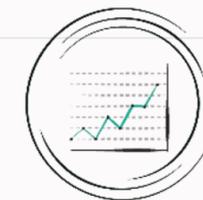
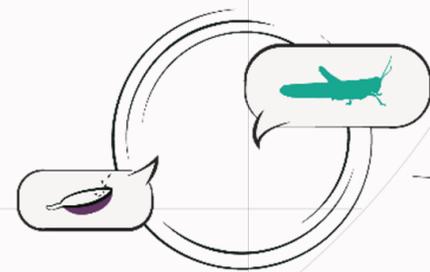


# UKEIA: Report of 2023



**UK Edible Insect Association**

Est. 2015

14/01/2024

[www.ukeia.co.uk](http://www.ukeia.co.uk)

# UKEIA: who are we?

***The Woven Network was founded in 2015 by a team of volunteers led by Dr Nick Rousseau***

*In 2021, we started trading as the UK Edible Insect Association, Executive provided by Unconventional Connections.*

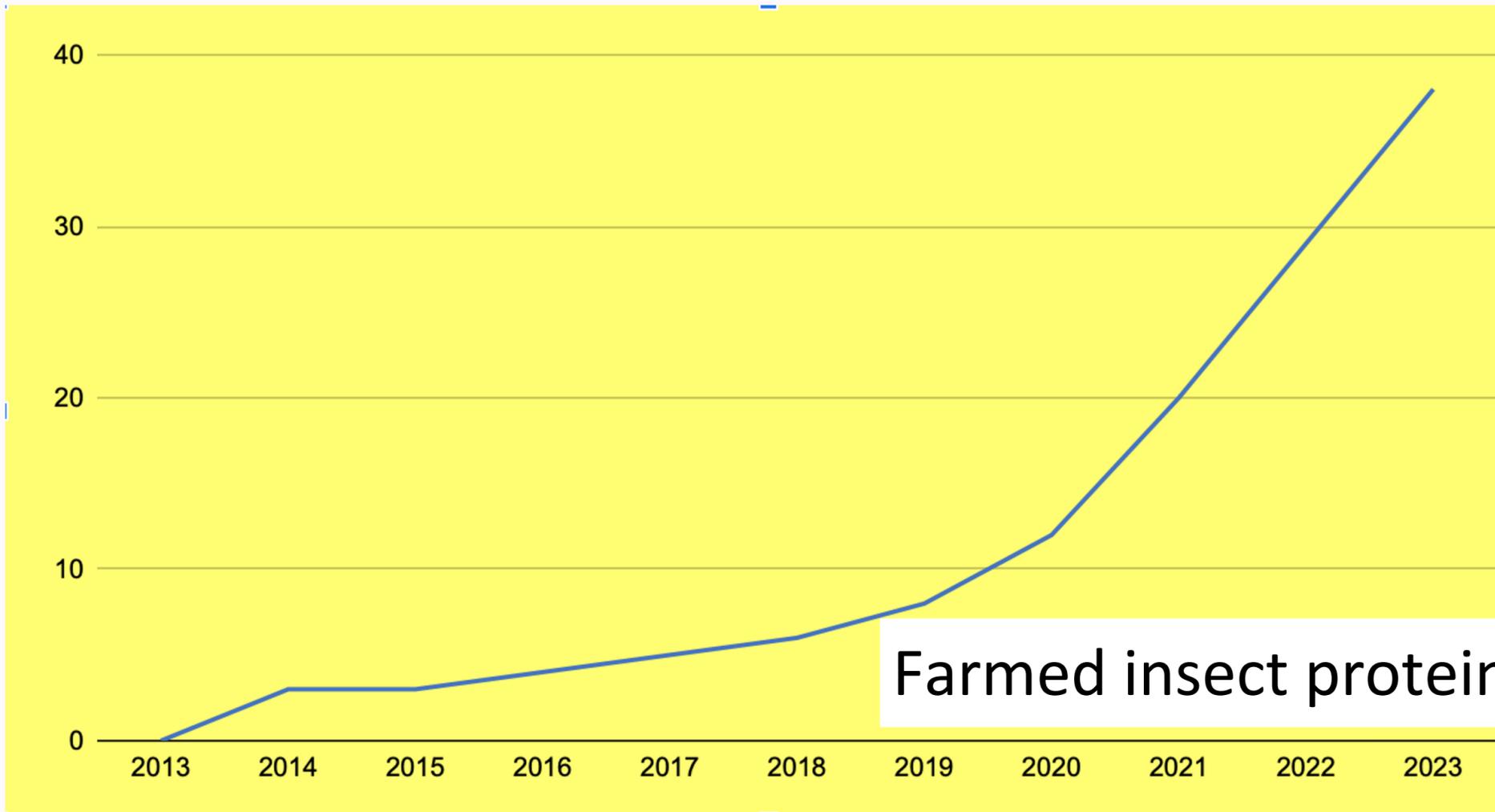
Our members represent some of the most innovative producers of insect products - both farms, food product companies and health food retailers.

