



Media Coverage

Six-Month Review

October 2014 – March 2015

Contents

1) Overview	2-4
2) Annual Summary Table.....	4
3) Social Media Highlights.....	
4) October Highlights.....	5-6
5) November Highlights.....	7-8
6) December Highlights.....	9-10
7) January Highlights.....	11-12
8) February Highlights.....	13-14
9) March Highlights.....	15-16
10) Sources.....	17-18
11) Media Coverage.....	19-52

© Minerva HC Communications UK Ltd 2015

Minerva encourages the use and dissemination of material contained in this report. The reproduction of contents, either whole or in part, is permitted provided that appropriate acknowledgement is given to PROteINSECT and Minerva as the source.

1) Overview

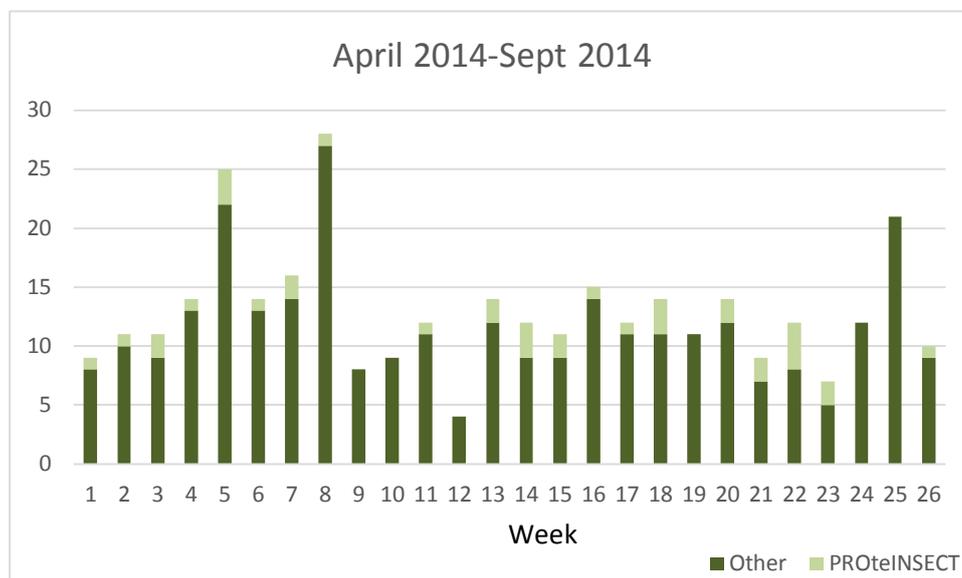
This six month review presents a summary of all media coverage related to the PROteINSECT project for the period October 2014 to March 2015.

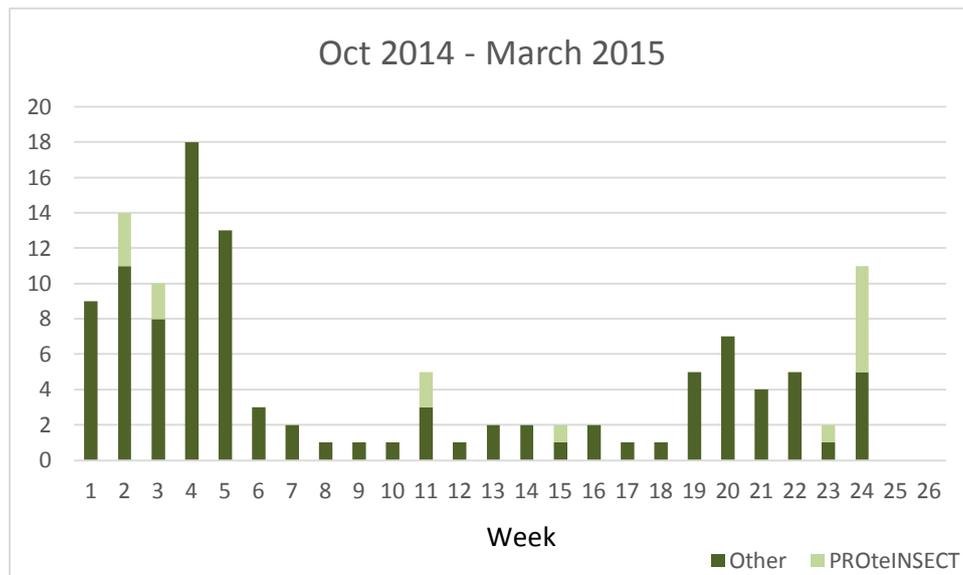
Over the six months, a total of 123 pieces of media coverage concerning the use of insects in feed and food were identified. Of these, 15 related directly to the PROteINSECT project.

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

Comparison to previous six months (April 2014-Sept 2014)

Overall there has been a decrease in the number of articles found that related to topics on and around the PROteINSECT project. The previous six months showed a total of 366 articles (see table1 below) tracked, with 51 (14%) mentioning PROteINSECT, compared to 123 articles (see table2 below) from the current six months with 15 articles (12%) citing the project. The tone across both six month periods was mainly neutral, with an increase shown throughout the latter six months (up to 70% from 60%). Whilst the April to September period showed an overwhelmingly general audience (75%) the split between general (55%) and specialist (45%) was much more even through the second six month era. The topic of the articles has slightly deviated, with an increase in feed (34% up from 20%) and a decrease in food (62% from 75%).





Key highlights - October 2014

- In the first month, PROteINSECT was the focus of 5 articles, mostly published on trade news websites associated with the agriculture industry.
- Overall, 29% of coverage presented the use of protein derived from insects positively.
- The subject matter of the media coverage was overwhelmingly focused on the use of insect protein as food (80%). Only 1 article concerned the use of insect protein as both food and feed.
- 67% of media coverage was aimed at the general public and the remaining 33% was aimed at specialist audiences – typically those in feed and livestock farming trades.
- A total of 27% of coverage came from international media outlets, whilst sources from the USA, UK and China accounted for 57%, 14% and 2% respectively.
- Other sources included: Australia, Canada, France, Germany, India, Kenya, Netherlands, Nigeria, Norway, Russia and Thailand.

Key highlights - November 2014

- PROteINSECT did not feature in any articles this month.
- The coverage was mostly neutral in tone (79%) when discussing insects as a food or feed ingredient. The rest of the coverage was evenly split between positive and negative tone.
- 79% of the articles were focused on the idea of insects being used as food for human consumption; only 21% discussed the potential of insect protein in animal feed.
- Overall, 58% 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, 16% originated from international media outlets; the USA was

responsible for the highest amount of coverage (53%), whilst 31% featured in the UK.

- Other sources included: Ireland and Italy.

Key highlights - December 2014

- The PROteINSECT project was mentioned in 2 articles this month.
- The tone of the coverage was mainly positive (63%), with no negative articles tracked.
- The use of insects for feed was the most popular subject matter, representing 50% of media items. The use of insect protein in human food was the focus of 37% of media coverage, whilst the remaining 13% discussed the use of insects in both feed and food.
- The coverage was split evenly between a general audience and a specialist audience – mostly trade magazines aimed at the agricultural or feed industries.
- A total of 38% of media coverage came from sources aimed at an international audience. UK sources accounted for another 38% of media items, whilst the final 24% featured in Canadian sources.
- Other sources included: Germany, Netherlands and Malaysia.

Key Highlights - January 2015

- The tone of the media coverage was neutral this month.
- Article topics followed the pattern observed in previous months with the majority focusing on the use of insects as food for human consumption (75%). A quarter of articles focused solely on the potential of insects as an animal feed ingredient.
- The target audience of the articles was more evenly split, with 63% aimed at the general public, and 37% at a more specialist audience; specifically those involved in the agricultural, food or feed industries.
- Sources were identified from only 5 different countries. The majority were based in the USA (38%) and 25% and 12% came from sources based in the UK and Canada, respectively.
- Other sources included: Netherlands and the Philippines.

Key Highlights - February 2015

- Edible insects were the focus of 14 articles in February, an increase on the previous 2 months.
- The tone was mainly neutral (57%) or positive (36%) with only 1 negative article being tracked.
- Topics were more evenly spread between insect protein as food (50%) and insect protein as feed (43%), showing that the interest in insect protein as feed may be increasing.
- An even split was registered between articles published for a general audience and those published for a specialist audience; specifically those involved in the agricultural, food or feed industries.

- Articles came from a range of sources, with the majority based in the USA (36%), the UK (21%) and the Netherlands (21%).
- Other sources included: Australia, Canada and Ireland.

Key Highlights - March 2015

- PROteINSECT featured in 7 articles this month, mostly focused on the consumer perception survey (a press release was issued by the project).
- As a result of the coverage on the survey, the audience for the largest proportion was specialist (61%) – mainly those involved in the agricultural, food or feed industries.
- The coverage of topics was fairly evenly split between insect protein as food (52%) and insect protein as feed (48%) with no articles covering both topics.
- There were no negative articles tracked this month; the majority of coverage was neutral in tone (83%) and the remainder positive.
- Coverage was spread across 9 countries, with large proportions produced by UK (30%) and the USA (30%).
- Other sources included: Canada, France, Ireland, Malaysia, Netherlands, Switzerland and Thailand.

		10/14	11/14	12/14	01/15	02/15	03/15	Total

2) Annual Summary Table

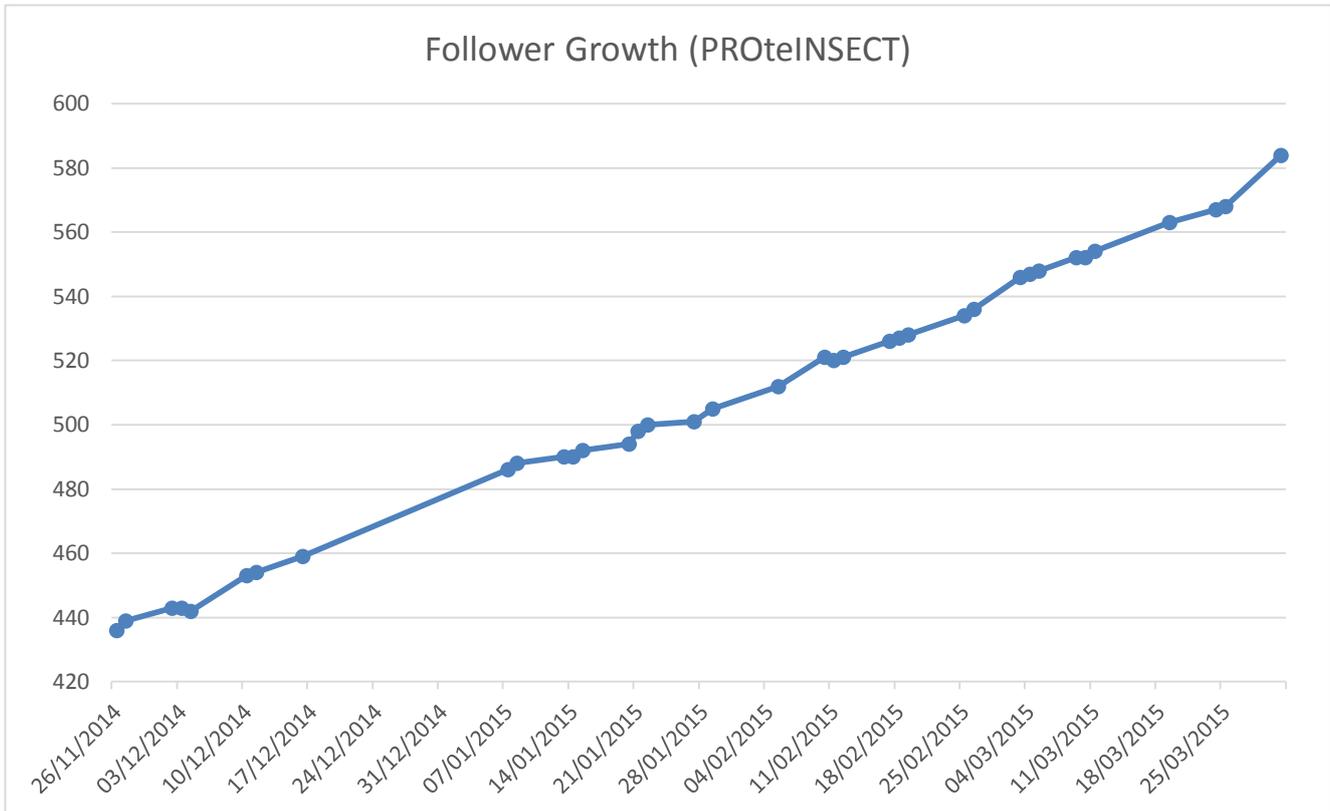
General	No. of articles	51	19	8	8	14	23	123
	No. of articles about PROteINSECT	5	0	2	1	0	7	15
Tone	Positive	29%	11%	63%	0%	36%	17%	26%
	Neutral	63%	78%	37%	100%	57%	83%	70%
	Negative	8%	11%	0%	0%	7%	0%	4%
Topic	Food	80%	79%	38%	75%	50%	52%	62%
	Feed	18%	21%	50%	25%	43%	48%	34%
	Food and Feed	2%	0%	12%	0%	7%	0%	4%
Audience	General	67%	58%	50%	63%	50%	39%	55%
	Specialist	33%	42%	50%	37%	50%	61%	45%

3) Social Media Highlights

PROteINSECT has two social media accounts: Twitter and Facebook. On Twitter, the number of followers, retweets and mentions are recorded daily and the accounts that are of interest to the project are 'followed'. Any article that appears in the media coverage is also retweeted to ensure followers of PROteINSECT are up to date with news relating to the research topics. If there is an update to the projects public website it is promoted via Facebook and Twitter to make sure followers or 'friends' (Facebook) are aware of the latest project developments and to engender a sense of inclusivity, whilst driving more users to the website.

