



Media Coverage

Quarterly Review

April 2015 – June 2015

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1) Overview

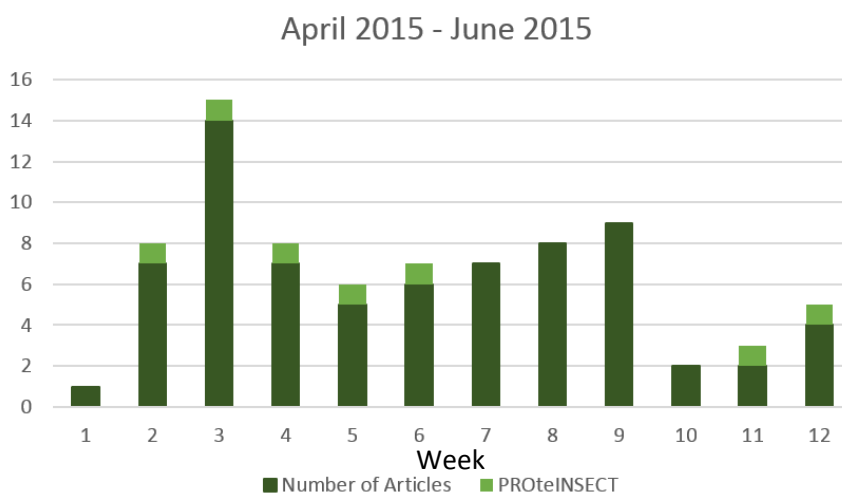
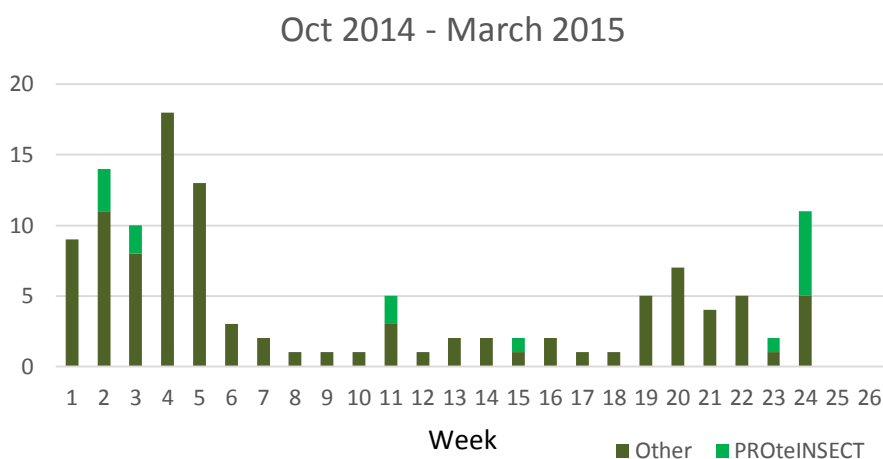
This quarterly review presents a summary of all media coverage related to the PROteINSECT project for the period April 2015 to June 2015.

Over the three months, a total of 80 pieces of media coverage concerning the use of insects in feed and food were identified. Of these, 7 related directly to the PROteINSECT project.

The majority were presented as written articles and a small number of television reports and videos were also tracked.

Comparison to previous report (October 2014 – March 2015)

In our previous report, we noted a decline in the total number of articles and broadcast items tracked (174 from July to September 2014, vs 123 for six months covering October 2014 to March 2015). This decline may have resulted for a two reasons: 1) no 'official' project media releases were issued to drive coverage and 2) it is not unusual for news outlets to quieten over the late winter/Christmas period and beyond. In line with this assumption, the current quarter reflects an increase in media coverage tracked each week.



Key highlights - April 2015

- In the first month, PROteINSECT was the focus of 3 articles, mostly published on trade news websites associated with the agriculture industry.
- Overall, 19% of coverage presented the use of protein derived from insects positively.
- The subject matter of the media coverage was focused on the use of insect protein as food (65%). Only 1 article concerned the use of insect protein as both food and feed.
- 35% of media coverage was aimed at the general public with the remaining 65% aimed at specialist audiences – typically those in feed and livestock farming trades.
- A total of 20% of coverage came from international media outlets, whilst sources from the USA, UK and Netherlands accounted for 38%, 32% and 10% respectively.
- Other sources included: Belgium, France, Iceland, Malaysia and Spain.

Key highlights - May 2015

- PROteINSECT featured in 2 articles this month.
- The coverage was mostly neutral in tone (59%) when discussing insects as a food or feed ingredient. The rest of the coverage was mainly positive with only 1 having a negative tone.
- 79% of the articles were focused on the idea of insects being used as food for human consumption; only 10% discussed the potential of insect protein in animal feed.
- Overall, 72% of the coverage was aimed at the general public, with the remaining articles targeted at those working in the food or agriculture sectors.
- As in the previous month, the media coverage came from sources all around the world. In total, 36% originated from international media outlets; the USA was responsible for the highest amount of coverage (54%), whilst 10% featured in the UK.
- Other sources included: Australia, Costa Rica, India, Indonesia, Kenya and Singapore.

Key highlights - June 2015

- The PROteINSECT project was mentioned in 2 articles this month.
- The tone of the coverage was mainly neutral (89%), with the rest of the coverage evenly split between positive and negative.
- The use of insects for food was the most popular subject matter, representing 79% of media items. The use of insect protein in human food was the focus of 11% of media coverage, whilst the remaining 10% discussed the use of insects in both feed and food.
- The coverage was mainly focused at a general audience (69%) with the remaining 31% aimed at a specialist audience – mostly trade magazines aimed at the agricultural or feed industries.

- A total of 53% of media coverage came from sources aimed at an international audience. USA sources accounted for another 26% of media items, whilst the final 21% featured in French sources.
- Other sources included: Canada, New Zealand and Trinidad & Tobago.

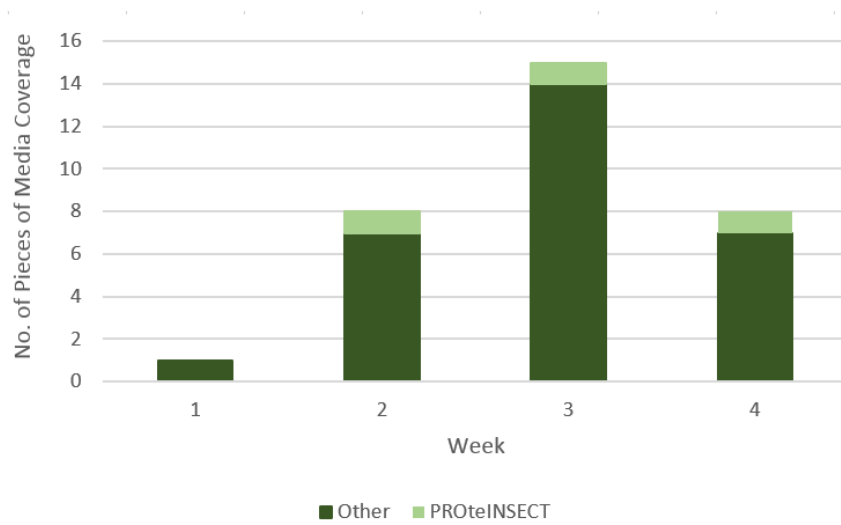
2) Summary Table

		04/15	05/15	06/15	Total
General	No. of articles	32	29	19	80
	No. of articles about PROteINSECT	3	2	2	7
Tone	Positive	6	11	1	18
	Neutral	24	17	17	58
	Negative	2	1	1	4
Topic	Food	21	23	15	59
	Feed	10	3	2	15
	Food and Feed	1	3	2	6
Audience	General	12	21	13	46
	Specialist	20	8	6	34