The UK Edible Insect Association connects and promote all those working on farmed insect protein, particularly focused on supporting businesses and establishing edible insects as an ingredient in UK diets.

We provide members with exclusive online meetings, promotion on our website and through social media, promotion at events, in person support from the team and access to the wide range of contacts we provide.

We also represent the sector in dialogue with Government, the public, the media, retailers, and others.

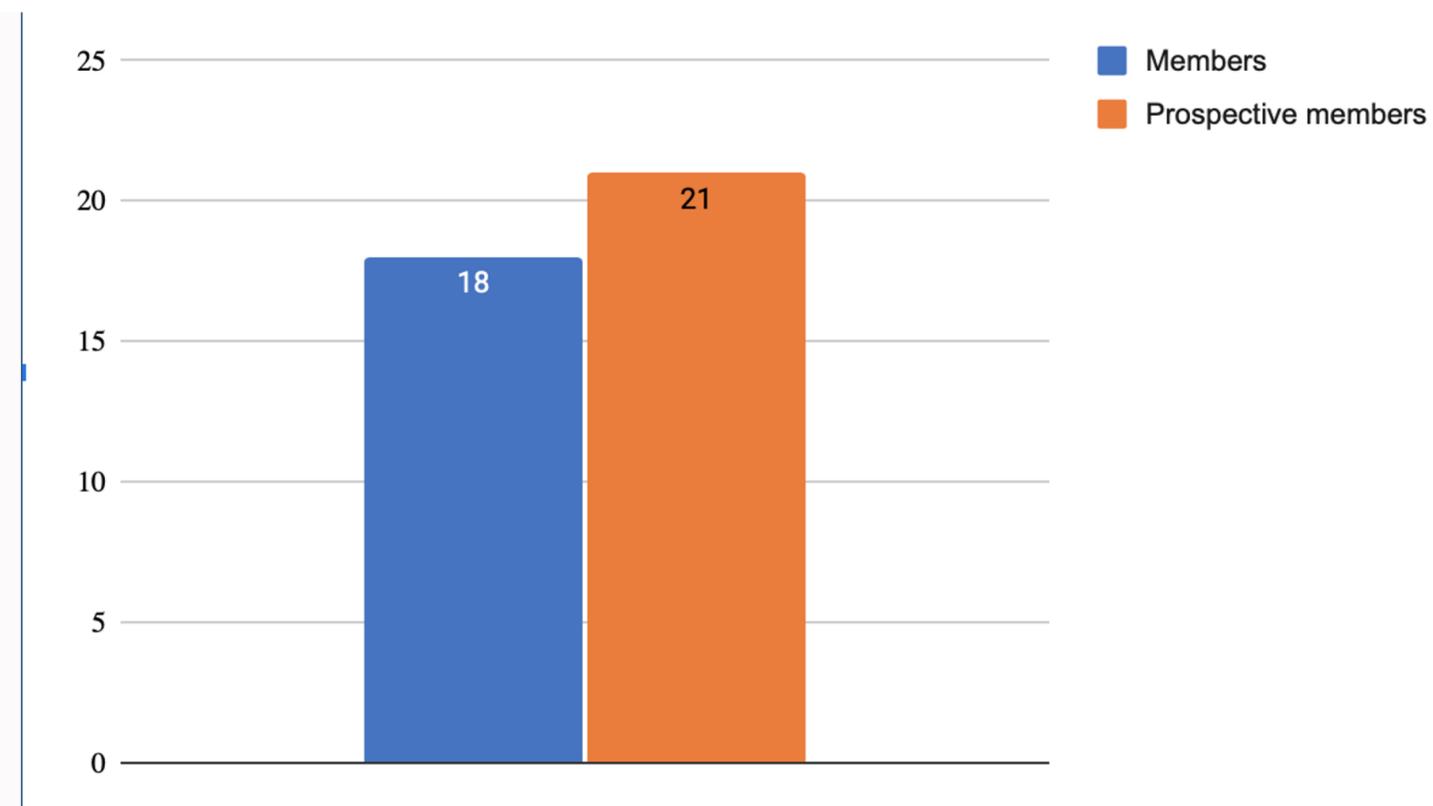




Farmed insect protein companies operating in the UK

UKEIA members are  
46% of ....

...a growing  
sector!!



# The UK is a farmed insect innovation hub



# Work with Government and the FSA

## By end of 2022:

- FSA and Parliament agreed our request for a Transitional Arrangement so insects can be traded pending Novel Food approval
- This came into effect, running until December 2023
- We submitted a Novel Food Application for *Acheta domesticus*

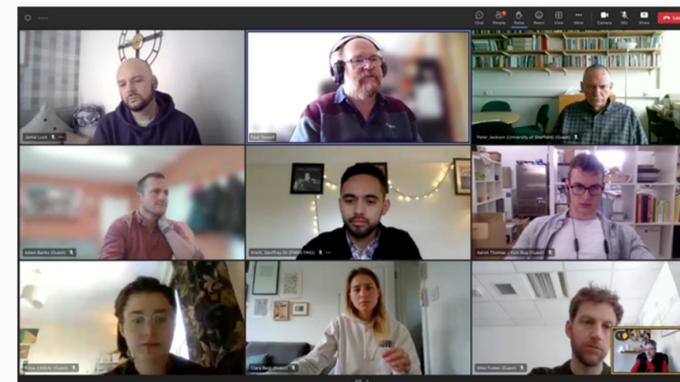
## In 2023:

- We research to create a Policy White Paper to influence the review of Novel Food Regulations - funded by University of Sheffield Institute for Food Sustainability
- Consulted the sector regarding our analysis of the challenges resulting from the Novel Food Regulations and our recommendations
- Meetings with the FSA and Deloittes (commissioned by FSA to review the Legislation in UK and overseas)
- Published our [White Paper](#) in October
- Participated in FSA workshop on Regulated Products
- Prepared and submitted a Novel Food Application for *Tenebrio molitor* (and Geoff Knott has also prepared and submitted one for one member for *Gryllodes sigillatus*)

