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INDUSTRY WEEKLY DIGEST

YOUR WEEKLY DIGEST OF CONTEMPORARY INDUSTRY TRENDS



DON'T BE A SNUG, COME AND EAT A BUG

The growing world population calls for the design of more effective strategies and measures to provide it with food, thus addressing the challenge of potential future food insecurity. This becomes especially important in light of increasing environmental pressures given that global food production contributes significantly to various environmental issues including, but not limited to, climate change, water consumption and waste. Future foods should therefore be not only abundant and cheap-to-produce, but also nutritionally rich and environmentally benign.

In this week's Industry Digest, Dr Viachaslau Filimonau expands on these opportunities.

Have a great weekend!

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INSECT BASED RESTAURANTS AS THE FUTURE OF FOOD CONSUMPTION

Dr Viachaslau Filimonau

Edible insects have long been popular within **different ethnic and regional cuisines**. In these cuisines edible insects have been consumed because they are easily available, rich in nutrients and good for the environment. For example, **chapulines**, or grasshoppers, are commonly eaten in certain areas of Mexico and Central America providing its populations with a key source of protein. When toasted and seasoned with lime, garlic, chilli and/or salt, chapulines can be consumed on their own, or added to such traditional dishes of Mexican cuisine as tacos.

Edible insects do not yet constitute an established item on restaurant menus. It has been recognised that the **look of insects can be off-putting to some people** which implies their presence on a menu can negatively affect customer patronage. This notwithstanding, increasingly more restaurants do not only choose to use edible insects in cooking, but they even specialise in provision of meals made, partially or entirely, of edible insects. For example, **Grub Kitchen**, with its corporate ethos of providing sustainable food to its guests, offers dedicated insect-based menus in addition to plant-based and animal-based meals. The growing interest in edible insects can be observed not only among restaurants operating in the regions where insects have been consumed historically, but also in such major **metropolitan destinations** as London.

Academics should support the growing industry's interest in serving edible insects. Research should aim to better understand what attracts customers to restaurants specialising in insect-based meals, but, equally, what factors may inhibit this attraction. For example, evidence from grocery retail indicates that the widely recognised off-putting effect of how insects look can be overcome by serving them in different, more familiar, shapes and forms, such as crisps or even **cookies**.

In particular, research should focus on Generation Y and Z consumers. Not only are these generations referred to as the ones **which are (more) open to innovations**, but they are also believed to have stronger **sustainability traits**. Not the least, these are the generations which are most likely to be affected by potential **food insecurity** which underlines the need to carefully study their preferences towards insect-based restaurants as these may become more common in the future.

10 Best Edible Insects We Dare You To Try.

Available from:

<https://www.farmersalmanac.com/10-edible-bugs-and-how-to-eat-them-24150>