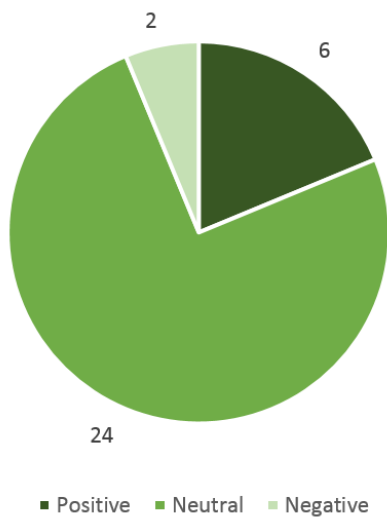
Media Coverage

April 2015

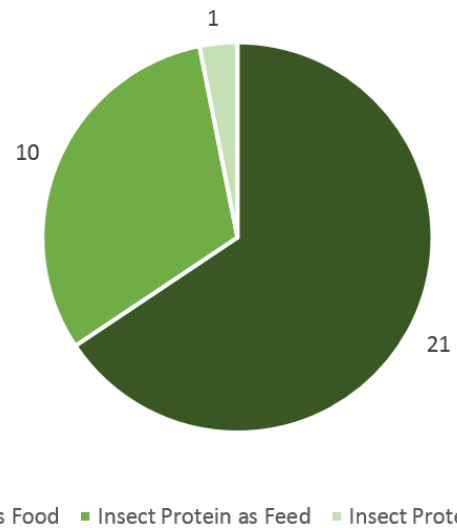
a) No. of Articles



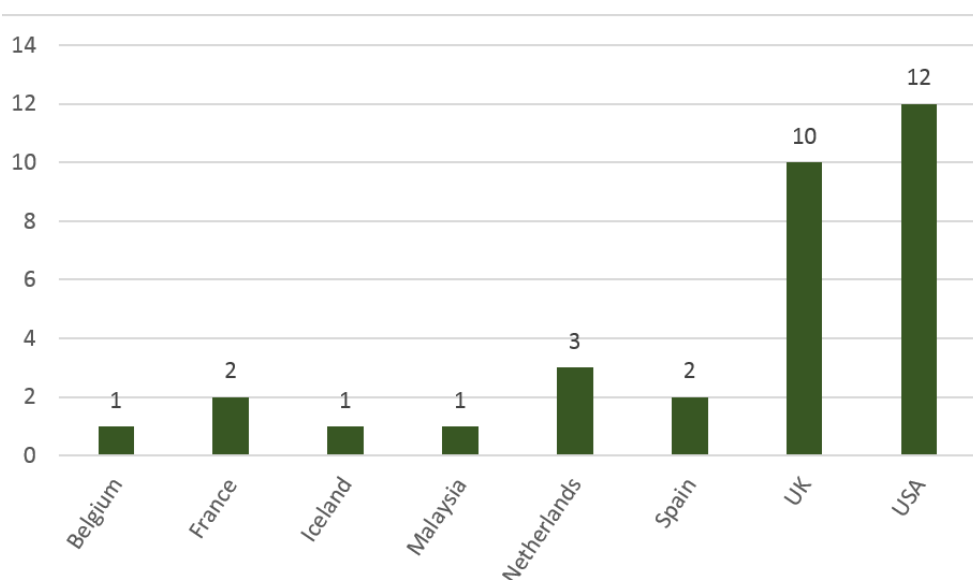
b) Tone



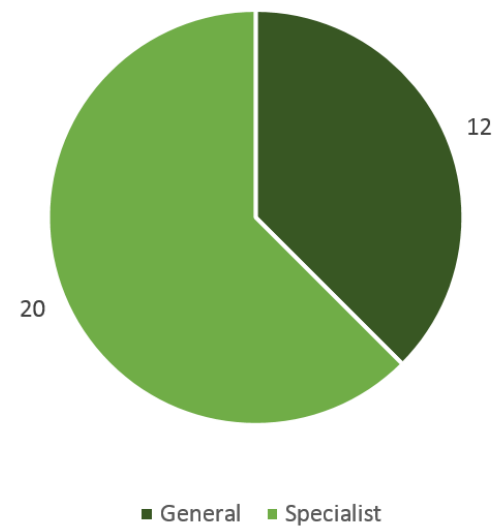
c) Topic



d) Country



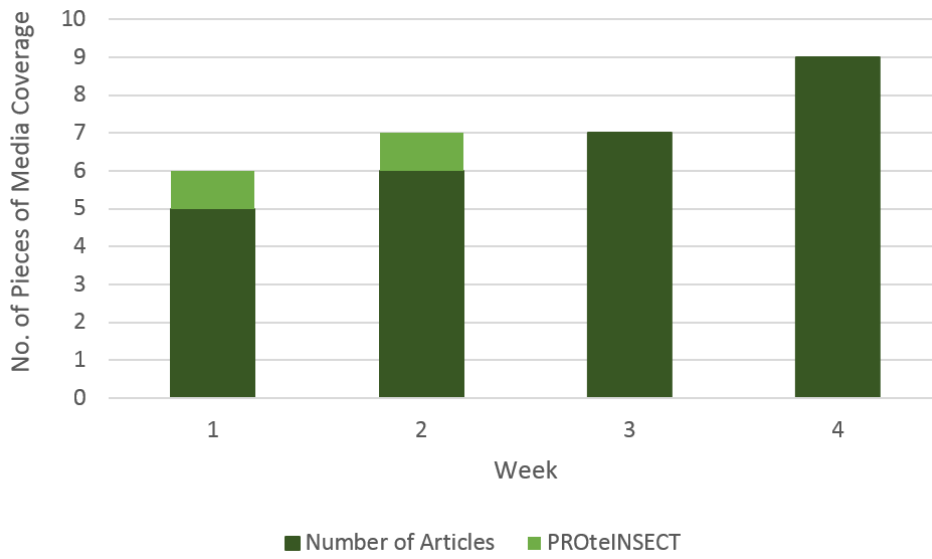
e) Audience



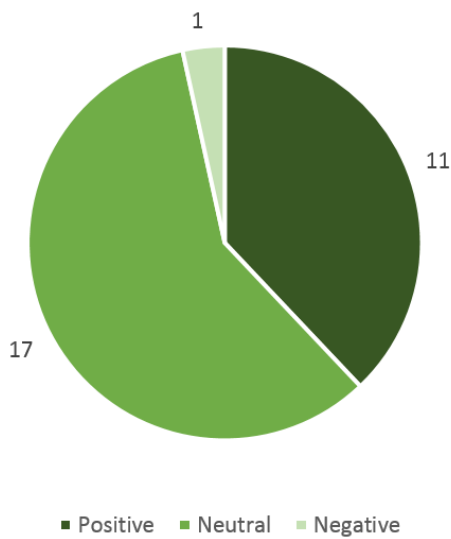
Media Coverage

May 2015

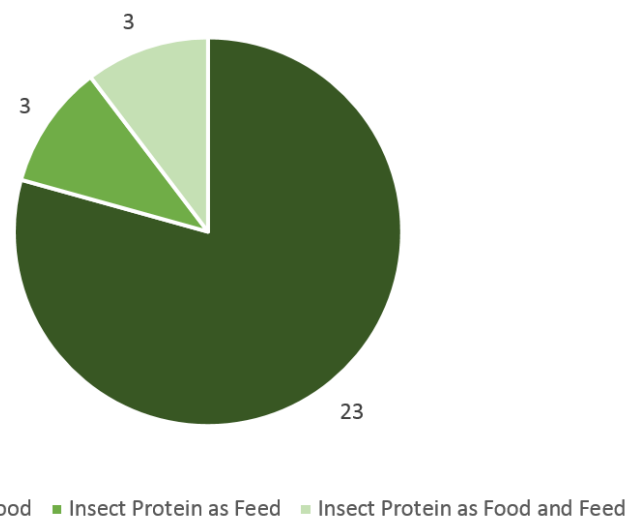
a) No. of Articles



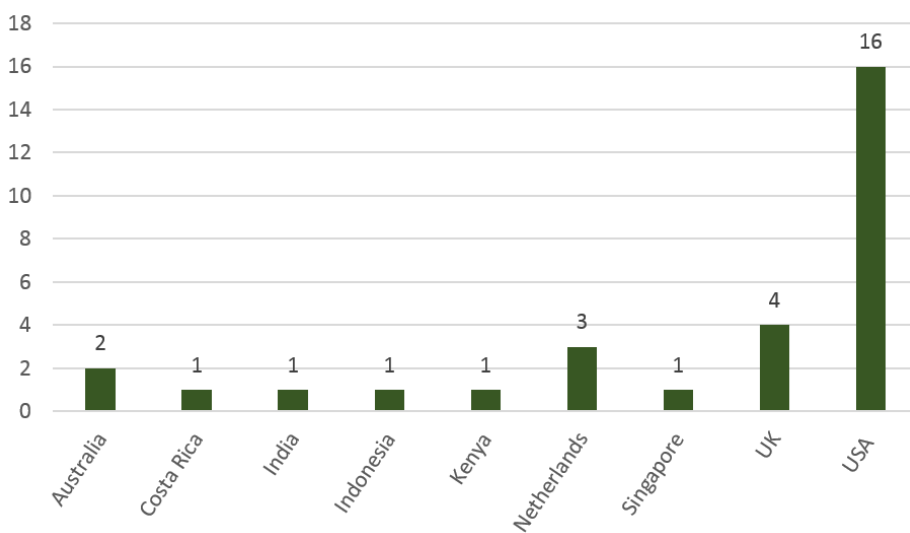
b) Tone



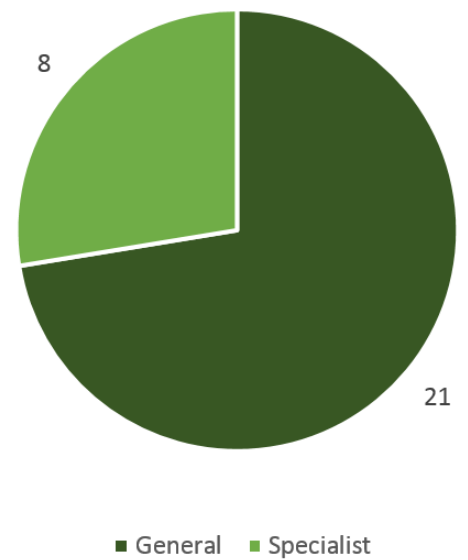