Application for the authorisation of the insect *Acheta domesticus* for consumption as a food and as an ingredient in additional food groups within the United Kingdom

Submitted pursuant to Regulation (EU) No 2015/2283 of the European Parliament and Council of 25th November 2015 on novel foods, in adherence to the retained EU law Regulation (EU) 2017/2470 of 20th December 2017, and continuing under the UK Food and Feed (Miscellaneous Amendments) Regulations 2022 which came into force on 31st December 2022

Applicant: New Foods Ltd trading as HOP® (HOP)  
Application: RPI373  
Status: Response to Request for Further Information #1 (17/10/2022)  
Subject: Authorisation of the insect *Acheta domesticus* in the United Kingdom  
Contact person: Geoffrey Knott  
[geoff@hopbar.co.uk](mailto:geoff@hopbar.co.uk)  
+44 7932 734 189



# UKEIA: Helping the sector connect

## Networking within the membership

- Fortnightly zooms - regular forum for updates, queries, welcoming and getting to know new entrants to the sector, discussing critical issues with guest speakers as requested by members
- Whatsapp groups - Members, Directors, Farming, Acheta, Tenebrio, European Networks - for sharing updates and news

## Growing library of physical and digital resources



# UKEIA: Events and promotions

*We have a growing reputation for delivering interesting, engaging and informative public and private events focused on edible insects and farmed insect protein.*

## The Food Museum

- Edible Insect exhibition
- Cooking demonstrations and tastings
- Products in shop (sold out!)



