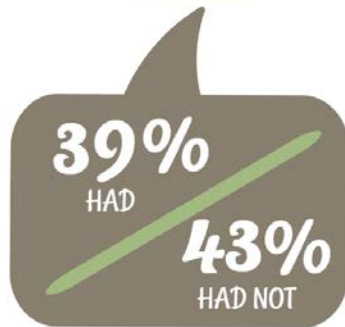
LARVAE OF FLIES ARE A SUITABLE SOURCE OF PROTEIN FOR USE IN ANIMAL FEED



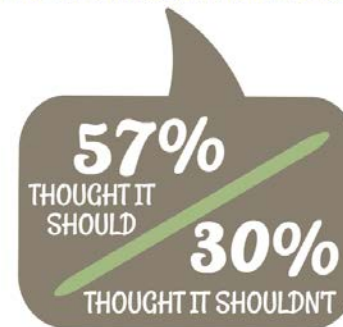
WILLING TO EAT FISH, CHICKEN OR PORK FROM ANIMALS FED ON A DIET CONTAINING INSECT PROTEIN



EATEN INSECTS DIRECTLY THEMSELVES



BE STATED ON THE LABEL IF CHICKEN, FISH OR PORK ON SALE FOR HUMANS WAS FED ON PROTEIN FROM INSECTS





1st Consumer Perception Survey

Insects as Feed and Food

Results suggest people are more accepting of the idea of insects in food and feed than we might have predicted.

There is a clear desire for more information on this topic to be made available— need continued public engagement to increase awareness.

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INSECTS AS A SUSTAINABLE SOURCE OF PROTEIN
2014 - 1st CONSUMER PERCEPTION SURVEY

of 1302 respondents...



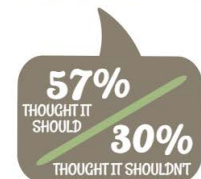
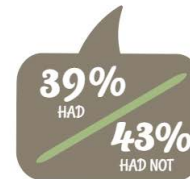
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Respondents: 1302
55.9% male - 43.7% female - 0.45% other
The 30-50 age group was the most popular and accounted for 49.9% of replies
Majority of respondents (56.4%) identified themselves as consumers - 29% identified as researchers
Responses came from 71 different countries - top five were UK (27.3%), Mali (8.5%), China (8.2%), Poland (6.7%) and France (6.3%)



This project has received funding from the European Union's Seventh Framework Programme for research, technological development and demonstration





2nd Consumer Perception Survey

Insects as protein for feed

Aim: To gain a better understanding of current consumer perceptions about eating animals fed on existing and novel proteins

The survey:

- Benchmarked attitudes about current sources versus emerging sources of protein
- Gauged current levels of understanding of content of animal feed
- Gauged perception and understanding of the environmental impact and human health risk of different protein sources
- Available in multiple European languages



Consumer perception survey on animal feed

This survey is being managed by an EC funded project as part of the consumer perception work on animal feed. By taking part you are furthering the understanding of consumer perception about the content (current and potential) of animal feed. Completing the survey should take you less than 10 minutes.

There are no right or wrong answers so all we ask is that you complete the survey honestly and then send on to your friends and family so they can do the same. The more people take part the better.

Thank you for your time.

Questions about you

* Required

1. How old are you? *

2. What is your sex? *

3. What is your country of residence? *

4. Employment type *

5. What is the highest level of education you have completed? *

6. Do you have any dietary requirements? *

- I don't have any restrictions
- Vegetarian
- Vegan
- Pescatarian eat fish but no other animal protein
- Kosher
- Halal
- Food allergies
- Other:





2nd Consumer Perception Survey

Insects as protein for feed

Full Second survey overview:
 Available in 5 languages
 (English, Spanish, Italian, Czech and Croatian)
 1150 responses from more than 50 countries

Key stats:
 1150 respondents
 Full age range, however 90% of responses were between 18 and 64 year olds.
 Majority educated to at least secondary level with 60% to degree level
 Gender split – 38% male 60% female
 80% no dietary requirements

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 INSECTS AS A SUSTAINABLE SOURCE OF PROTEIN
 2015 - 2nd CONSUMER PERCEPTION SURVEY

of 1150 respondents...

ACCEPTABILITY

70%

SAID THAT IT IS TOTALLY ACCEPTABLE/ACCEPTABLE TO FEED INSECT PROTEIN TO FARMED ANIMALS, INCLUDING FISH

COMFORT

66%

WOULD BE VERY COMFORTABLE/COMFORTABLE EATING MEAT FROM A FARMED ANIMAL (INCLUDING FISH) FED ON INSECT MEAL

RISK TO HEALTH

64%

SAID THERE IS NO RISK OR LOW RISK TO HUMAN HEALTH IN EATING FARMED ANIMALS (INCLUDING FISH) FED ON INSECT MEAL

KNOWLEDGE GAP

30%

THE DIFFERENCE BETWEEN HOW KNOWLEDGABLE THEY ARE AND HOW KNOWLEDGABLE THEY FEEL THEY SHOULD BE

Respondents: 1150

38% male - 60% female

The 18-64 age group was the most popular and accounted for over 90% of replies
 80% of respondents had no dietary requirements - 5% were vegetarian - 5% had food allergies
 Majority of respondents educated to at least secondary level - 60% educated to degree level



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 INSECTS AS A SUSTAINABLE SOURCE OF PROTEIN



www.proteinsect.eu

Minerva



2nd Consumer Perception Survey

of 1150 respondents...

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Thank you for listening

Questions?

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