c) Topic



d) Country



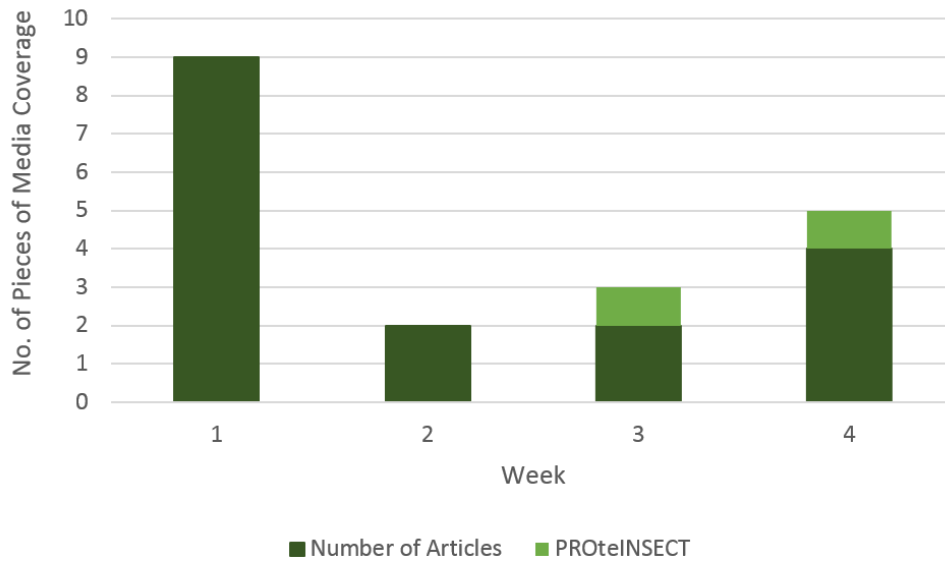
e) Audience



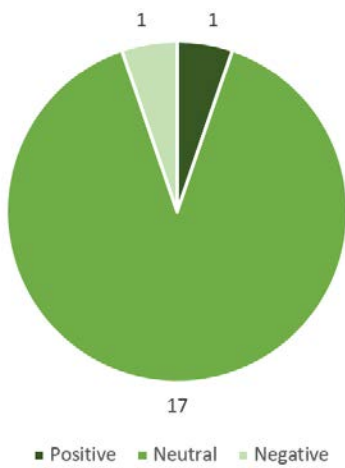
Media Coverage

June 2015

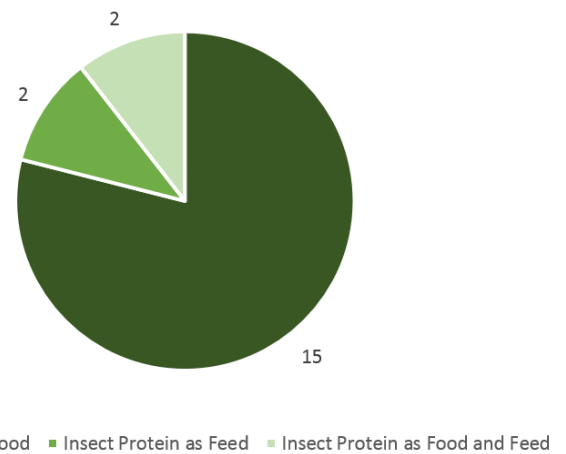
a) No. of Articles



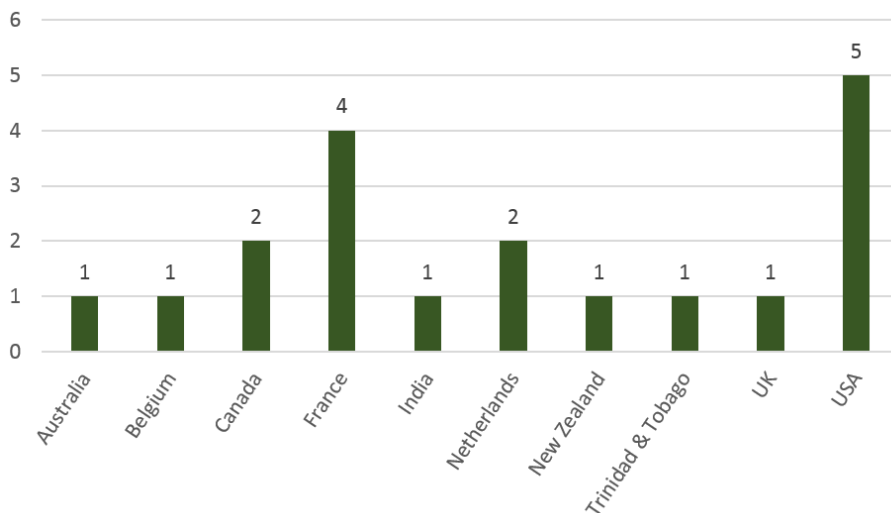
b) Tone



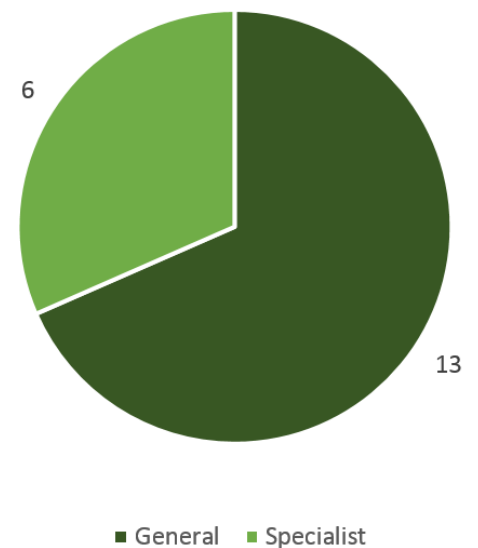
c) Topic



d) Country



e) Audience



4) Sources

General/European Audience

Daily Mail
EurActiv
GrapeVine
Solihull Observer
The Independent
The Telegraph
TV Cienca
Wales Online
West Briton
Xataka