The total number of 'likes' for the PROteINSECT Facebook page is 369; 183 of these were captured during December to March. An average of 107 people see each post, with between 10 and 55 people engaging with the post (liking, commenting or sharing). The posts are reaching a global audience, with visibility for users from the USA, Italy, India, Colombia, Togo, Finland, Vietnam and Bangladesh, to name a few!

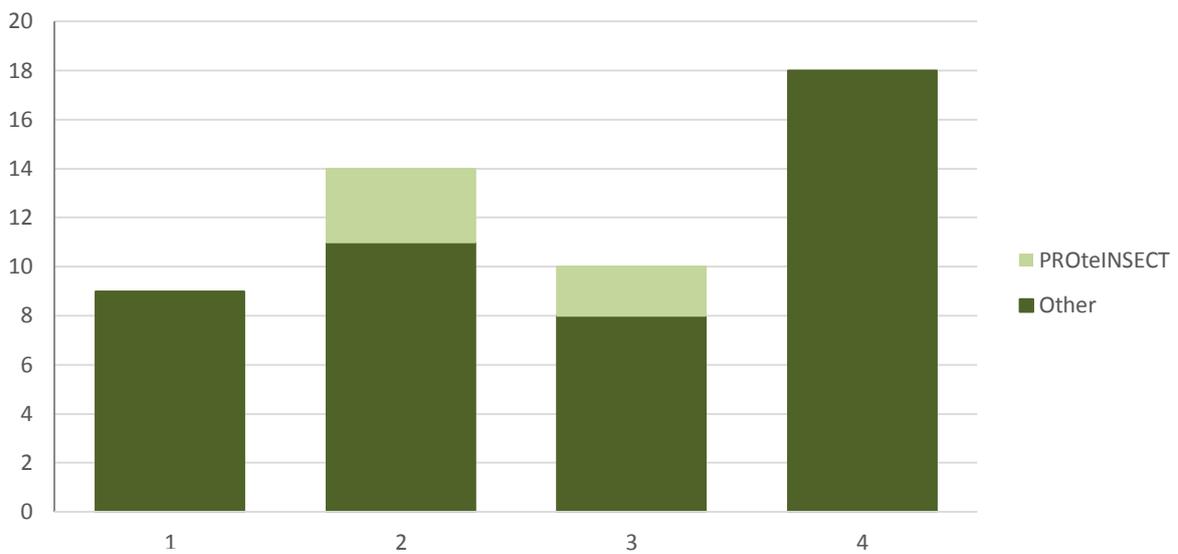
The number of PROteINSECT Twitter followers has grown considerably (see table below) between December and March. Over the whole 4 month period, the Twitter page has received over 1,600 views and interactions, with an average of 33 ‘impressions’ every day. Followers of the Twitter account are again spread across the world, coming from the USA, UK, Netherlands, Switzerland, Thailand, Sweden and Australia.