## Timber Festival

- Talk aimed at adults and children
- Sample Tastings
- Discount code for purchases



## Sustainable Food Forum

- Networking across the sector
- Promoting our members
- Taking part in debates



# UKEIA: Supporting Collaborations

## Research collaborations:

- Work with [Edward Fox at Northumbria University](#) in researching microbiological risks associated with farming *Acheta Domesticus* in the UK
- BBSRC funding to create a Directory of potential research partners and hold a workshop to identify projects to identify sector challenges
- Joining [Centre for Innovation Excellence in Innovation for Livestock](#) to support this
- Partnership with [Beta Technology](#) to support research projects
- Open dialogue with research and innovation partners, starting with [Leeds University](#)



**Biotechnology and  
Biological Sciences  
Research Council**



# Monitoring the market potential for.. edible insects

*A survey commissioned in 2018 by Sainsbury's and EatGrub found:*

- 10% of British people have tried edible insects, of which more than half said they enjoyed them.
- About two in five (42%) shoppers were open to trying edible bugs, with seven percent even prepared to add them to a weekly shop.

*An online survey commissioned by FSA in 2021 found:*

- Half (50%) of respondents perceived edible insects as being safe to eat.
- Just over a quarter (26%) of respondents were willing to try edible insects.

*A survey commissioned by Ynsect and conducted by OnePoll in April 2022 across the UK, US, Netherlands and France found:*

- Nearly three fifths of all respondents (57%) revealed a willingness to consume insects once the environmental and health benefits had been explained.
- 96% of the over 8,300 adults surveyed who had already eaten insects or insect protein said they liked them or would try them again.

<https://www.itv.com/news/2018-11-17/sainburys-becomes-first-uk-supermarket-to-sell-edible-insects>

[https://www.food.gov.uk/sites/default/files/media/document/Alternative%20proteins%20Consumer%20Survey%20report\\_0.pdf](https://www.food.gov.uk/sites/default/files/media/document/Alternative%20proteins%20Consumer%20Survey%20report_0.pdf)

<https://www.ynsect.com/2022/07/04/ynsect-ready-to-ramp-up-lesser-mealworm-production-across-europe-thanks-to-efsa-positive-assessment-for-human-consumption/>

# ...and insects as livestock or pet feed

## ***The UK Future of Feed Roadmap projected that:***

- Annual demand for insect meal from the UK's pig, poultry and salmon sectors could reach 540,000 tonnes by 2050 and around 240,000 tonnes could be sourced from UK insect farms.
- UK insect farms would convert 3.4m tonnes of feedstock substrate material, which might otherwise go to waste, into a high-protein feed ingredient.

## ***According to the UK Insect Biomass Conversion Task and Finish Group:***

- Insect biomass conversion for the production of protein for animal feed and associated bi-products for UK agriculture and other industries has the potential for total annual revenues approaching £1.0bn within 5 years.

[https://www.wwf.org.uk/sites/default/files/2021-06/The\\_future\\_of\\_feed\\_July\\_2021.pdf](https://www.wwf.org.uk/sites/default/files/2021-06/The_future_of_feed_July_2021.pdf)

[https://www.fera.co.uk/media/wysiwyg/our-science/FAQs\\_on\\_Insect\\_Biomass\\_Conversion.pdf](https://www.fera.co.uk/media/wysiwyg/our-science/FAQs_on_Insect_Biomass_Conversion.pdf)

<https://cdn.zerowastescotland.org.uk/managed-downloads/mf-jhmximr-1678698776d>

<https://www.ukpetfood.org/resource/insect-based-ingredients-in-pet-food.html>

## ***According to ZeroWasteScotland:***

- BSF treatment of pre-consumer food waste could generate £113 per tonne input.
- If 10% of the 500kt of unused or landfilled agricultural feedstock generated in Scotland every year was used in BSF farming, this could generate an estimated £5.4m

The president of the British Veterinary Association publicly recognising the potential contribution of insect protein to address the rising need for sustainable animal feed. Indicating that insect protein offers a palatable, nutritious and bioavailable alternative to owners who want to offer a 'meat-free' diet to their pets rather than vegetarian or vegan diets which can result in poor pet health & welfare.