Specialist/European Audience

AllAboutFeed
Entomology Today
Feed Navigator
Food Manufacture
Food Navigator
Gastronomia & Cia
Nutra Ingredients
Society of Biology
The Futures Centre
The Pig Site
UnderCurrent News
Wageningen Academic

General/Global Audience

19 Action News
ABC News
Boston Herald
Business Vancouver
Business2Community
CBS News

CBS
Citizen Times
CNN Indonesia
Coastweek
Daily News
Fast Casual
Global News
Hindustan Times
Huffington Post
Inquisitr
KCET
Mumbrella
New Hampshire Public Radio
News Review
NPR
RT
SBS
Stuff.co.nz
Sydney Daily Telegraph
The Costa Rican Times
The Daily Telegraph AUS
The Post & Courier
The Register – Herald
TIME
Trinidad Daily Express
Voice of America
Wired

Specialist/Global Audience

Barfblog.com
Feed Navigator ASIA
Food Navigator USA
Futurity
Grist
High 50 Health
Popular Science
Science 2.0

5) Media Coverage

April 2015

SOURCE 1: Food Navigator (USA)

1. Title: "[Edible insects in focus: What is cricket flour like to work with?](#)"
2. Date: 7/04/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - Lisa Andrews, a research and development assistant at Wixon, has been speaking about what it's like to cook with cricket flour. She says that whilst flavour and texture are different from what you'd expect, the texture is similar to that of some gluten free baked goods.

SOURCE 2: All About Feed

1. Title: "[Fish fed on insects: do consumers accept this or not?](#)"
2. Date: 9/04/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the launch of the survey.

SOURCE 3: All About Feed

1. Title: "[Cockroaches as animal feed in Belarus](#)"
2. Date: 10/04/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - A pilot project in Belarus is testing the benefits of insects as a protein source in animal feed. The first stage is the creation of an experimental unit where animals will be fed a diet containing cockroaches.
 - The new technology should allow producers to solve the problem of shortage of proteins using insects.

SOURCE 4: Food Navigator

1. Title: "[Surging interest in edible insects prompts safety review](#)"
2. Date: 13/04/15
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Feed and Food

- A pan-European list outlining the pros and cons of different insect species, their nutritional content and environmental impact is needed says ANSES (the French agency for Food, Environmental and Occupational Health Safety).
- ANSES reviewed current scientific opinion on the safety of insects in both human food and animal feed, concluding that key data is still unknown.

See also:

[Surging interest in edible insects prompts safety review](#) – bakeryandsnacks.com

[Surging interest in edible insects prompts safety review](#) – Food Navigator (Asia)

SOURCE 5: Popular Science

1. **Title:** “[The rise of the incredible edible insect](#)”
2. **Date:** 14/04/15
3. **Tone/Audience:** Positive/Specialist
4. **Summary of content (including subject):**
 - Food
 - A report on how insect protein powder is set to be one of the hottest food trends this year. Two students at the School of Visual Arts in New York have started experimenting to make ‘cocktail bitters’ – crickets that can go in alcoholic drinks to add a new dimension of flavour.

SOURCE 6: barfblog.com

1. **Title:** “[Insects as food: potential hazards and research needs](#)”
2. **Date:** 14/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Blog entry stating the hazards of insects as food, and the research that will need to be done to overcome these hazards.

SOURCE 7: Euractiv

1. **Title:** “[EU citizens should eat more insects, says industry](#)”
2. **Date:** 14/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - The mealworm, silkworms, the housefly and the black soldier fly are some of the insects Europeans should have as a natural part of their diet in the future as they are a good source of protein, says the insects sector.

SOURCE 8: Feed Navigator

1. **Title:** “[Insect feed producers align to remove EU regulatory roadblocks](#)”
2. **Date:** 14/04/15

3. Tone/Audience: Neutral/Specialist

4. Summary of content (including subject):

- Feed
- Firms behind insect derived protein for animal feed have joined forces in a trade association to tackle existing EU legislative bottlenecks and ensure that stakeholders are fully aware of the sector's production methods and regulatory adherence.
- The International Platform of Insects for Food and Feed (IPIFF), which is made up of insect-producing companies from the Netherlands, France, Germany and South Africa, was officially launched in Brussels on the 13th April.

SOURCE 9: GrapeVine

1. Title: "[Icelanders hope to produce 'insect-powered' protein bar](#)"

2. Date: 14/04/15

3. Tone/Audience: Positive/General

4. Summary of content (including subject):

- Food
- Two Icelandic men are hoping to produce the first power bar using cricket flour, and make a compelling case for what makes the insects a sustainable choice.
- The product, called Jungle Bar, is made from "dates, sesame, sunflower, pumpkin seeds, chocolate and cricket flour."

SOURCE 10: All About Feed

1. Title: "[IPIFF: EU should allow insects in animal feed](#)"

2. Date: 15/04/15

3. Tone/Audience: Neutral/Specialist

4. Summary of content (including subject):

- Feed
- Insect producers have called for European legislation to be adapted to allow insect products as a sustainable and innovative source of animal protein for food consumption and animal feed. They came together in Brussels to formally establish the IPIFF (International Platform of Insects for Food and Feed).

See also:

[Should the EU Allow Insects as Sustainable Animal Feed Source?](#) -ThePoultrySite.com

[Insect feed producers call on EU to remove regulatory roadblocks](#) - IntraFish.com

[EU should allow insects as sustainable animal feed source](#) – The Cattle Site

[Call for legislation for insect products to be animal fed](#) - AgriLand

SOURCE 11: Undercurrent News

1. Title: "[Insect meals could replace up to 100% of soymeal, fishmeal in animal feeds](#)"

2. Date: 15/04/15

3. Tone/Audience: Positive/Specialist

4. Summary of content (including subject):

- Feed
- Insect meals could potentially replace between 25 and 100% of the soy meal or fishmeal in animal feeds, according to a meta-study accepted for publication in Animal Feed and Science Technology.
- The researchers conducted a review of existing research on the five major insect species that are emerging as potential animal feed products: black soldier fly, mealworm, locusts, grasshoppers and crickets, housefly maggots and silkworms.

SOURCE 12: NPR

1. **Title:** "[Street food no more: Bug snacks move to store shelves in Thailand](#)"
2. **Date:** 15/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Bugs in Thailand are beginning to appear on shelves thanks to companies such as HiSo, run by graduates of Chulalongkorn University. The company has started to sell fried silkworm pupae and crickets, with mixed success, and have found a target audience in young people, who have yet to make a decision on bugs as food.

SOURCE 13: Gastronomica & Cia

1. **Title:** "[Safety review of edible insects](#)"
2. **Date:** 15/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - ANSES has reviewed the safety of edible insects for both human and animal health, concluding that there is very little scientific data and there is a lack of knowledge on the subject.
 - The most important study that responds to some of the points raised by ANSES is a study aimed at introducing insects in animal feed by PROteINSECT.
 - Mentions PROteINSECT.