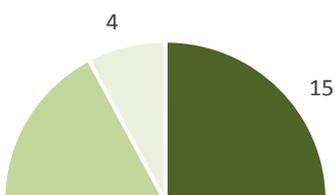
Media Coverage

October 2014

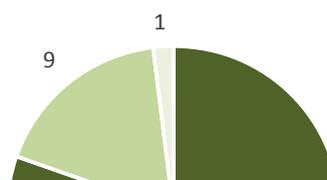
a) No. of Articles



c) Tone



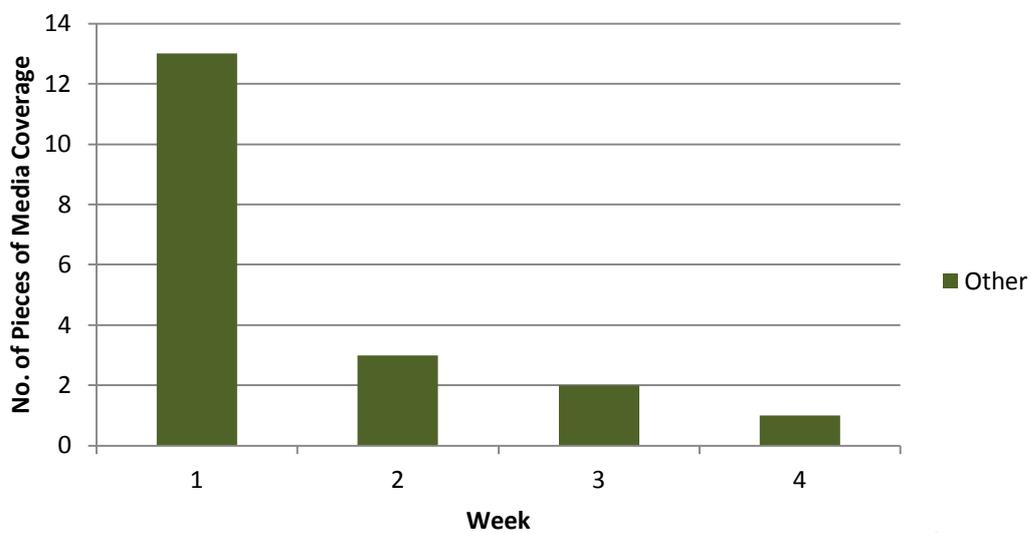
b) Topic



Media Coverage

November 2014

a) No. of Articles



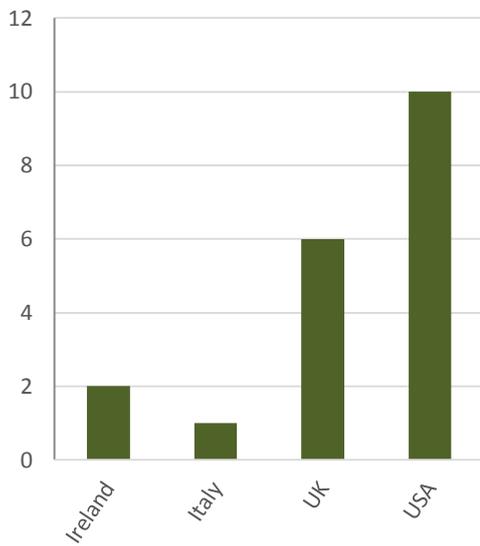
c) Tone



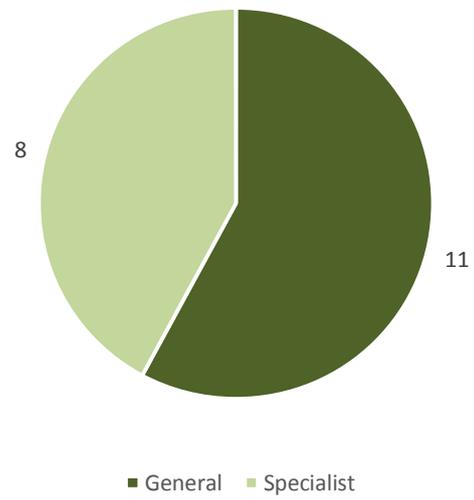
b) Topic



e) Country



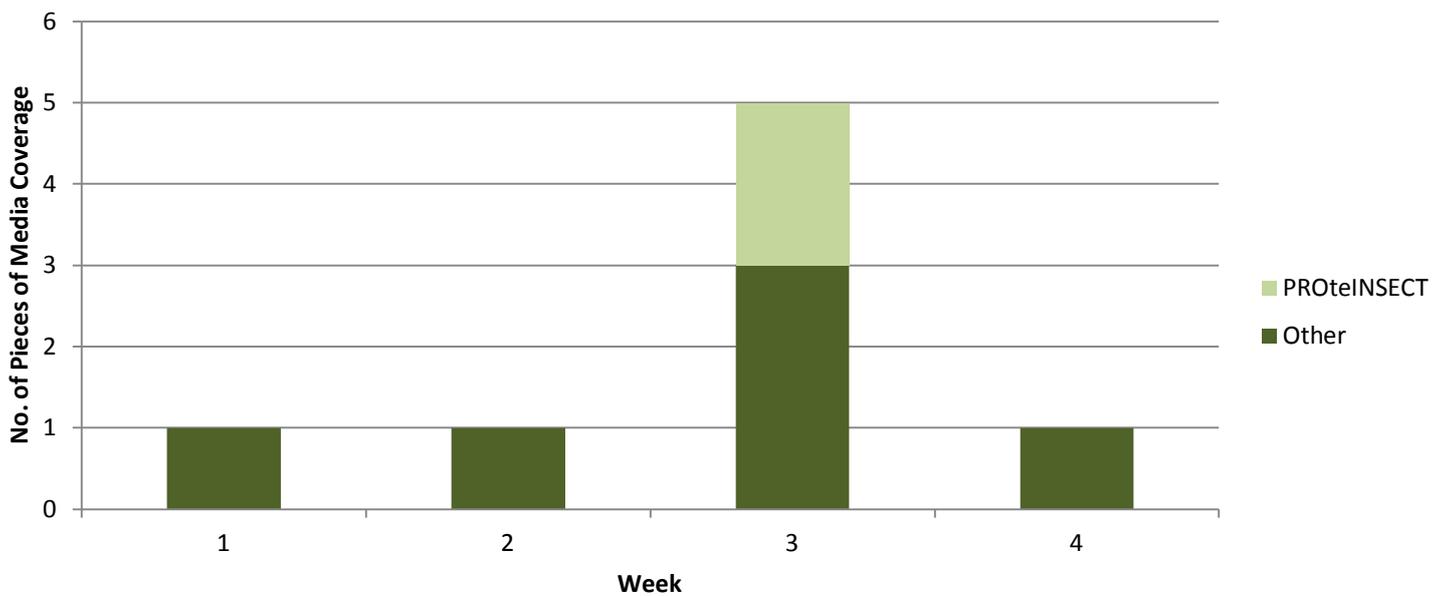
d) Audience



Media Coverage

December 2014

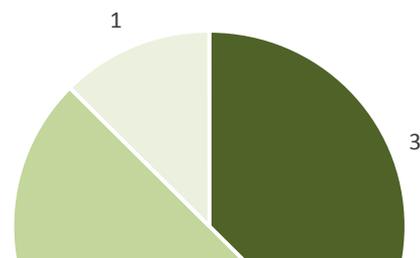
a) No. of Articles



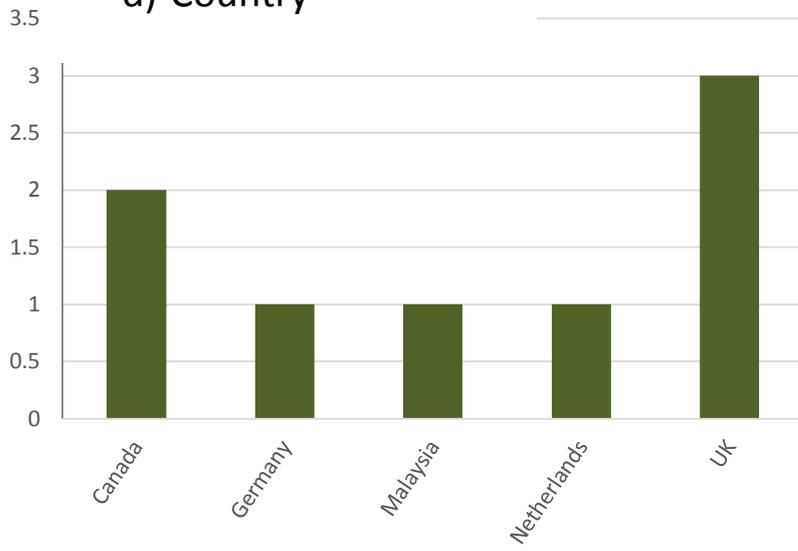
c) Tone



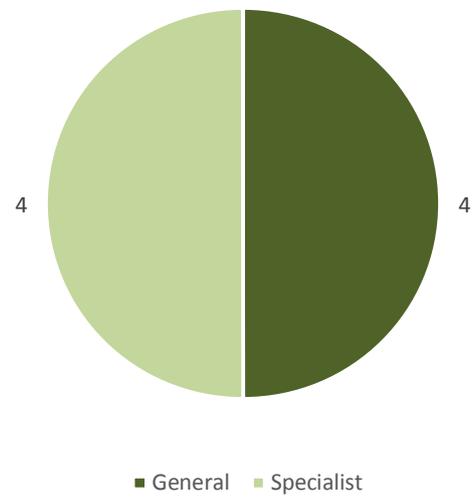
b) Topic



d) Country



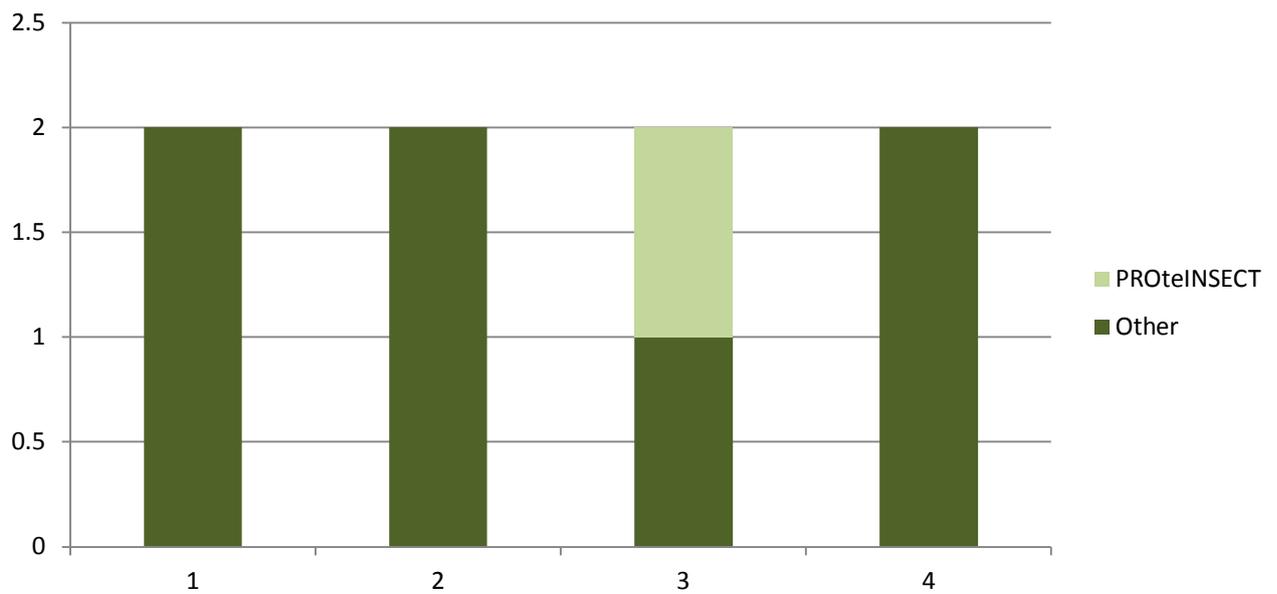
e) Audience



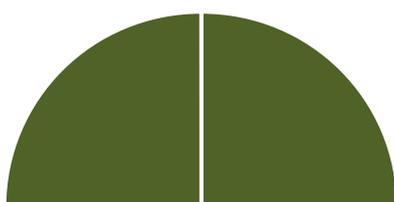
Media Coverage

January 2015

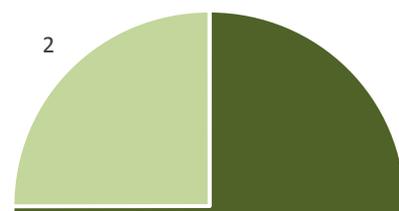
a) No. of Articles



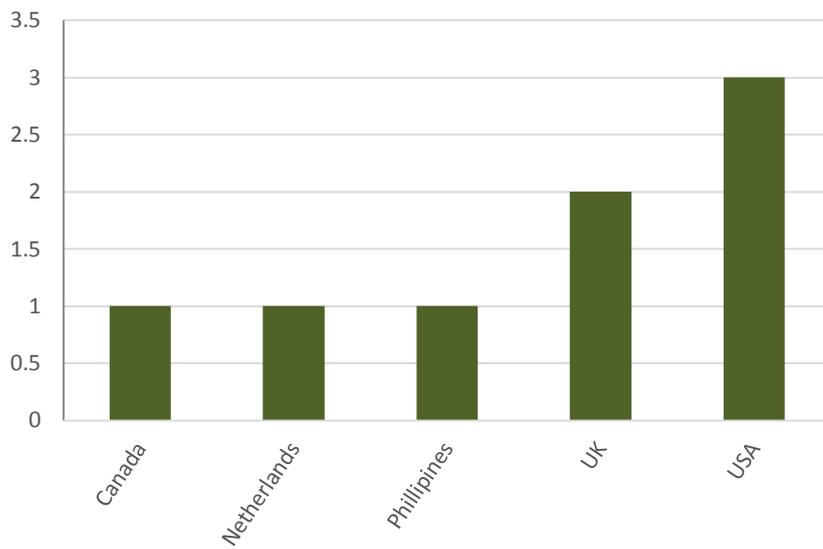
c) Tone



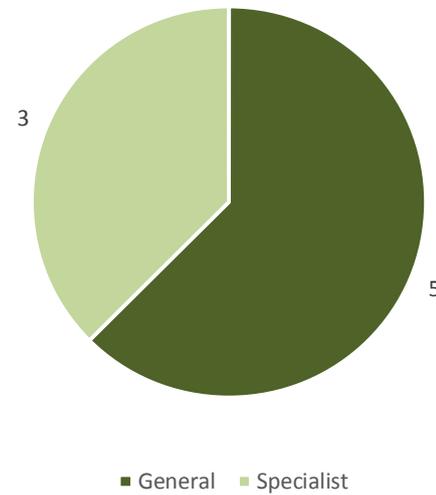
b) Topic



d) Country



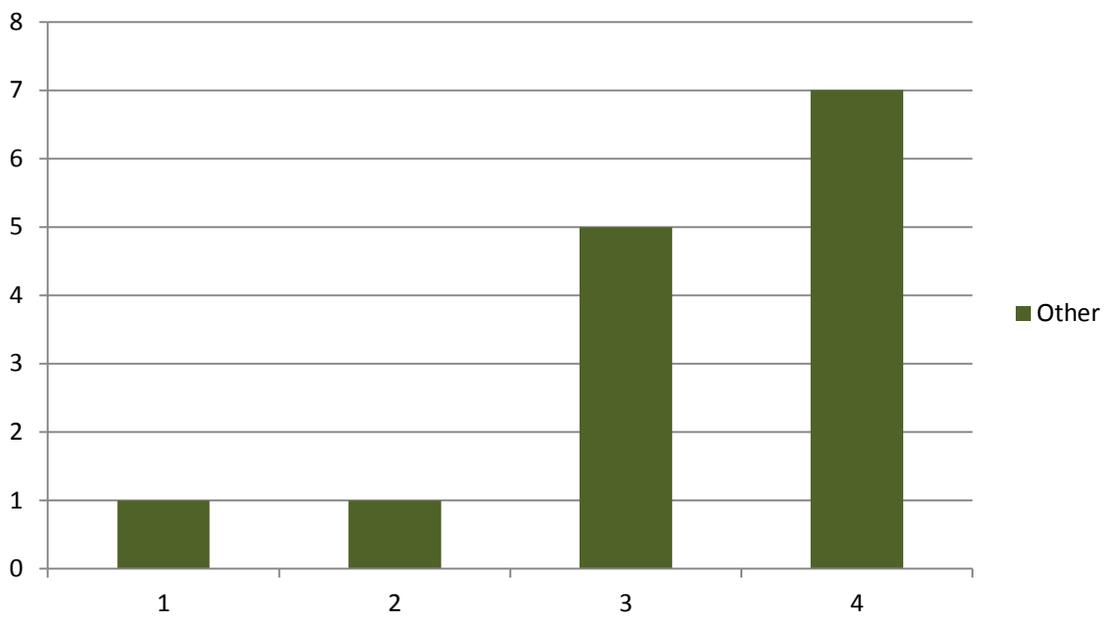
e) Audience



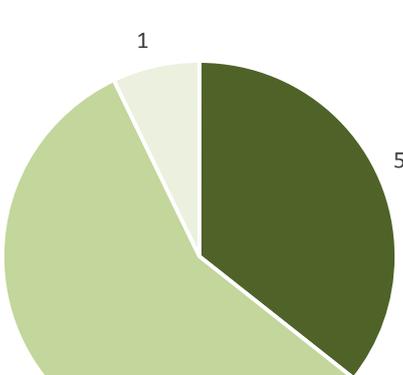
Media Coverage

February 2015

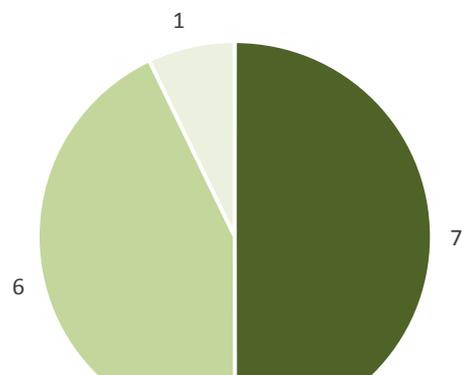
a) No. of Articles



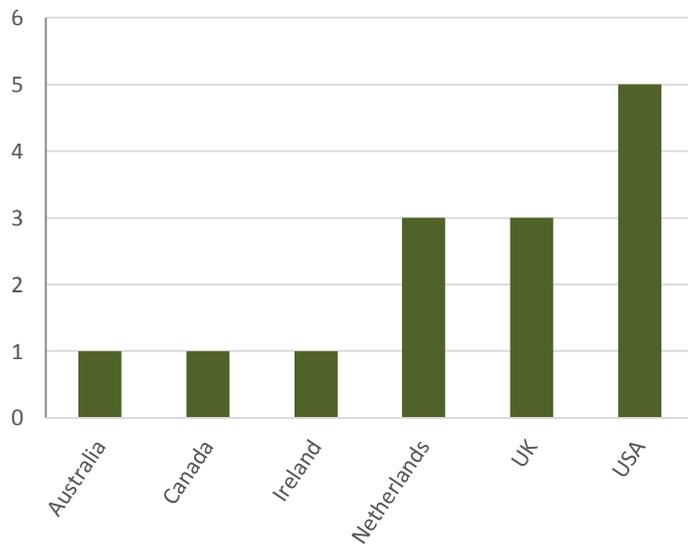
c) Tone



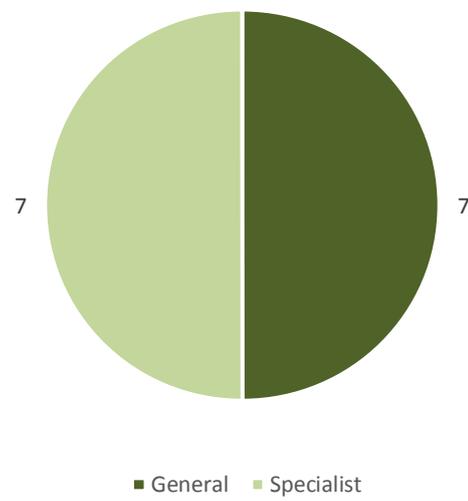
b) Topic



e) Country



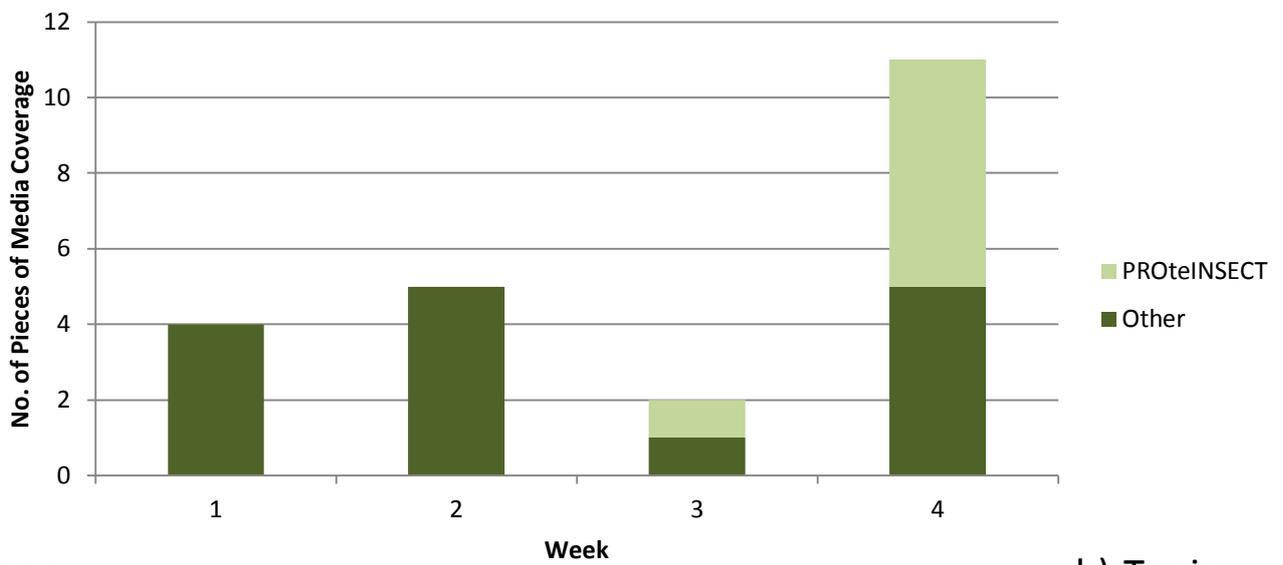
d) Audience



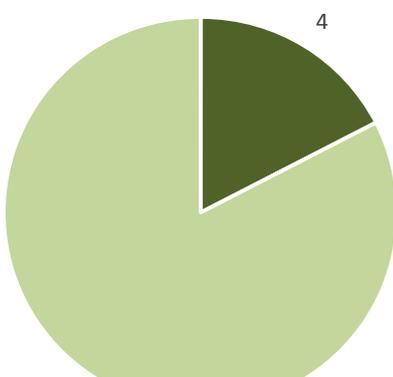
Media Coverage

March 2014

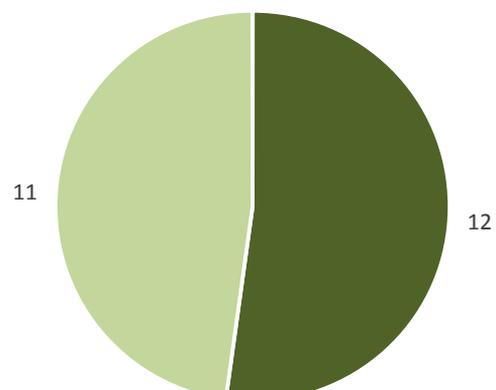
a) No. of Articles



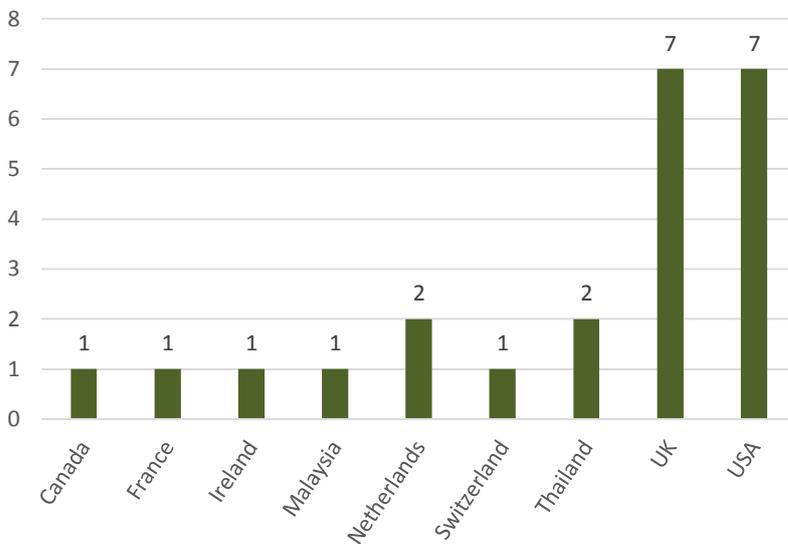
c) Tone



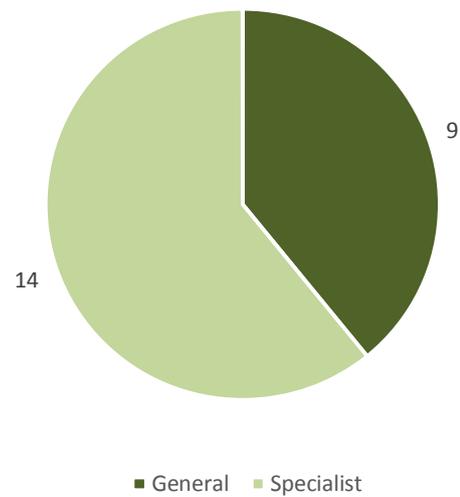
b) Topic



e) Country



d) Audience



4) Sources

General/European Audience

BBC News
 Daily Mail
 Durham Times
 DW.de
 Harper's Bazaar
 Impact Nottingham
 Irish Independent
 Malden and Burnham Standard
 Mashable UK
 Newsweek
 Newsweek
 NL Times
 NZZ.ch
 Plein Champ
 Reuters
 Spektrum.de
 The Guardian
 The Independent

The Irish Times
 The Publican's Morning Advertiser
 The Times

Specialist/European Audience

Farmers Weekly
 Feed Navigator
 Food Manufacturer
 Food Navigator
 Just Food
 Men's Health
 The Fish Site
 The Pig Site
 The Poultry Site
 World Poultry Net

General/Global Audience

Bangkok Post
 Bangkok Post
 Business Insider Australia

Buzzfeed
CBS News
Central Valley Business Times
Chiang Mai City News
Chicago Tribune
Chicagoist
CNN
Coastweek
Cornell Chronicle
CTV News
Daily Free Press
Daily Telegraph (Australia)
DNA India
ECNS
Entrepreneur
Forbes
Huntingdon Beach Independent
Komo News
Macleans
MalayMailOnline
New Statesman
Nigerian Tribune
Oregon Live
Pacific Standard
PRI
Radio WPSU
Read the Horn

All About Feed
Alternatives Journal
ARS Technica
Crowd Funder Insider
EcoWatch
Engadget
Farm and Dairy
Farms.com
Fast Company
Feed Management System
Fish and Information Services
Food Safety News
Fooddive
FoodNavigator Asia
Mother Earth News
Nutritional Outlook
ScienceLine
The Daily Meal
Treehugger

RT
Rynok-Apk
Seattle Weekly
Sippican Village Soup
SooToday
Statesman Journal
Tempo
Thai Visa News
The Clinton Courier
The Denver Post
The Jambar
The Vancouver Sun
The Varsity
Times Leader
Times Union
University of Wisconsin-Madison News
Vancouver Science

Specialist/Global Audience

5) Media Coverage

October 2014

SOURCE 1: Huntingdon Beach Independent

1. Title: "[All about food: dine well, young grasshopper](#)"
2. Date: 01/10/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Article about the nutritional, waste and sustainable benefits of eating insects.
 - Contact: Terry Markowitz - m_markowitz@cox.net

SOURCE 2: The Jambar