## ***Pet Food UK:***

The UK pet food market is worth £3.8bn in 2023. The potential scale of insect protein used for pet food in the UK is estimated as 20 thousand tonnes per year, based on an estimate of 5% of the current market size.

# UKEIA: media statistics

## **Newsletter -**

640 recipients and growing. Average 45% open rate and 35% click rate Since 2016 creating a record of the evolution of the sector

## **LinkedIn -**

350 followers with 10% engagement rate (plus 400 in International Insect Protein Collaboration, 2500 in Edible Insects Business Network, and over 3,600 personal contacts of UC team)



## **Instagram -**

650 followers and 20% engagement

## **Facebook -**

1,000 likes and followers (plus member of groups focused on insect protein with over 2,000 members)

## **Website -**

40 Monthly visits

# UKEIA: Members' reach and partners

## Social media reach:

### Audiences

LinkedIn: 4.5k

Instagram: 10k

### Engagement rates

LinkedIn: 30% - 52%

Instagram: 7% - 15%

## Partnerships:

**Brewdog** (Yum Bug)

**Honi Poke** (Saved)

**Google** (Saved)

**University of Surrey** (HOP)

**Santander** (HOP)

**Nuffield Farming Scholarship** (Instar)



# UKEIA: Edible insects in the news

## UK mulls rule changes to allow faster cultivated meat and animal-free dairy approvals

By Oliver Morrison

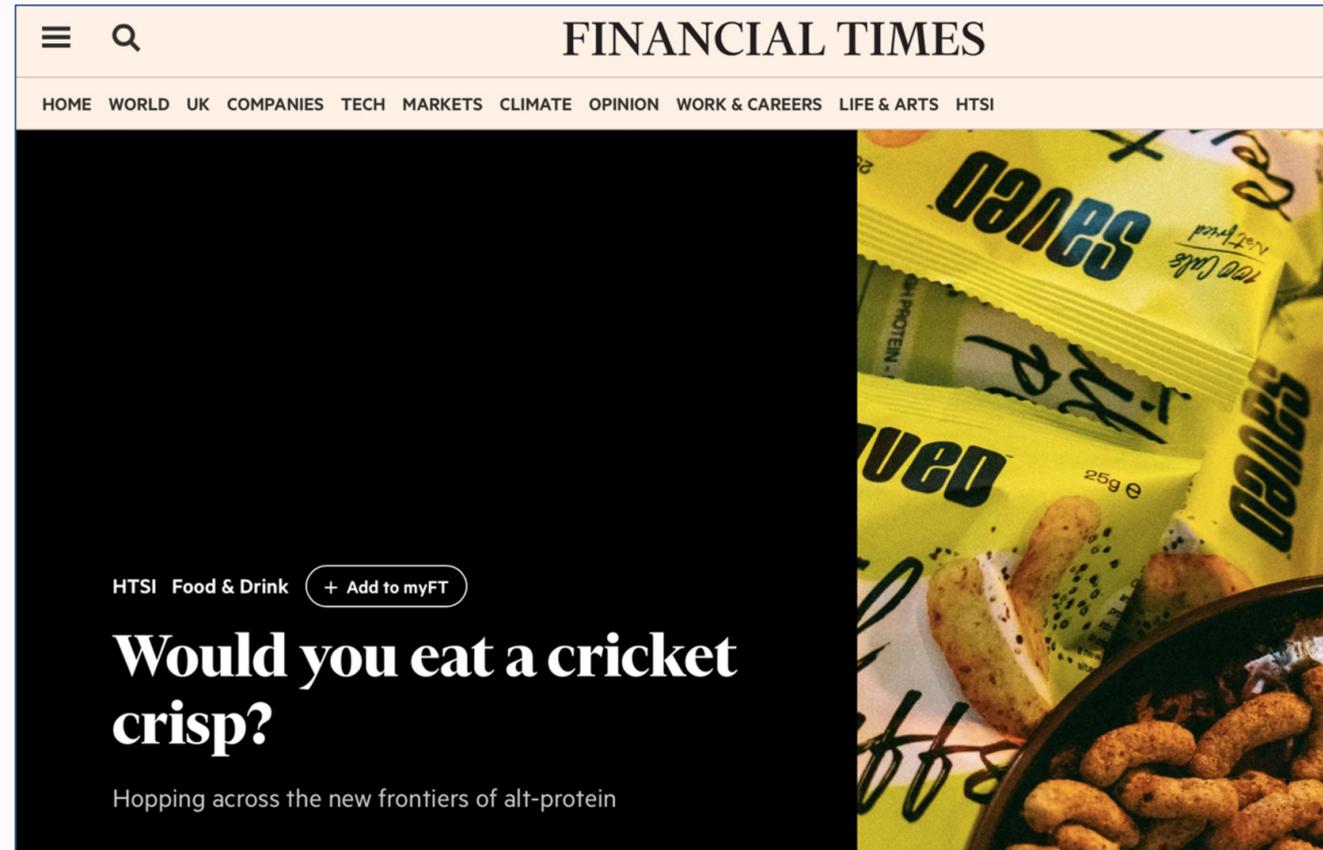
09-Jun-2023 - Last updated on 09-Jun-2023 at 15:15 GMT