SOURCE 14: ABC News

1. **Title:** "[Entrepreneurs' feed growing appetite for edible insects](#)"
2. **Date:** 16/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - An increasing number of "entrepreneurs" are launching businesses to feed a growing appetite for crickets, mealworms and other edible insects.
 - The UN has been promoting edible insects as a way to improve nutrition, reduce greenhouse-gas emissions and create jobs in insect production.

See also:

[Eat more bugs!](#) – Wina Radio Station

[“Entrepreneurs” feed growing appetite for edible insects](#) – NBC

[‘Entrepreneurs’ feed growing appetite for edible insects](#) - LaCrosseTribune

SOURCE 15: The Pig Site

1. **Title:** [“Insects equal soy nutrition in animal feed”](#)
2. **Date:** 16/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Insects perform as well as soy as a source of protein in nutritional tests, according to research presented by Maureen Wakefield at the British Society of Animal Science conference.

SOURCE 16: Feed Navigator

1. **Title:** [“Benefit perception was generally stronger than risk perception’ finds survey evaluating market acceptance of insect derived feed”](#)
2. **Date:** 16/04/15
3. **Tone/Audience:** Positive/Specialist
4. **Summary of content (including subject):**
 - Feed
 - A newly published survey of farmers, agriculture sector stakeholders and consumers shows attitudes towards the idea of using insects in animal feed were generally favourable.
 - Fish and poultry feed topped the charts in terms of most likely livestock sectors to use insect derived protein, followed by pig feed and to a lower extent pet food and cattle feed, found the research team, based at Ghent University’s Faculty of Bioscience Engineering.
 - Mentions PROteINSECT.

See also:

[Use of insects in animal feed seen as favourable by farmers, sector and consumers](#) – Phys.org

[Insects in fish and poultry diets most accepted](#) – All about Feed

[Insects as animal feed seen as favourable](#) – The Poultry Site

[Favourable views on insects as animal feed](#) - GlobalMeatNews.com

SOURCE 17: TV Ciencia

1. **Title:** [“European scientists are studying ways of using insects as a protein source for animal feed”](#)
2. **Date:** 17/04/15

3. Tone/Audience: Neutral/General

4. Summary of content (including subject):

- Feed
- The article highlights the new ways scientists across the world are looking into the use of insects as protein in animal feeds.
- Quote from Elaine Fitches within the article: “Globally I think there are three main things that influence the situation: we have a population to feed, people eat more and more meat, particularly in countries like China and therefore we need to produce protein more sustainably and we are running out of land to grow and then process food for the animals.”
- Mentions PROteINSECT.

SOURCE 18: Futurity

1. Title: “[Crickets aren’t ready to replace meat](#)”

2. Date: 17/04/15

3. Tone/Audience: Negative/Specialist

4. Summary of content (including subject):

- Food
- Crickets can’t yet replace or supplement meat as a source of protein in the human diets, a new study suggests.
- University of California Cooperative extension agronomist Mark Lundy and horticultural entomologist Michael Parrella, a professor at University of California, go on to explain why.

See also:

[Crickets are not a free lunch, protein conversion rates may be overestimated](#) – Entomology Today

[Don’t look to crickets to feed the world just yet, study cautions](#) – UC Davis

[Humans are ready for protein-rich crickets, but are crickets ready for us?](#) – Tech Times

[Don’t look to crickets to feed the world just yet, study cautions](#) – Imperial Valley News

SOURCE 19: TIME

1. Title: “[Eating insects isn’t as Eco-Friendly as people say](#)”

2. Date: 20/04/15

3. Tone/Audience: Negative/General

4. Summary of content (including subject):

- Food
- According to a new study published in the journal PLOS ONE, when researchers raised crickets on several different diets and tried to see how much protein they could squeeze out of them, they got some disappointing results – not a lot of protein.

SOURCE 20: The Independent

1. **Title:** [“Edible insects: Would you eat a protein bar made of crickets?”](#)
2. **Date:** 20/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - As livestock farming becomes less sustainable, insects are increasingly becoming the answer. In the UK, it is very uncommon for insects to be eaten, and many people are uncomfortable with the thought of eating them, mainly due to TV programmes such as I’m a Celebrity Get Me out of Here.
 - However, public opinion may be turning, thanks to people like Christine Spliid, who launched the food product CroBar containing insect protein. “Insects have been presented as gimmick food. But there is a growing acceptance of edible insects in Belgium, Holland, Spain and France. The US is ahead of the game. It is just a matter of time before attitudes change across all Europe.”

SOURCE 21: The Pig Site

1. **Title:** [“Weekly Overview: Insect protein to help support sustainability of the pig sector”](#)
2. **Date:** 20/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Making research in agriculture and the agri-food sector a priority to promote innovation and improve the exchange of knowledge are two of the basic targets of a consultation paper published by the EC to look at how science and innovation can help the EU ensure safe, nutritious, sufficient and sustainable food globally.
 - European legislation should be adapted to allow insect products as a sustainable and innovative source of animal proteins for food consumption and animal feed, said the IPIFF.

SOURCE 22: Food Manufacture

1. **Title:** [“Grubs up as FAO tweets insect infographic”](#)
2. **Date:** 20/04/15
3. **Tone/Audience:** Positive/Specialist
4. **Summary of content (including subject):**
 - Food
 - Putting insects on a plate is the subject of a new infographic posted on Twitter by the FAO, as pressure mounts to make the protein more acceptable to EU consumers.

SOURCE 23: West Briton

1. **Title:** [“Will you be taking the Edible Bug Challenge?”](#)
2. **Date:** 21/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food

- Visitors to the Royal Cornwall Show in June are in for a crunchy culinary treat, thanks to students from Harper Adams University.
- Marketing Manager Alex Hardie said, “Very few people know insects are an excellent, sustainable source of nutrition. So, to help visitors better understand the benefits of insects as a food source, we’re inviting people to sample three varieties of bugs: mealworms, chapulines and locusts.”

See also:

[Edible Bug Challenge touring UK agricultural shows this summer](#) – Farming UK

[Bugs on the menu at this year’s GYS](#) - Yorkshire Post

[Would you eat insects for their nutritional value?](#) – Eastern Daily Press

[Would you swap steak for insects? Take the edible bug challenge this summer!](#) – The Stone and Eccleshall Gazette

[Yummy, anyone for dry roasted bugs at the Royal Welsh Show?](#) – Daily Post

SOURCE 24: Feed Navigator (Asia)

1. **Title:** “[UK team shows insect feed comparable to fishmeal](#)”
2. **Date:** 21/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Insect derived protein meal has a similar amino acid profile to fishmeal and can be used to broiler diets with no effect on weight gain or FCR, found a UK research project.
 - AB Agri, together with the UK’s Food and Environment Research Agency (FERA), has been involved in a three year initiative to assess the nutritional value of insect protein, based on house fly larvae, for poultry.
 - Mentions PROteINSECT.

SOURCE 25: Daily Mail

1. **Title:** “[Are INSECTS the food of the future? How we will all be snacking on worm tarts and cricket kebabs as the cost of meat rises, according to BBC documentary](#)”
2. **Date:** 21/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - BBC Two’s Back in Time for Dinner are serving up the ‘food of the future’ in the form of locusts, crickets, worms and grubs.
 - “In the future meat supplies might be a problem,” presenter Giles Coren says in the programme. “Insects have been hailed as a solution to our meat problem; full of protein, low in fat and packed full of nutrients, they are already part of the staple diet in parts of Africa and Asia.”

SOURCE 26: High 50 Health

1. Title: "[Should I eat insects? Crickets go on sale at Planet Organic, grasshoppers are on the menu at Wahaca](#)"
2. Date: 22/04/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - Mexican street food restaurant Wahaca has put grasshoppers on its menu, cooked with onions and chilli, served in a tortilla and covered with cheese. Earlier in 2015, they won the Sustainable Restaurant Association's Innovation Award for championing the sustainability of insect eating. It now has further insect dishes on its menu, including Chorizo and Chapulines Memela.