1. Title: "[Would you like crickets with that?](#)"
2. Date: 01/10/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food

- Article about the first USA food-grade cricket farm in Youngstown, Ohio.
- The author writes that crickets require 12-times less feed than cattle to produce the same amount of protein.

SOURCE 3: Chicago Tribune

1. Title: "[The next big thing in the food industry: Flies](#)"
2. Date: 1/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed
 - Geln Courtright's company, EnviroFlight, is 'poised to revolutionise the farming industry, fight world hunger, and make a nice profit.'
 - His company aims to turn black soldier fly larvae into a low-cost, high-protein feed for livestock, starting with fish.

SOURCE 4: Daily Telegraph (Australia)

1. Title: "[Try these 10 edible bugs if you dare](#)"
2. Date: 02/10/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Summary of ten types of bugs which can be eaten.
 - Article mentions the nutritional and sustainable value of insects.
 - Note that the locust is the only insect considered kosher.
 - Spiders (though arachnids!) are also included as the delicacy of South America.

SOURCE 5: Nutritional Outlook

1. Title: "[Ready to eat insect protein? Start with these](#)"
2. Date: 02/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Feature examining the 'food conversation' around insect consumption to meet rising global population food demand.
 - Sections include legislation, production and consumer acceptance.
 - Contact: Jennifer Grebow, Editor-in-Chief, Nutritional Outlook
jennifer.grebow@ubm.com

SOURCE 6: Nigerian Tribune

1. Title: "[Why not eat insects](#)"
2. Date: 04/10/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):

- Food
- References Food & Agriculture Organisation (FAO) report on future food and feed security.
- Includes recipe ideas and encourages readers to be 'adventurous'.

SOURCE 7: Chiang Mai City News

1. **Title:** "Insects are food"
2. **Date:** 06/10/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - Report that Thailand is the world's largest producer of edible insects.
 - The article lists the benefits of insect consumption, from nutritional value to farming techniques.
 - Author Aydan Stuart says, "It seems that the greatest step is to convince the west that insect eating is far from dirty and not at all dangerous."
 - He adds, "Once you get over the fact that you are eating a creepy crawly, the tastes are surprisingly quite good."

SOURCE 8: Fish Information & Services

1. **Title:** "[Deepening knowledge of insect potential for fish feed](#)"
2. **Date:** 06/10/14
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Feed
 - The Research Council of Norway has allocated NOK 13 million to a four-year initiative that will investigate the potential of using insects as safe and healthy ingredients of future fish feed.
 - The AquaFly project will be looking at the use of insect meal as an ingredient of salmon feed, also from an environmental, social and economic perspective.

SOURCE 9: Chicagoist

1. **Title:** "[We need more cricket farmers: the price of our growing taste for insects](#)"
2. **Date:** 06/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Megan Miller, founder of San Francisco-based Bitty Foods, which sells baked goods made from cricket flour, has said, "Insects are already consumed by 80% of the world's cultures throughout Asia, Africa, Central and South America, basically everywhere by the USA and Europe."