SOURCE 27: Wales Online

1. Title: "[Bugs for breakfast and worms for tea? Welcome to the weird world of insect eating](#)"
2. Date: 23/04/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - With at least two billion people worldwide eating insects according to the FAO, many people are beginning to wonder why the UK is not partaking in this new food trend.
 - Grub Kitchen, opening in St Davids, Pembrokeshire, will be selling cricket koftas, bug burritos and bamboo worm fudge ice cream at the UK's first insect-focused restaurant.

SOURCE 28: Feed Navigator

1. Title: "[PAPs, nitrites, insect feed and mycotoxins: Commission reveals feed legislation roadmap](#)"
2. Date: 23/04/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - Legislative developments concerning the feed sector already underway this year include the feed additive re-evaluation procedure, along with the discussions in the EU Parliament and the Council on medicated feed, in parallel to the veterinary medicinal product proposal debate.
 - The Commission adopted a proposal to renationalise EU market authorisations for imported genetically modified crops for feed and food use.

SOURCE 29: Food Navigator (USA)

1. Title: "[Edible insect potential hinges on identifying optimal diet, say researchers](#)"

2. **Date:** 24/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - If edible insects such as crickets are to deliver on their promise of providing a more environmentally-friendly source of protein, they may need to be put on a different diet, suggests a new study.
 - Crickets have been heralded as a more sustainable protein source due to the rate at which they convert food into body mass. However, new data suggests they are no more efficient at converting poultry feed (the typical diet given to crickets) to protein than chickens.

SOURCE 30: Science 2.0

1. **Title:** "[Are insects the future of food?](#)"
2. **Date:** 27/04/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - The journalist was a 'guinea pig' at an experimental insect tasting in Wageningen, for Ben Reade and Josh Evans from the Nordic Food Lab, a non-profit culinary research institute.

SOURCE 31: Xataka

1. **Title:** "[It is inevitable: this is our future, eating insects](#)"
2. **Date:** 27/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - The article is about the future of food and how the FAO is keen on edible insects as a future source of protein.
 - Mentions PROteINSECT.

SOURCE 32: The Post and Courier

1. **Title:** "[Charleston women leap into cricket flour business](#)"
2. **Date:** 29/04/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Jiminy Co, a new local company in the exploratory stages of making cricket flour, is planning on releasing a product ready for sampling by autumn.

May 2015

SOURCE 33: Wired

1. Title: "[Good News: Cricket protein bars are almost here](#)"
2. Date: 2/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Icelandic designer and entrepreneur Bui Bjarmar Aosalsteinsson is making edible bugs an everyday thing. His company Crowbar Protein will soon offer a protein bar made, in part, out of cricket flour. His goal is to eventually sell the product in upscale grocery stores everywhere.

SOURCE 34: All About Feed

1. Title: "[Competition to find best feed maggot preservation](#)"
2. Date: 3/05/15
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Feed
 - PROteINSECT is launching a competition to develop a low or zero energy preservation method for fresh (live) maggots. Maggot preservation, from harvest to incorporation into livestock feed is still a major challenge.
 - Mentions PROteINSECT

SOURCE 35: Daily News

1. Title: "[California's first edible cricket farm to open in the San Fernando Valley](#)"
2. Date: 4/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Entrepreneur Elliot Mermel is hoping to make crickets a delicious edible insect. He is setting up what he calls California's first urban cricket farm for human consumption in Van Nuys.

See also:

[California welcomes its first edible cricket farm](#) – Mother Nature Network

SOURCE 36: Huffington Post

1. Title: "[Eating bugs has never been more popular, but will it ever go mainstream?](#)"
2. Date: 6/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - So far, there are energy bars made with cricket flour, chocolate dipped and candy coated worms, cricket cookies and cricket crackers, which were backed in a successful \$33,000 Kickstarter campaign this month. Caterpillar sushi and mealworm tofu are also in the works.

- The article goes on to question whether, even with a nice taste, edible insects would ever really take off.

SOURCE 37: Wageningen Academic

1. Title: "[Journal of Insects as Food and Feed](#)"
2. Date: 6/05/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food and Feed
 - Journals published by the Wageningen Academic Publishers containing research and solutions surrounding insects produced for food and feed.

SOURCE 38: CBS News

1. Title: "[Oh waiter, there's soup in my bowl of flies](#)"
2. Date: 11/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Journalist has met two 'entopreneurs' – Elliot Mermel and Megan Miller and gets their opinion on the increasing demand for edible insects.

SOURCE 39: Fast Casual

1. Title: "[Bugging out: Is cricket flour on your menu?](#)"
2. Date: 11/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - The journalist talks to Alexander McCall, author of Start-ups Pitch Cricket Flour as the Best Protein You Could Eat, who gives his opinion on why edible insects are a good thing.

SOURCE 40: SBS

1. Title: "[Anyone for chocolate-covered, salted crickets?](#)"
2. Date: 12/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Efforts are underway to popularise the consumption of insects in parts of the Western world. Edible insects are a fairly new concept in most Western countries, but Mexican 'entopreneur' Monica Martinez is hoping to entice American consumers with treats inspired by popular snacks from her native country.

SOURCE 41: Hindustan Times

1. Title: "[America's growing appetite for crickets, mealworms and other edible insects \[video\]](#)"
2. Date: 12/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - The journalist is in a commercial kitchen with Monica Martinez, who runs her own 'edible insect' company.

SOURCE 42: BBC News

1. Title: "[Insect cookery kit makes Edinburgh Napier University degree show](#)"
2. Date: 12/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - As part of a degree show, student Courtney Yule has designed a 'starter kit' for turning insects into a meal. The 22 year old, who is in the final year of a product design course at Edinburgh Napier University, was inspired by studies identifying entomophagy as the best way to feed the growing global population.

See also:

[University student designs new kit to encourage people to eat insects](#) – Maine News Online

[Cookery kit by Scottish student encourages people to include insects in their diet](#) – International Business Times

[Are insects the food of the future? If so, here's a cookery kit to inspire you](#) - Techie News

SOURCE 43: Voice of America

1. Title: "[Bugs found in food, but for this Oregon business it's ok](#)"
2. Date: 12/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - An American businessman is hoping to add pulverized crickets to the American diet. Charles Wilson, founder and CEO of Cricket Flours became interested in crickets as a protein supplement after learning he had food sensitivities to dairy, gluten and a variety of ingredients, including a protein powder he was using to build muscle.

SOURCE 44: CNN Indonesia

1. Title: "[Reduced protein supply, cows and fish will be replaced by insects](#)"
2. Date: 12/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food

- The article is about the use of insects in modern culture, especially western countries. The article goes on to talk about PROteINSECT and what they are doing.
- Mentions PROteINSECT

SOURCE 45: News Review

1. Title: "[Insect Taboo](#)"
2. Date: 14/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - The journalist has gone to a 'bug eating convention' to try edible insects and found that he liked almost all of them.

SOURCE 46: 19 Action News

1. Title: "[Edible insects are all the buzz](#)"
2. Date: 14/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Megan Miller from Bitty and Elliot Mermel who has a cricket farm in Los Angeles are two of the up and coming 'entopreneurs' in the edible insect world. They both believe that insects are the future of food.

SOURCE 47: The Futures Centre

1. Title: "[Industry stakeholders call for debate on insects as food and feed](#)"
2. Date: 15/05/15
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Food and feed
 - A new food industry trade body has been formed with the purpose of lobbying the EU to promote insect products as a source of protein for both animal feed and for human consumption.
 - The International Platform of Insects for Food and Feed is formed by insect producers who want their product available to EU farmers, companies and consumers.

SOURCE 48: The Daily Telegraph AUS

1. Title: "[The next food revolution: Eating insects](#)"
2. Date: 17/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food

- According to Chef Luke Nguyen, the era of insects as food is set to become the next serious dining boom. Two billion people worldwide already eat 1900 protein-rich insect species as part of their diet according to research by the UN FAO and that is set to increase in the next coming years.