SOURCE 10: Durham Times

1. Title: "[Durham students campaign to make insects part of everyone's diet](#)"
2. Date: 08/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - "Munching mites is good for the planet and good for your health".
 - Interview with two students from Durham University who have launched a 'Student Grub' campaign hoping to win over school pupils, fellow students and office workers to the idea of eating insects.
 - The project has reached the finals of UK energy giant npower's Future Leaders enterprise competition, which offers a trip to the Amazon as first prize.
 - Contact: Mark Tallentire, Assistant Editor, mark.tallentire@nne.co.uk

SOURCE 11: Entrepreneur

1. Title: "[How food companies are convincing America to eat bugs](#)"
2. Date: 08/10/14
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - Report that food makers are trying to make insects the new 'it' food.
 - The article highlights the protein benefits of insects.
 - The author says that convincing consumers will be the biggest hurdle.
 - Contact: Kate Taylor - ktaylor@entrepreneur.com or @Kate_H_Taylor

SOURCE 12: Feed Navigator

1. Title: "[Hawaii-based project leading to a paradigm shift in insect-based-feed production](#)"
2. Date: 09/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed
 - Feature about Texas-based bioconversion firm, Prota Culture, which is using insects to convert organic materials into a cheap source of feed in a bid to revitalize a dormant poultry sector in Hawaii.

SOURCE 13: Food Manufacture

1. Title: "[Are insects the next foodie trend?](#)"
2. Date: 09/10/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Focus on the company Ento foods and its objective to overcome obstacles to consumer acceptance of eating insects.
 - The author notes the merit of consuming insects as an alternative protein source.

SOURCE 14: The Times

1. Title: "[Super-food of the future flies of the shelves](#)"
2. Date: 09/09/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Report that recipes using insect products such as cricket flour are set to become more familiar amid warnings about the sustainability of conventional farming.

SOURCE 15: Feed Management Systems News

1. Title: "Company using black soldier fly larvae in poultry feed"
2. Date: 09/10/14
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Feed
 - Report about Prota Culture, a bioconversion company based in Texas, which has been experimenting with larvae from the black soldier fly and using it in poultry feed.

SOURCE 16: Plein Champ (France)

1. Title: "[Insects to feed the world](#)"
2. Date: 09/10/14
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Feed
 - French article listing the various benefits of insect farming and consumption.
 - Mentions PROteINSECT.

SOURCE 17: Bangkok Post

1. Title: "[It's hard to beat a munchy crunchy Thai bug](#)"
2. Date: 09/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Report that Thailand is officially the largest producer of edible insects, with 20,000 farms operating in the kingdom.

SOURCE 18: Rynok-Apk (Russia)

1. Title: "[Chinese farmers point out the positive effect of the use of insects in compound feeds](#)"
2. Date: 10/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):

- Feed
- Russian article about Chinese farmers working with PROteINSECT to highlight the advantages of farming and eating insects.

SOURCE 19: Newsweek

1. Title: "[Why environmentalists want us all to eat bugs](#)"
2. Date: 10/09/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Focus on the Texan project Little Herds, which encourages entomophagy.
 - "Most vegetarians and animal activists view the consumption of insects positively compared with other types of animal eating."

SOURCE 20: Read the Horn

1. Title: "[Little Herds brings bugs to Austin palates](#)"
2. Date: 13/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Texan not-for-profit organisation Little Herds is working to educate and inform people about insects' nutritional values and environmental sustainability.
 - The article touches on the safety of entomophagy; the founder of Little Herds advises people to buy insects for human consumption only and be aware of shellfish allergies.
 - He says, "It's not just a novelty, it's not just a gag, and it's not just a fear factor stunt. It's actually really healthy, and it's actually really tasty."

SOURCE 21: RT

1. Title: "[Bug Appetit! Chocolate-covered creepy crawlies on insect museum menu \(VIDEO\)](#)"
2. Date: 13/10/14
3. Tone/Audience: Negative/General
4. Summary of content (including subject):
 - Food
 - Video footage of visitors to a US museum sampling insect confectionery.
 - The accompanying article is positive but the video footage features people shuddering, grimacing and exclaiming in disgust after eating the 'treats'.

SOURCE 22: ARS Technica

1. Title: "[Lovely grub – are insects the food of the future?](#)"
2. Date: 14/10/14
3. Tone/Audience: Negative/Specialist
4. Summary of content (including subject):

- Food
- FoodReport featuring PROteINSECT and comments on safety made by Adrian Charlton
- The author, Emily Anthes, says mealworm quiche made her ‘stomach turn’ although none of the dishes she tried ‘actually tasted bad’.
- Ben Reade, from the Nordic Food Lab, notes that “it’s not the insects themselves that are going to make it sustainable, it’s the humans.”

SOURCE 23: Daily Free Press

1. **Title:** “[Cambridge-based company brings insects to dinner table](#)”
2. **Date:** 14/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Report about an American company trying to bring insects to the dinner table
 - Their first product is baked Chirps chips, which are made from beans, rice and cricket flour.
 - The article closes with statistics about global population rise versus food demand/livestock production.

SOURCE 24: New Statesmen

1. **Title:** “[Lovely grub: are insects the future of food?](#)”
2. **Date:** 15/10/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - Emily Anthes visits Wageningen to sample delicacies with the scientists behind the ‘insect deliciousness’ project
 - Mentions PROteINSECT

SOURCE 25: Forbes

1. **Title:** “[Insects: Your next source of snack foods?](#)”
2. **Date:** 16/10/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - Greg Sewitz, Co-founder of Exo, a company that produces protein bars using flour made from ground up flour, has said, “The nutrition is good. If you can get them (humans) to take the first bite they are sold. Insects are the next frontier for protein.”
 - The author tried an Exo bar made from ground cricket flour – “the more I ate it, the more I liked it.”
 - He lists the environmental, nutritional and sustainable benefits of insects.

- Contact: Michael Kannellos (contact online)

SOURCE 26: Treehugger

1. Title: "[How about waxworm taco, some larvae ceviche or a few soy grasshoppers](#)"
2. Date: 16/10/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Article promoting the benefits of entomophagy, noting that 'the biggest problem is how to convince humans that eating insects is a good idea.'

SOURCE 27: Vancouver Science

1. Title: "[Video: insect tasting event](#)"
2. Date: 16/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Land & Food Systems Researcher Yasmin Akhtar, from the University of British Columbia, held an insect-tasting event and lecture for about 40 people, where crickets and mealworms were served up either baked or as a powder incorporated into dishes.

SOURCE 28: Farm and Dairy

1. Title: "[Youngstown farm hops into growing cricket food market](#)"
2. Date: 16/10/14
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Food
 - According to Kevin Bachhuber, founder of Youngstown-based Big Cricket Farms, the demand for insects has surprised everyone involved, and that demand is a typical 'problem' faced by similar operations around the USA.

SOURCE 29: DW.de

1. Title: "[Haute cuisine goes meat free](#)"
2. Date: 17/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - One of the most celebrated chefs in France has caused a stir by taking meat off the menu at his Michelin-starred restaurant in Paris (video).

SOURCE 30: Radio WPSU

1. Title: "[A balanced diet for world food day: bugs, groundnuts and grains](#)"

2. **Date:** 17/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Action Against Hunger publishes a list of foods for World Food Day, to promote under-utilized, highly nutritious foods.
 - The list includes termites, 35% protein and a good source of calcium, iron and zinc.

SOURCE 31: Feed Navigator

1. **Title:** "[Expert reveals heavy metal findings in insects reared on waste](#)"
2. **Date:** 21/10/14
3. **Tone/Audience:** Negative/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Report that indications from trials assessing the safety of using insects for feed show fly larvae contain very high levels of heavy metals, putting their use as a potential protein source for pigs and poultry at risk.
 - Mentions PROteINSECT with quotes from Adrian Charlton.

SOURCE 32: CBC News (California)

1. **Title:** "[Crickets on the menu at Ontario cricket farm](#)"
2. **Date:** 21/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Video of a farm that breeds crickets in Toronto.

SOURCE 33: Harpers Bazaar

1. **Title:** "[The latest food trend: eating bugs](#)"
2. **Date:** 21/10/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - Short article about 'the latest foodie movement', which has seen grasshoppers, cicadas, crickets, silkworms, beetles, spiders "wriggling their way out of the garden and onto the menus at upmarket dining establishments in London and New York."
 - The author says "insects are the way of the future: they're tasty, low-fat fare and an excellent source of protein, minerals, vitamins, fatty acids, and fibre. Plus, given that bugs are available in vast supply, they have been hailed as a sustainable food source."

SOURCE 34: Statesman Journal

1. **Title:** "[Edible chocolate covered insects landing in Salem](#)"

2. **Date:** 22/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Article about a business in Salem, USA, selling chocolate covered and candied insects.

SOURCE 35: SooToday

1. **Title:** "[How do you feed a million bugs](#)"
2. **Date:** 23/10/14
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Report on the insect breeding project at the Great Lakes Forestry Centre, which produces 1 million cabbage loopers per year and up to 2 million Asian long-horned beetles, both for internal research purposes and supply to universities and businesses across the world.
 - The insects' diet is created from pre-prepared mixes because bringing in natural plants could also expose the insects to pathogens that could harm them or interrupt the breeding process.

SOURCE 36: The Vancouver Sun

1. **Title:** "[New businesses worm their way into the market](#)"
2. **Date:** 23/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food & Feed
 - Article about a Vancouver start-up Obug selling edible insects which she 'farms' at home.
 - Enterra Feed, also based in Vancouver, is investigating the commercial use of insects for feed but its CEO says consumers are still 'a little uncertain'.

SOURCE 37: The Pig Site

1. **Title:** "[Insect meal could be the future of animal feed](#)"
2. **Date:** 24/10/14
3. **Tone/Audience:** Positive/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Report on a new FAO study published in the latest issue of the scientific journal, *Animal Feed Science and Technology*.
 - It says that research into the potential use of insects is 'still in its infancy'
 - FAO and the Association Française de Zootechnie in Paris have conducted a review of hundreds of scientific studies.

- It lists the many advantages of insect exploitation - they grow and reproduce easily, have high feed conversion efficiency since they are cold blooded and can be reared on bio-waste. One kilo of insect biomass can be produced from around two kilos of waste.

SOURCE 38: Men's Health

1. **Title:** "[You won't believe this shocking new nutrition trend](#)"
2. **Date:** 24/10/14
3. **Tone/Audience:** Negative/Specialist
4. **Summary of content (including subject):**
 - Food
 - Interview with the CEO of Hopper Foods who hands out insect protein bars at a local gym.
 - The insect industry is 'starting to swarm'.
 - The author later cooks insects at home. He complains of having a cricket leg stuck under his tongue but writes, "Once you overcome the ick factor, bugs are quite delicious."

SOURCE 39: Times Leader

1. **Title:** "[Students 'bug out' over science](#)"
2. **Date:** 25/10/14
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Insect eating event at Wilkes University
 - The students agreed that the insect flavour profile is 'underrated' and described it as 'sophisticated' and 'satisfying'.
 - Contact: James O'Malley - jomalley@civitasmedia.com

SOURCE 40: Coastweek

1. **Title:** "[Kenyan research body to promote insect consumption in Africa](#)"
2. **Date:** 25/10/14
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - The International Center for Insect Physiology and Ecology (ICIPE) in Kenya is embarking on a research project to promote the human consumption of insects in Africa.
 - The project dubbed Insect for Food, Feed and other Uses (INSEFF) hopes to upscale the consumption of insects as a way of fighting food insecurity in the continent.

SOURCE 41: DNA India

1. **Title:** "[Bugs on your plate](#)"

2. **Date:** 26/10/14
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Report that Indian scientists are investigating the potential of insects as 'protein food'
 - Mentions that the European Union "has announced a spending of 3 million Euros to look at the potential of insects supplementing the continent's food supply."

SOURCE 42: Oregon Live

1. **Title:** "[Eating worms in name of science](#)"
2. **Date:** 27/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Slideshow of photos from a science event at a local elementary school.
 - Mealworm cookies and fried crickets as part of a science lesson on sustainable food sources.

SOURCE 43: Seattle Weekly

1. **Title:** "[The Rise of the Edible Insect](#)"
2. **Date:** 28/10/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Interview with an Indian chef from California using insects in her cooking.
 - "Insects can feed the world. Cows and pigs are the S.U.V.s; bugs are the bicycles."

SOURCE 44: Times Union

1. **Title:** "[The case for seeing insects as food](#)"
2. **Date:** 28/10/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - An overview of different types of edible insect by country.
 - Insects are described as a 'dieters' dream' because of their low fat, high protein content.

SOURCE 45: ECNS.cn (China)

1. **Title:** "[Insect cuisine suggested to solve food shortages](#)"
2. **Date:** 30/10/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**

- Food
- Article from China Daily stating that fried locusts, ant soup and other dishes made from insects could be the answer to the current global food crisis.
- The article quotes Paul Vantomme, senior forestry officer of the FAO, who says, “Edible insects have many advantages in that they grow quickly, emit less pollution and are high in nutrients,” adding that many insects worldwide contain high quality protein, vitamins and amino acids required by humans, and can be used as animal feed or human food to alleviate the world's food crises.

SOURCE 46: Sippican Village Soup

1. Title: “[Eating bugs is in our future](#)”
2. Date: 30/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - A teacher and ‘well-known bug eater’ delivered a talk to families about the benefits of eating bugs.
 - With climate change, he believes meat will become harder to buy and insects will become a good alternative source of protein. “We can’t have necessarily all the beef and chicken and pork we want in thirty years.”

SOURCE 47: Just Food

1. Title: “[The prospects for protein: The emerging ingredients](#)”
2. Date: 31/10/14
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - Report that consumer interest in protein is driving the use of different protein ingredients in a range of foods – mainly with a focus on plants but a mention of insects at the end.
 - A Leatherhead study of 1,500 UK-based consumers this year found 41% considered insects to be an acceptable form of protein, while a surprisingly high 13% had knowingly tasted or eaten an insect in the past. Men appear to be rather more comfortable with the idea of eating insects – almost a quarter (23%) of males fell into this category, compared with 11% of females.
 - Contact: <http://www.just-food.com/about/contact.aspx>

SOURCE 48: NL Times

1. Title: “[Supermarket starts selling edible insect burgers](#)”
2. Date: 31/10/14
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food

- ‘Jumbo’ supermarkets have announced that they will be selling edible insects.
- The supermarket offers a burger of flour and buffalo worms and a crispy snack of wax worms.
- The author writes that “The FAO of the UN also promotes eating insects because of food scarcity and climate change.”

SOURCE 49: Crowd Fund Insider

1. Title: “[Insect Europe’s Protein Alternative Buzzes on Symbid: Large-scale Production of Edible Insects Takes Flight](#)”
2. Date: 31/10/14
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - Report on Insect Europe, which has raised over \$44k from investors backing its campaign to make insects the edible food of the future.
 - With its crowdfunds, the Lelystad-based company will expand its business into the production of insect meal on a large scale.

SOURCE 50: Impact Nottingham (Student magazine)

1. Title: “[I’ll have the ant risotto please](#)”
2. Date: 31/10/14
3. Tone/Audience: Neutral/Specialist
4. Summary of content (including subject):
 - Food
 - Article on the emerging popularity of edible insects.

SOURCE 51: Komo News

1. Title: “[Scorpions, ants and larvae – oh my](#)”
2. Date: 31/10/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Feature about a fine foods retailer in Seattle, USA, called Marx Foods which hosted an edible insect public tasting event.

November 2014

SOURCE 52: Mashable UK

1. Title: “[We’re about to change cows’ diets – yet again](#)”
2. Date: 02/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed

- Human population is rocketing to 9 billion by 2050 and the global demand for meat is expected to increase 70% over the next 35 years. While consuming insects directly could be a substantial source of protein for humans, the question of feeding insects to livestock is perhaps more complicated – and requires more research.

SOURCE 53: Foodnavigator.com (International)

1. **Title:** “[Insects could feed growing global appetite for protein, says Euromonitor](#)”
2. **Date:** 03/11/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Euromonitor International is the latest organisation to back the potential of insects to help meet growing global demand for protein.
 - Last year, the UN’s Food and Agriculture Organisation released its assessment of insects as food, concluding that despite their potential benefits to health, the environment and livelihoods around the world, Westerners’ ‘disgust factor’ was a major barrier to more widespread acceptance.

SOURCE 54: Fast Company (USA)

1. **Title:** “[Inside the edible insect industrial complex](#)”
2. **Date:** 03/11/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - As humans eat more bugs, a \$20 million industry has sprung up. Kevin Bachhuber, owner and founder of Big Cricket Farms in Ohio, opened his business in April 2014, and the strength of demand has shocked him; “I thought I was going to be labouring in obscurity for 12 to 18 months minimum. I’m currently back-ordered by thousands of pounds.” This shows how the edible insect industry is growing tremendously.

SOURCE 55: PRI (International)

1. **Title:** “[A Dutch supermarket is bringing edible insects into the mainstream](#)”
2. **Date:** 03/11/14
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - The Dutch supermarket chain Jumbo announced last week that it would start selling edible insect products in all its stores next year. This is the first time a Dutch supermarket has offered insects for sale and some stores will see insects products on their shelves as soon as this week (week beginning 10/11/14).
 - Marcel Dicke, professor of entomology at Wageningen University, says that this is an “important step in the whole process that we’re going through” and “important for our future”. Insects, he says, are an important source of protein and are already enjoyed in many places around the globe.

SOURCE 56: Irish Independent (Ireland)

1. Title: "[From bitty beginnings to great things](#)"
2. Date: 03/11/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - While an estimated two billion people around the world engage in entomophagy (insect consumption) the tradition doesn't exist in Western society, where bugs are seen as pests and creatures of revulsion. But with a UN report released last year advocating that edible insects be used as food for humans and animal feed, and an increasing number of entrepreneurs betting on bugs, entomophagy is set to become a growing industry and the next food craze.

SOURCE 57: Fast Company (USA)

1. Title: "[Can better packaging convince you to eat bugs?](#)"
2. Date: 03/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - A new Belgian start up called SexyFood is trying to sell worms and bugs as high-end snacks. Each snack is packaged in a luxurious-looking black and gold can and instead of a picture of what's inside, the packaged is numbered; an homage to Chanel perfume.

SOURCE 58: Engadget (UK)

1. Title: "[Five questions answered about the future of food](#)"
2. Date: 05/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Greg Sewitz has co-founded Exo, a company which offers a lone of protein bars that has crickets as its main ingredients. Greg says, "Insects are a very sustainable and nutritious source of protein. Much of the world already eats them as part of the regular diet and it's a good way to meet the protein needs of a growing population."
 - "Our aim behind the Exo protein bars is to provide a more comfortable vehicle for Americans to get used to the idea of eating insects. You get to taste insects without it looking like a bug."

SOURCE 59: Foodmanufacture.co.uk (UK)

1. Title: "[Poor attitudes in the west will stop insects being food](#)"
2. Date: 05/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):

- Food
- According to a leading analyst, insects are unlikely to become a viable solution to feeding the increasing global population if western attitudes towards them remain negative. A decline in meat supply and a rise in demand for it would spur food businesses to look for alternative proteins, as the global population reaches a predicted 9bn by 2050, said Media Eghbal, head of countries' analysis at Euromonitor International.
- "The answer could be insects, which are already being eaten in many parts of the world by an estimated 2bn people." She said.

SOURCE 60: CNN (USA)

1. Title: "[Crickets, grubs and bugs: Will insects be the next Thai food phenomenon?](#)"
2. Date: 06/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Insects are high in protein, vitamins and minerals like calcium, zinc and iron – something that a few European and US food start-ups have realised, with new offerings such as insect energy bars. While still niche in the west, other parts of the world view bugs very differently.
 - Edible insects have long been a staple part of diets in many parts of Africa, South America and Asia, and Thailand is one country where bug farming has become a growing business over the last 15 years.

SOURCE 61: The Daily Meal (International)

1. Title: "[Milan says no to restaurant's insect menu](#)"
2. Date: 06/11/14
3. Tone/Audience: Negative/General
4. Summary of content (including subject):
 - Food
 - Officials in Milan have seized 110 pounds of insects from a popular restaurant, La Sidreria, out of concerns for public health. The owner has said "I came up with the idea because insects are the food of the future, they are healthful and full of protein, vitamins, and essential amino acids for humans." He had planned a €30 'crunch' tasting menu.
 - Officials replied by saying "As with other animal foodstuffs, insects can be contaminated by microorganisms, parasites, chemical residues, notwithstanding the possibility of allergic reactions."

SOURCE 62: Daily Mail (UK)

1. Title: "[The food of the future? Belgian culinary fair serves up buffalo worm burgers, pan-fried crickets and chocolate covered in bugs](#)"
2. Date: 06/11/14
3. Tone/Audience: Negative/General

4. Summary of content (including subject):

- Food
- Visitors at the EAT! Brussels food fair were treated to unusual offerings. Recipe suggestions included cooking bugs with soya sauce and mushrooms and pan-fried crickets with melon.

SOURCE 63: ScienceLine (USA)

1. Title: "[Jiminy Cricket's worst nightmare](#)"

2. Date: 07/11/14

3. Tone/Audience: Neutral/General

4. Summary of content (including subject):

- Food
- Insects are highly nutritious and easy on the environment, and there is a lot of talk about them becoming the next super food. The only thing stopping these creatures from becoming a mainstream staple is cultural disdain.
- Mark Siddall, an invertebrate zoologist at the American Museum of Natural History has said, "Whatever you think you'll taste when you eat a bug, you're probably wrong. Most insects have familiar tastes; Chaupulines have an apple-cinnamon taste, and Hercules beetle larvae taste like warm, buttered popcorn when roasted. If they have a peculiar taste, spicy sauce will make anything delicious."

SOURCE 64: The Poultry Site (International)

1. Title: "[Further increase in poultry feed drives need for alternatives](#)"

2. Date: 07/11/14

3. Tone/Audience: Neutral/General

4. Summary of content (including subject):

- Feed
- The production and price of data of poultry feed has seen the highest rise in eight years, leading to calls to expand the range of animal feed available. On 7th November, the UK Government released data on the production and prices of animal feed.
- From January 2006 to June 2014, average compound feed prices for livestock in Great Britain rose by 85.8% for cattle feed, 75.7% for pig feed, 101.4% for poultry feed and 92.7% for sheep feed.

SOURCE 65: Central Valley Business Times (USA)

1. Title: "[Eat a grasshopper kebob? Don't worry, be hoppy](#)"

2. Date: 07/11/14

3. Tone/Audience: Neutral/General

4. Summary of content (including subject):

- Food
- The protein-rich insect delicacies drew a mixed reaction at the 'Bugs and Beer' event hosted in the Robert Mondavi Institute for Wine and Food Science's Silverado Vineyards Sensory Theatre at the University of California.

- Danielle Wishon, a UC graduate now with the California Department of Food and Agriculture, said “The event was a fun way to introduce a sustainable food supply that is as common in other areas of the world as our hamburger. While I don’t expect the ‘cricket burger’ to replace hamburger anytime soon, it is important that we start opening our food horizons now before it is no longer a choice.”

SOURCE 66: Agweb.com (Global)

1. Title: “[Insect Farming’s Road to Profit](#)”
2. Date: 07/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed
 - The owner of EnviroFlight, Glen Courtright, is hopeful that insect feed will have Food and Drug Administration (FDA) approval by the end of 2014. The market for insect products is expanding to include a feed source for hogs, cattle, fish and pets and EnviroFlight is tapping into the demand vein and turning a profit.

SOURCE 67: The Guardian (UK)

1. Title: “[Lunch from a lab? A Brooklyn company builds a better burger](#)”
2. Date: 07/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - According to a Pew Research survey, only 20% of Americans would eat meat grown in a lab. For Andras Forgacs, co-founder and chief executive of Modern Meadow (a Brooklyn based start-up that intends to use tissue engineering – also known as cell culturing or bio fabrication – to create livestock products that require fewer inputs of land, water, energy and chemicals than conventional animal agriculture) this is not good news. What’s more, his company’s products will also require no animal slaughter.