SOURCE 49: The Costa Rican Times

1. **Title:** "[Costa Rica fighting hunger with insect consumption?](#)"
2. **Date:** 17/05/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - The Institute of Food Technologies is holding a contest to find creative ideas to create sustainable and nutritious food sources. Two teams from the University of Costa Rica have qualified, with one team focusing on malnutrition in Haiti and the other on vitamin deficiency in children of Northern Costa Rica.
 - They have come up with protein and vitamin sources that are insect based, planet friendly, from readily available sources and with a flavour that people will eat.

SOURCE 50: Food Navigator USA

1. **Title:** "[Innovate or die: Introducing Food Vision USA...from 3D printing to personalised nutrition](#)"
2. **Date:** 17/05/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Organised by the publishers of Food Navigator USA and NutraIngredients USA, Food Vision USA is a unique networking opportunity for CEOs, marketers, brand managers, entrepreneurs, labelling and regulatory experts, market researchers and food product developers to find out how they can deliver the products and experiences that Millennials (demographic cohort following Generation X) are looking for.
 - One of the things on offer are edible insects and a question will be asked about whether they are as good as everyone thinks they are.

SOURCE 51: The Independent

1. **Title:** "[Edible Insects: would you eat a protein bar made of crickets?](#)"
2. **Date:** 20/05/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Article explains the advantages and disadvantages of edible insects and whether they could seriously be considered as an alternative for protein.

SOURCE 52: Food Navigator USA

1. Title: "[All Things Bugs: We're having conversations with a lot of mainstream food manufacturers](#)"
2. Date: 20/05/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - The founder of the world's largest insect-based food ingredient manufacturer has said that while cost is a barrier – and regulatory issues need ironing out – mainstream food manufacturers "have been way more open to this [using edible insects in their products] than you would probably think."

SOURCE 53: KCET

1. Title: "[California's first dedicated edible cricket farm is trying to change how we eat](#)"
2. Date: 21/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Coalo Valley Farms is California's first urban farm devoted exclusively to producing edible crickets as a protein alternative. The farm is the brainchild of Elliott Mermel, who got the idea last August after hearing about cricket-powder protein bars created by the company Exo.

SOURCE 54: Solihull Observer

1. Title: "[Warwick Food Festival this weekend](#)"
2. Date: 22/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Market Hall Museum is hosting an Edible Insect event as part of Warwick Food Festival on Sunday May 24th offering visitors the chance to try their own I'm A Celebrity-style eating challenge.

SOURCE 55: Grist

1. Title: "[In which I feed my children 'land shrimp'](#)"
2. Date: 25/05/15
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Food
 - The journalist and a friend had a meal made from crickets – tacos, cricket flour bread and latkes. The journalist and his three year old daughter were both reluctant to try them to begin with but both found that once they had, they actually did like them.

SOURCE 56: Entomology Today

1. Title: "[Black Soldier Flies as recyclers of waste and possible livestock feed](#)"
2. Date: 26/05/15
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Feed
 - Research has been conducted by the University of Windsor to find out whether black soldier flies are effective enough to be an improved food source for livestock.

SOURCE 57: Inquisitr

1. Title: "[Insect protein bars could save the world from hunger, just don't put crickets on the cover](#)"
2. Date: 27/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Crickets have as much protein as beef and one company has decided to turn the insects into protein bars customers can buy from their local grocery store, according to CBS San Francisco.
 - Exo Co-Founder Greg Sewitz told CBS Francisco his company doesn't put pictures of crickets on the packaging because they want consumers to try them, "We did a lot of research into the psychology of disgust. And obviously, it's kind of intuitive that you wouldn't want to put a picture of something people find gross on a food package as you're about to ask them to eat it."

SOURCE 58: New Hampshire Public Radio

1. Title: "[Bugs: not what's for dinner – until they're tastier, maybe](#)"
2. Date: 27/05/15
3. Tone/Audience: Negative/General
4. Summary of content (including subject):
 - Food
 - Ophelia Deroy, a British researcher, told an American magazine that most Westerners she has surveyed in a randomised studies say they've hardly ever eaten insects in their life. And in a short column in Nature magazine, she explains her hunch as to why the call to eat insects for nutritional and environmental reasons isn't being widely heeded yet.

See also:

[Here's how to talk people into eating more bugs](#) – The Washington Post

SOURCE 59: The Register - Herald

1. Title: "[Little Johnny bug-eyed about potential of edible bug industry](#)"
2. Date: 29/05/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):

- Food
- An article weighing up the pros and cons of the edible insect industry and whether they can be seen as a viable future food.

SOURCE 60: CoastWeek

1. Title: "[Termites boost locals income, food security in Western Kenya](#)"
2. Date: 30/05/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Termites, which are rich in protein, play an important role in daily food consumption in many parts of rural Kenya during the rainy season, especially when there is a shortage of maize supply.
 - The edible insects have received a major boost after the FAO recommended them as a way of addressing food insecurity in developing nations. Locals in Kenya are starting to make money from termites as more and more people accept them as part of their daily diet.

SOURCE 61: AllAboutFeed

1. Title: "[Turning flies into valuable feed protein in South Africa](#)"
2. Date: 31/05/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - Insects are slowly finding their way into feed formulation and should be processed into valuable feed ingredient. A South African company, AgriProtein, recently opened a new factory to do just that.
 - AgriProtein is a natural protein feed business. After five years of research and development and developing production skills on first a pilot and then demonstration plant, the company's first commercial factory came on line in April 2015.

June 2015

SOURCE 62: Boston Herald

1. Title: "[Boston 'pestaurent' offers edible insects in favourite dishes](#)"
2. Date: 3/06/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Boston's first pop-up 'pestaurent' was launched on 3rd June. The pestaurent is an effort to raise awareness of a serious issue in many corners of the world: finding cheap, sustainable sources of protein.

See also:

[An insect pop-up restaurant is coming to Boston](#) – BostInno

SOURCE 63: Trinidad Daily Express

1. **Title:** “[Pests on the promenade!](#)”
2. **Date:** 3/06/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - A pop up ‘pestaurent’ is being launched in Port of Spain in Trinidad and Tobago. The public will have the opportunity to sample various insects and learn more about edible insects.

SOURCE 64: Global News

1. **Title:** “[Tarantula tempura and cricket skewers: insects could be coming to a menu near you](#)”
2. **Date:** 3/06/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - American chef David George Gordon has advocated insects as an eco-friendly protein source for almost 20 years. The author of the Eat-A-Bug cookbook, Gordon has travelled the world talking about everything from waxworm cookies to deep-fried tarantulas.
 - “They say 80 % of the world’s countries eat bugs, so I thought, ‘why don’t we?’”, Gordon said. “They are a great food source, really rich in protein, all kinds of vitamins, minerals, and fatty acids.”

SOURCE 65: The Telegraph

1. **Title:** “[Pop-up ‘pestaurent’ in Cardiff serves up insects for lunch](#)”
2. **Date:** 3/06/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Pest control firm Rentokil has set up a Pestaurent in Cardiff with a menu that includes sour cream and onion crickets, cheddar cheese mealworms and worm lollipops.
 - The one off event was part of Global Pestaurent Day with organisers urging people to consider the benefits of having more insects in their diet. Rentokil product manager Berwen Evans said “As little as 100g of crickets contains just 121 calories, compared to 288 calories in the same amount of beef.”

SOURCE 66: Nutra Ingredients

1. Title: [“Israeli start-up has novel approach for grasshopper shakes”](#)
2. Date: 3/06/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Israeli insect start-up, Steak TzarTzar, aims to target the Western sports nutrition market with its grasshopper protein powder – competitively priced thanks to grasshopper sales in Africa.
 - While insect protein has generated a lot of interest as a sustainable protein source, industry focus has equally been on the difficulty and riskiness of trying to market the ‘unmarketable’.