SOURCE 68: Feednavigator.com (International)

1. Title: “[Insect protein and PAP products will cool feed prices so hurry up on new regs, says UK poultry council](#)”
2. Date: 13/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed
 - The British Poultry Council (BPC) is calling for the legalisation of insect based meal and the re-introduction of processed animal proteins in poultry feeds, as new government figures reveal that poultry feed prices are rising at a higher rate than prices of other livestock feeds.

SOURCE 69: Pacific Standard (USA)

1. Title: "[Are vegans obligated to eat insects?](#)"
2. Date: 13/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Now that the idea of eating insects has become less taboo, a new question has arisen; what will vegans do. Vegans don't eat animals, insects are animals, and therefore vegans won't eat insects. However, by virtue of their quest to reduce animal suffering, vegans may not only be permitted eat insects, they may be obligated to do so.

SOURCE 70: The Irish Times (Ireland)

1. Title: "[The future of food: from insect burgers to smart fridges](#)"
2. Date: 24/11/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - The FAO has been encouraging the use of insects in food, highlighting their nutritional value and affordability compared with protein from sources such as cattle.
 - A recent Belgian study found that one in five meat eaters were ready to adopt insects as food, with men being twice as likely to do so as women.

December 2014

SOURCE 71: MalayMail Online (Malaysia)

1. Title: "[British wine experts create guide on how to pair edible insects with fine wine](#)"
2. Date: 05/12/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - As chefs, restaurateurs and entrepreneurs around the world are beginning to understand the increasing demand for protein, a British wine merchant, Laithwaite's Wine, has created a guide on how to pair edible insects with fine wine.

SOURCE 72: The Guardian

1. Title: "[Insects could feed the animals of tomorrow's meat industry](#)"
2. Date: 08/12/14
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed
 - While a number of start-ups are trying to excite people's taste buds by presenting insects in the form of cookies and tortilla chips, others such as AgriProtein are

exploring how the nutrients in meat industry waste – blood, brains, guts – and manure can be recycled to produce insect feed for animals that are currently fed on the likes of fishmeal and soybean meal.

SOURCE 73: Alternatives Journal (Canada)

1. Title: “[Are you ready for a mealworm quiche?](#)”
2. Date: 16/12/14
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - A supermarket in the Netherlands has begun selling edible insects, and a Wageningen University professor is working with local chefs to produce an insect cookbook. Arnold van Huis, part of Europe-funded project PROteINSECT, is publishing a cookbook of insect-based recipes.

SOURCE 74: Farms.com (International)

1. Title: “[Bugs for humans...and now, for livestock](#)”
2. Date: 16/12/14
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Food and Feed
 - A farm in Canada is attempting to legalize the sale of insect protein as a livestock feed in Canada. Having achieved considerable success since the launch of its human edible cricket products in 2012, the family-run Peterborough based company is now set to use insect protein to tackle the growing global need for sustainable, affordable, nutritious animal feed.

SOURCE 75: UnderCurrentNews (Global)

1. Title: “[Insect feed startup raises €5.5m in second funding campaign](#)”
2. Date: 18/12/14
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Feed
 - Nine months after its first funding campaign that raised €1.8million, Ynsect, a company specializing in insect biotechnology, has increased its capital by another €5.5m.

SOURCE 76: Spektrum.de (Germany)

1. Title: “[Der kluge Bauer füttert den Wurm](#)”
2. Date: 18/12/14
3. Tone/Audience: Positive/Specialist
4. Summary of content (including subject):
 - Feed

- A German article. Elaine Fitches, co-ordinator of PROteINSECT says, “We want to prove that insect protein is a safe, sustainable and economical food source. Proteins from fly larvae are of a higher quality than the soy and comparable to those of fish. To breed insects may sound simple, but in order to make it economically safe on an industrial scale, it still needs some work.”

SOURCE 77: Daily Mail (UK)

1. **Title:** “[Nut roast filled with crickets, locusts in the Brussels sprouts and mealworm vegetable gravy: Insect lover ditches turkey for creepy-crawly Christmas feast](#)”
2. **Date:** 18/12/14
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Peter Bickerton, an Education and Public Engagement Officer at Norwich University, has created an insect-filled meal for his Christmas lunch. He believes his insect-inspired menu is a much more sustainable, protein-rich and healthy alternative.

SOURCE 78: All About Feed (International)

1. **Title:** “[2014: All about mycotoxins, insects and antibiotics](#)”
2. **Date:** 30/12/14
3. **Tone/Audience:** Neutral/Specific
4. **Summary of content (including subject):**
 - Feed
 - A brief look at the main topics from 2014, including insects, mycotoxins and antibiotics. The focus on insects in animal feeds shows that it has been a key topic in the past year.
 - A large international conference on the use of insects in feed and food was held for the first time last year and attracted an overwhelming number of attendees, coming from all over the world.

January 2015

SOURCE 79: Foodnavigator.com (Europe)

1. **Title:** “[Luxembourg prohibits sale of edible insects](#)”
2. **Date:** 05/01/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Food
 - Luxembourg’s food safety authority has said it will not relax novel food laws prohibiting the sale of edible insects without specific Commission approval. Insects for human consumption in Europe are covered under novel food regulation, which requires foods that were not habitually consumed in the EU prior to 1997 to undergo a thorough risk assessment before they can be commercialised.

- Surveys undertaken in 2010-2011 concluded that insects had not been habitually consumed in Europe and were therefore subject to novel foods approval.

SOURCE 80: Farmers Weekly (UK)

1. Title: "[Oxford Farming Conference serves snacks of worms and crickets to delegates](#)"
2. Date: 07/01/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - The 400 delegates at this year's Oxford Farming Conference were treated to spice-seasoned insects as a pre-lunch taster. Among the edible insect-based snacks offered to farmers were Thai green curry crickets and barbeque flavoured worms.

SOURCE 81: Macleans (Canada)

1. Title: "[Are those edible bugs actually sustainable?](#)"
2. Date: 17/01/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Ben Reade, a Scottish chef, has travelled the world tasting bugs and researching indigenous food traditions for a restaurant in Copenhagen. He says that most of the hype around insects and the sustainable aspect of farming them is not nearly as true as we think it is.

SOURCE 82: The Guardian (UK)

1. Title: "[Food security: is it time to recognise the nutritional value of human waste?](#)"
2. Date: 19/01/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Feed
 - Sanergy, an organisation that focuses on improving sanitation in urban slums in Nairobi, is working with agricultural start up AgriProtein to recycle human faeces into animal feed via insects.
 - Since 2010, AgriProtein has been working on developing technology that sees insects fed on streams of biowaste, including slaughterhouse waste, and then processed into flakes which can be fed to pigs and sheep. According to Teun Veldkamp, a senior researcher at the Centre for Animal Nutrition at Wageningen University, insects are ideal because they can feed on any biowaste.

SOURCE 83: AllAboutFeed (Netherlands)

1. Title: "[New West African project on using insects for feed](#)"
2. Date: 21/01/15
3. Tone/Audience: Neutral/Specialist

4. Summary of content (including subject):

- Feed
- A new project has kicked off to study the sustainable use of insects to improve livestock production and food security in smallholder farms in West Africa.
- The project, 'Insects as feed in West Africa' is one of the projects from the Swiss Agency for Development and Cooperation (SDC) and the Swiss National Science Foundation (SNSF), together with partners such as PROteINSECT.

SOURCE 84: Food Safety News (USA)

1. Title: "[Belgium takes a serious look at the food safety of insects](#)"

2. Date: 28/01/15

3. Tone/Audience: Neutral/Specialist

4. Summary of content (including subject):

- Food
- Neither Belgium nor the EU has any specific regulations regarding breeding and marketing insects for human consumption but the trade is tolerated. According to the Scientific Committee of the Belgium Federal Agency for the Safety of the Food Chain, insects 'offer great potential' as alternative sources of dietary protein.
- But, there are still worries about food safety. The agency has put out 'Common Advice', a 22 page paper about the food-safety aspect of insects which has been validated by the country's Superior Health Council.

SOURCE 85: Cornell Chronicle (USA)

1. Title: "[Mealworm 'meat' team competes to feed the world](#)"

2. Date: 29/01/15

3. Tone/Audience: Neutral/General

4. Summary of content (including subject):

- Food
- A food science team from Cornell University will compete at the Thought for Food Global Summit in Lisbon, Portugal, with C-fu, a new protein product made entirely of crushed mealworms, which may help feed the world's booming population.
- "C-fu can do a lot of things, because it is not just a single product," says Lee Cadesky, a graduate student in the field of food science, who leads the team. "It's a raw material that can be the platform for a whole new array of insect-sourced foods."

SOURCE 86: Tempo (Philippines)

1. Title: "[Insects, the food of the future](#)"

2. Date: 30/01/15

3. Tone/Audience: Neutral/General

4. Summary of content (including subject):

- Food
- With a population predicted to be nine billion by 2050, the world needs to increase its food production by 70 per cent in order to serve the global population.

- The FAO says livestock production is a major cause of the world's pressing environmental problems and believe they have come up with a solution. Insects have many of the same essential nutrients as meat, they are high in protein, contain iron and calcium as well as vitamin A, B1, B2 and D.

February 2015

SOURCE 87: The Irish Times

1. **Title:** "[Wicklow farmer on a mission to get Ireland eating insects](#)"
2. **Date:** 01/02/15
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food and Feed
 - Tara Elliott, from Wicklow in Ireland, has started rearing crickets, mealworms and beetles and believes she could be Ireland's first commercial insect farmer.
 - Currently all live edible insects used to feed reptiles, birds and other pets must be imported, so as part of her MSc thesis she is exploring opportunities for developing an insect industry for human food and livestock feed.

SOURCE 88: All About Feed

1. **Title:** "[Nutritional value of insect meal published](#)"
2. **Date:** 13/02/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Insect meal producer Co-Prot has published the first lab test of their insect meal, intended for animal feed. The sample is only a prototype and the company states that they are working on improving processing techniques, to reduce fat and moisture levels, for example.
 - "We believe that insect meal can be a functional 'super food' for insectivorous animals, boosting health and reducing medication use in intensive, commercial animal production. There is still too little research and information about this topic and we hope more publications and researches will be done."

SOURCE 89: The Independent

1. **Title:** "[Sustainable Restaurant Awards 2015: insects on the menu as chefs look to the future](#)"
2. **Date:** 15/02/15
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - Cricket fudge, insect canapés and cocktails with a conscience are some of the foods of the future being showcased at this year's Sustainable Restaurant Awards.

- Mark Linehan, managing director of the Sustainable Restaurant Association, which runs the awards, said, “From a sustainability point of view, we have to think of the future, but this is also about the innovation and creativity that goes into developing new products and recipes.”

SOURCE 90: Business Insider Australia

1. **Title:** “[We had people try edible bugs for the first time and their reactions revealed a wide open business opportunity](#)”
2. **Date:** 17/02/15
3. **Tone/Audience:** Positive/General
4. **Summary of content (including subject):**
 - Food
 - Business Insider Australia did an experiment around San Francisco giving people edible insects to try, and the results surprised them.
 - They found that whilst people were reluctant to try the insects, once they’d tried them, they did enjoy them and were pleasantly surprised to find they did actually like them.

SOURCE 91: Allaboutfeed.net

1. **Title:** “[Cadmium is a risk when insects are used in feed](#)”
2. **Date:** 20/02/15
3. **Tone/Audience:** Negative/Specialist
4. **Summary of content (including subject):**
 - Feed
 - Bioaccumulation of metals, mainly cadmium, is one of the main risks when insects are used for animal feed mycotoxins in the larvae tested don’t seem to be a direct problem.
 - This was shown by research done by a consortium of partners and was published in the first edition of the Insects as Food and Feed Journal. The researchers analysed nine samples of larvae for over 1.000 of the chemical risks that are routinely monitored to ensure the safety of animal feed (and also food).

SOURCE 92: Feednavigator.com

1. **Title:** “[We will follow friendly legislation around the world’ – Insect feed maker, AgriProtein, says logic will win out in the EU](#)”
2. **Date:** 20/02/15
3. **Tone/Audience:** Neutral/Specialist
4. **Summary of content (including subject):**
 - Feed
 - The EU market for insect feed should be up and running in around 18 months from now, with all the necessary legislative boxes ticked, says the head of a larvae to feed company that is just about to kick-start commercial scale production in South Africa.

- “We have been really surprised by how proactive the EU has been in this regard, and we are expecting a favourable outcome,” David Drew, managing director of AgriProtein said.

SOURCE 93: CTV News

1. Title: “[Cordon Bleu in Bangkok seeks new flavours for fine food from insects](#)”
2. Date: 20/02/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - At Le Cordon Blue, the esteemed French cooking school, chefs and food scientists have spent a week simmering, sautéing and grilling insects to extract innovative flavours they say could open a new gastronomic frontier.
 - As a finale to their research, the school’s Bangkok branch held a seminar called “Edible Insects in a Gastronomic Context” which included lectures and a tasting menu for 60 open-minded participants, a mix of student chefs, scientists, professors and insect farmers.

SOURCE 94: Feednavigator.com

1. Title: “[Jatropha kernel meal offers protein promise](#)”
2. Date: 24/02/15
3. Tone/Audience: Positive/Specific
4. Summary of content (including subject):
 - Feed
 - Non-toxic Jatropha kernel meal could prove a worthy candidate in the hunt for protein alternatives to soy and fishmeal for fish and animal diets, says an FAO expert.
 - Harinder Makkar, livestock production officer at the UN’s Food and Agriculture Organisation (FAO), has been looking at the possibility of raising animals and fish on alternative feeds in the tropics and subtropics.

SOURCE 95: Feednavigator.com

1. Title: “[Big growth predicted in amino acid sector based on higher inclusion levels](#)”
2. Date: 26/02/15
3. Tone/Audience: Positive/Specific
4. Summary of content (including subject):
 - Feed
 - While microalgae and insect meal represent potentially innovative protein sources, producers should look to higher amino acid supplementation to lower the protein requirements in animal diets and reduce the environmental burden, says a leading researcher.

SOURCE 96: AllAboutFeed

1. Title: "[Cockroaches as animal feed in Belarus](#)"
2. Date: 26/02/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - A pilot project in Belarus is being launched in which the benefits of insects as a protein source in animal feed are tested. The first stage is the creation of an experimental unit where animals will be fed a diet containing cockroaches.

SOURCE 97: University of Wisconsin-Madison News

1. Title: "[Could squirmly livestock dent Africa's protein deficit?](#)"
2. Date: 26/02/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - "Mealworms are so easy to farm. You can do it in a plastic bucket," says Valerie Stull, a University of Wisconsin-Madison Nelson Institute for Environmental Studies graduate student who does just that in her home kitchen to provide an extra dash of protein.
 - But Stull and her collaborator – fellow UW graduate student Rachel Bergmans, who likes her mealworms powdered as a protein supplement for smoothies – are just practising what they are beginning to preach: insects, and mealworms in particular, are an overlooked, healthful, economically viable and sustainable source of nutrition for people.

SOURCE 98: treehugger.com

1. Title: "[Welcome to the bug farm: Edible cricket rearing goes industrial in California](#)"
2. Date: 26/02/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Across the globe, billions of people rely on creepy-crawly things with wings and legs for food – but in the US they're a bit shy about bringing bugs onto the plate. Yet edible insects are slowly gaining favour here, with crickets emerging as the 'gateway bug', writes Marc Gunther on FutureFood 2050.

SOURCE 99: Reuters

1. Title: "[Upmarket bug snacks to creep into Thai store shelves](#)"
2. Date: 27/02/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Street vendors selling deep-fried insects as snacks are a familiar sight in Bangkok, but a Thai entrepreneur is trying to give edible bugs a more upmarket appeal.

- Panitan Tongsir will launch his 'HiSo2' - short for high-society - brand of seasoned insect snacks in March and plans to stock them at gourmet food markets around the Thai capital.

SOURCE 100: BBC News

1. Title: "[The 30-day worm and cricket diet](#)"
2. Date: 28/02/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - A US student has spent 30 days on a 'bug diet' – eating insects three times a day.
 - Camren Brantley-Rios says traditional meats such as pork and beef are unsustainable – and he wanted to try out what many consider the diet of the future.

March 2015

SOURCE 101: AllAboutFeed

1. Title: "[Some insects show higher ADG than livestock](#)"
2. Date: 1/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - Dennis Ooninx, researcher at Wageningen UR in the Netherlands, has revealed that some insects show great feed conversion capacities. In his report he focused on five insect species: yellow mealworms, house crickets, migratory locusts, sun beetles and Argentinean cockroaches.
 - The first three species are considered edible, while the latter two could be used as feed. All these insect species had a higher average daily gain (ADG) and emitted comparable or lower amounts of greenhouse gases (GHG) than described in literature for pigs, and much lower amounts of GHG than cattle.

SOURCE 102: NZZ.ch

1. Title: "[Insects approved as food from 2016](#)"
2. Date: 3/03/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - The Federal Agency for Food Safety in Belgium has confirmed that various insects such as grasshoppers, crickets or mealworms should be included in the Food Regulation. Insect producers such as Entomos that previously manufactured pet food, are preparing for entry into the food market.

SOURCE 103: The Clinton Courier

1. Title: "[Edible insect panel ends with a crunch](#)"
2. Date: 4/03/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Hamilton College's student-run Club Ento held a panel on edible insects on February 26th. The discussion, titled "The Gateway Bug" included panellists Kevin Bachhuber, founder of Big Cricket Farms, and Lucy Knops and Julia Plevin, co-founders of their start up Critter Bitters. They were joined by Alex Plakias, professor of philosophy, and Ernest Williams, professor emeritus of biology.

SOURCE 104: Maldon and Burnham Standard

1. Title: "[Do you dare me? Pupils get a taste for edible insects](#)"
2. Date: 6/03/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - Crickets, mealworms and bugs were part of an unusual menu on offer at a Dovercourt primary school. Youngsters at Chase Lane sampled the surprising delicacies when the "Pestaurant" came to visit.

SOURCE 105: FoodDive

1. Title: "[Crickets, locusts, flies – yum? The case for edible insects](#)"
2. Date: 9/03/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - An article promoting the idea of insects as food. Mentions the insects that are edible, as well as some recipe ideas.
 - Also mentions how insects could become a necessary food source in the future.

SOURCE 106: The Varsity

1. Title: "[Would you like bugs with that?](#)"
2. Date: 9/03/15
3. Tone/Audience: Neutral/General
4. Summary of content (including subject):
 - Food
 - A new University of Toronto club called Bug Bites has been set up to promote entomophagy. Co-founder Daniel Jubas-Malz, a psychology student, says "We encourage students to eat insects because they're very environmentally friendly."

SOURCE 107: Thai Visa News

1. Title: "[Thai farmers find a profitable market in edible insects](#)"

2. **Date:** 10/03/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - Thailand's insect trade has taken off, and the insect farmers are being rewarded. Today, the country is the leading importer of insects in South East Asia.
 - According to the FAO, Thailand imports an estimated 800 tons of edible insects, but the northern agricultural region, Isaan, now boasts 20,000 cricket farms that contain 220,000 rearing pens, altogether, these farms produce 7,000 tons of crickets each year, earning them \$30 million.

SOURCE 108: The Denver Post

1. **Title:** "[Crickets, grasshoppers, worms pushed as protein food of future](#)"
2. **Date:** 10/03/15
3. **Tone/Audience:** Neutral/General
4. **Summary of content (including subject):**
 - Food
 - The movement to persuade Americans to reduce beef in their diet by eating bugs – “micro livestock” – is gaining momentum ahead of a global meat forum, as seen recently in a Denver Public Schools classroom.

SOURCE 109: Farmers Weekly

1. **Title:** "[Insects could replace soya in poultry feed](#)"
2. **Date:** 12/03/15
3. **Tone/Audience:** Neutral/Specific
4. **Summary of content (including subject):**
 - Feed
 - A student from the Royal Agricultural University has chosen to look at the feasibility of using insects to replace soya in poultry feed.
 - “There is huge potential for further research and field tests to identify and experiment with the use of different insects in animal rations,” explains Mr Bennett. “When considering insects as a food source, the livestock’s natural feeding habits should be considered – larval and pupal forms of insects are naturally consumed by free-range poultry.”

SOURCE 110: Feednavigator.com

1. **Title:** "[Mystery investor to support Barentz as it accelerates its feed NPD activities](#)"
2. **Date:** 17/03/15
3. **Tone/Audience:** Neutral/Specific
4. **Summary of content (including subject):**
 - Feed
 - Barentz have said that an injection capital from an ‘anonymous’ investor will help it accelerate new product development to support growth in the animal feed and pet food sectors.

SOURCE 111: EcoWatch

1. Title: "[Are insects the next climate-friendly superfood?](#)"
2. Date: 19/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Food
 - Insects are being tipped as the next climate-friendly superfood. More than 30 companies are already using cricket flour in their products such as cookies and energy bars.

SOURCE 112: Worldpoultry.net

1. Title: "[Insects in feed: What do consumers think?](#)"
2. Date: 20/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

SOURCE 113: The Irish Times

1. Title: "[Tasty grub? Survey asks should we have insects in animal feed](#)"
2. Date: 22/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

SOURCE 114: The Poultry Site

1. Title: "[Should we allow animals in Europe to be fed on insects?](#)"
2. Date: 23/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

SOURCE 115: Bangkok post

1. Title: "[Upmarket bug snacks creeping into stores](#)"
2. Date: 23/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Food
 - See Source 99.

SOURCE 116: The Fish Site

1. Title: "[Should we allow fish in Europe to be fed insects?](#)"
2. Date: 24/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

SOURCE 117: The Pig Site

1. Title: "[Should we allow EU animals to be fed insects?](#)"
2. Date: 25/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

SOURCE 118: Mother Earth News

1. Title: "[Replace soy with mealworms as a protein-rich animal feed supplement](#)"
2. Date: 25/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - Quality protein is essential to the healthy growth of any omnivore or carnivore, whether it be pig, poultry, fish, reptile, canine, or human. Soy fills this need, but it has an increasingly large environmental footprint and its mass-scale production is anything but sustainable.
 - Mealworms are a cheap and easy alternative, with almost the same percentage protein by weight.

SOURCE 119: Foodnavigator.com

1. Title: "[Would consumers eat animals fed on insect protein?](#)"
2. Date: 27/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

SOURCE 120: The Publican's Morning Advertiser

1. Title: "[Trend watch: buggin' out?](#)"
2. Date: 27/03/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food

- Insects are set to be the new food trend of 2015. Ollie Ingham, marketing manager at Mexican food chain Wahaca, which serves grasshoppers, says “I’ve had them a few times and they’re great. They’re fried with chilli and lime and have a slightly nutty flavour of their own. It’s a really popular thing to eat in Mexico and Thomasina Miers (founder of Wahaca) is a huge fan. We asked our customers to vote on Twitter on whether they thought we should keep grasshoppers on the menu and had an overwhelming response in favour of featuring them.”

SOURCE 121: BuzzFeed

1. Title: “[Shailene Woodley thinks we’ll be eating bugs in the future](#)”
2. Date: 27/03/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Famous actress Shailene Woodley (star of *Insurgent*) has said that “the future of food is in insects”.

SOURCE 122: Newsweek

1. Title: “[Weak oversight is holding back edible insects](#)”
2. Date: 27/03/15
3. Tone/Audience: Positive/General
4. Summary of content (including subject):
 - Food
 - Edible insects are the perfect food: they have the perfect ratio of omega-3 to omega-6, they are an excellent source of protein and they are highly nutritious.
 - The only thing holding them back is us. Our perception of insects as ‘creepy crawlies’ is stopping us from truly indulging in what could be the greatest super food.

SOURCE 123: Foodnavigator-asia.com

1. Title: “[Would consumers eat animals fed on insect protein?](#)”
2. Date: 27/03/15
3. Tone/Audience: Neutral/Specific
4. Summary of content (including subject):
 - Feed
 - PROteINSECT press release regarding the survey that has been released.

ENDS/