SOURCE 67: Sydney Daily Telegraph

1. Title: [“Crickets are like tofu, they absorb flavour’: Meet the woman supplying restaurants with edible insects”](#)
2. Date: 4/06/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Skye Blackburn has turned the growing trend of edible insects into a successful business. Ms Blackburn owns the Edible Bug Shop in Australia, breeding insects specifically for human consumption. Her products range from roasted crickets and cockroaches to chocolate-coated worms.

SOURCE 68: Stuff.co.nz

1. Title: [“Crawly cuisine: chef cooks crickets for Wellington’s Food on a Plate festival”](#)
2. Date: 5/06/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Jacob Brown, a chef from New Zealand, is advocating a future in which chomping crickets, hoeing in to huhu grubs, chewing caterpillars and munching mealworms are part of a normal daily diet.
 - “Insects are packed with nutrition, their protein and fibre-rich and seriously eco-friendly, and I’m keen to show the kiwis they can be tasty too,” Brown said.

SOURCE 69: Business 2 Community

1. Title: [“How these entrepreneurs are cashing in on the edible insect trend”](#)
2. Date: 5/06/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - The article introduces Monica Martinez and Megan Miller, two entrepreneurs who are making money by producing and selling edible insect products.

SOURCE 70: CBS

1. Title: "[Meet the Superdoodle, a cookie that will make you want to eat bugs](#)"
2. Date: 5/06/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - A new cookie released by Chirp, a start-up focused on bringing insects to the table, is making headway in Colorado. As there were no bug farms in Colorado, they started to rear their own insects: crickets, mealworms and super worms, a product not yet on the market.

SOURCE 71: AllAboutFeed

1. Title: "[Fishmeal to become a high price strategic marine protein](#)"
2. Date: 11/06/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - Falling supply and rising demand is forcing fishmeal to become a "high-price" strategic marine protein, according to a report from Dutch Rabobank.
 - As global demand for fishmeal is rising, driven by the growth of the aquaculture industry, while supply is declining, prices are "naturally expected to rise" according to Rabobank. This will impact the traditional role of fishmeal as a commodity to become a "strategic ingredient" when other protein sources cannot be used, a trend that, already, is starting to be visible in fish oil.

Note: Comparisons between insect protein and fish meal (in place of soya) are growing. We are continuing to monitor this topic and in simple terms, the consensus appears to be that the higher the fishmeal price the more economic insect meal becomes.

SOURCE 72: Nutra Ingredients

1. Title: "[Novel aquatic plant offers sustainable protein potential](#)"
2. Date: 12/06/15
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - Hinoman claims its high-tech agriculture platform will provide a year-round supply of a proprietary plant-based protein that will be eco-friendly, inexpensive and nutritious. The ingredient is an aquatic plant from the duckweed family, considered to be the smallest vegetable in the world.

SOURCE 73: Citizen Times

1. Title: "[Asheville entrepreneur wants you to eat bugs. Here's why](#)"
2. Date: 16/06/15

3. **Tone/Audience: Neutral/General**
4. **Summary of content (including subject):**
 - Food
 - Alyssa DeRonne, a mother of three from Asheville, USA, is using crickets in her protein bars and other food items she sells through her company, LaViewEye.

SOURCE 74: Business Vancouver

1. **Title:** “[Insect farming, new inventions, selling poop: organics ban breeds new businesses](#)”
2. **Date:** 16/06/15
3. **Tone/Audience: Neutral/General**
4. **Summary of content (including subject):**
 - Food
 - In the wake of an organic waste ban by Vancouver, entrepreneurs have come up with new ways to ‘take out the trash’. The regional district instituted the new rules earlier this year to reduce the amount of methane – a key contributor to global warming – released when food waste is dumped into landfills.
 - Enterra Feed Corp breeds soldier flies and then feeds fruit and vegetable waste to the fly larvae. The company sells the dried larvae to feed manufacturers, who include it in animal feed, mostly for chicken and farmed fish; it can also be used in pet food.

SOURCE 75: RT

1. **Title:** “[Bug burger anyone? Insect-based grub could hit Swiss groceries next year](#)”
2. **Date:** 23/06/15
3. **Tone/Audience: Neutral/General**
4. **Summary of content (including subject):**
 - Food
 - Next year, insects might be on the shelves of Swiss grocery stores alongside Switzerland’s national sausage, mustard and cheese, after the Federal Food Safety and Veterinary Office suggested commercialising crickets, grasshoppers and meal worms.

See also:

[Insects proposed for sale in Swiss supermarkets](#) - The Local.ch

SOURCE 76: Food Navigator

1. **Title:** “[Beyond protein: How will we meet growing demand for sustainable fats?](#)”
2. **Date:** 23/06/15
3. **Tone/Audience: Neutral/Specialist**
4. **Summary of content (including subject):**
 - Food
 - A growing global population won’t only affect protein demand – sustainable fat production is also a major challenge, says food traceability expert Dr Heiner Lehr.

- The focus on increasing protein demand ignores the fact that protein only makes up about 20% of a healthy diet. About half of calories come from carbohydrate and the remaining 30% from fat. Meat would provide some of this extra fat, but as protein demand increases, so does demand for other macronutrients to maintain their dietary proportions, says Lehr.

SOURCE 77: AllAboutFeed

1. **Title:** "[Legislation hinders use of in-feed bugs](#)"
2. **Date:** 23/06/15
3. **Tone/Audience:** Negative/Specialist
4. **Summary of content (including subject):**
 - Food and Feed
 - The production, trade and use of edible insects as food and feed touch on a wide range of regulatory areas, from product quality assurance to the environmental impact of insect farming. Consequently, one of the largest barriers to increasing consumption of edible insects, as well as their use in animal feed, is legislation.
 - Currently, insects cannot be grown on animal based media and manure. A lot of questions are still unanswered regarding the use of insects in the feed of production animals, but insects can be used in food for pets. In addition, some EU legislation hinders the use of insects in animal diets.

SOURCE 78: Mumbrella

1. **Title:** "[The Economist serves Hongkongers insect ice cream to drive subscriptions](#)"
2. **Date:** 26/06/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - The Economist magazine has taken to the streets of Hong Kong in an experimental campaign to drum up subscriptions by offering insect ice cream. A branded ice cream delivery tricycle will tour from 26 June to 16 July serving flavours such as Scurry Berry, a fruity ice cream with a mix of insect bits, and Choc Hopper, which contains chunks of grasshopper and chocolate.
 - The idea came from a story in the magazine published in September 2014 headlined, "Why Eating Insects Makes Sense". The article looked into the future where insects could be used to feed the world's growing human population.

SOURCE 79: Society of Biology (blog)

1. **Title:** "[Can eating insects save the world?](#)"
2. **Date:** 29/06/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Review of the Glasgow Science Festival by an American journalist called Diane Fresquez who lives in Brussels. Of PROteINSECT, she says "I personally think it will be

a long time before edible insects become more mainstream in Europe. More likely, I think, will be the wholehearted acceptance of meat from animals that are fed insect protein, as highlighted by Rhonda Smith, another panellist during the event, who is involved in the PROteINSECT project.”

- Mentions PROteINSECT.

SOURCE 80: Nutra Ingredients

1. **Title:** “[Insect protein market has enthusiasm & sustainability – now it needs a business plan](#)”
2. **Date:** 30/06/15
3. **Tone/Audience:** Positive/Specialist
4. **Summary of content (including subject):**
 - Food
 - The insect protein market has been relying on its youthful enthusiasm and faith in sustainability but it needs a solid business plan to move forward, says Invenire as it seeks crowdfunding for its edible insect roadmap.
 - The report, due this summer, seeks a snapshot of the current market in terms of products, players and both consumer and regulatory challenges.

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