### 'A major milestone for the UK edible insect sector:' UK edible insect makers hope for Novel Food approval by 2023

03-Feb-2022 By Oliver Morrison

A network of over 30 edible insect companies in the UK has submitted a Novel Food dossier to the Food Standards Agency (FSA) for Acheta Domesticus, or house crickets.



FINANCIAL TIMES

HOME WORLD UK COMPANIES TECH MARKETS CLIMATE OPINION WORK & CAREERS LIFE & ARTS HTSI

HTSI Food & Drink + Add to myFT

### Would you eat a cricket crisp?

Hopping across the new frontiers of alt-protein



### Episode 1

Six small-scale suppliers pitch their ideas - from sauce to insects as the future of food

AD First shown: Thu 20 Oct 2022 | 46 mins

**UK novel food approval for crickets edges closer after FSA greenlights first validity stage**

**UK Edible Insect Association warns market entry barriers restrict sustainable protein**

# Membership

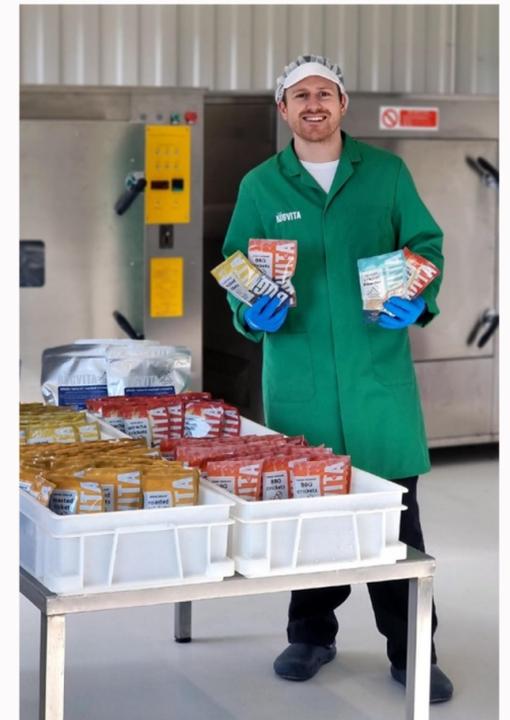
## Our membership is diverse and growing!

Our company members

- [Altimate Nutrition](#)
- [Andalus Trading](#)
- Bug Love
- [Bugvita](#)
- [Cricket Foods](#)
- [Essentia Protein Solutions](#)
- [EntoUp](#)
- [Eurocrickets](#)
- [HOP](#)
- [Joe Cornthwaite](#)
- Love Bug Foods
- [Nutribug](#)
- [Sacoma Health Foods](#)
- [Saved Food](#)
- [Wriggle Foods](#)
- [Yum Bug](#)

## Associates:

- Dr [Ronan McCarthy](#), Brunel University
- Dr [Pattanapong Tiwasing](#), Keele University
- Dr [Ishka Bless](#), University of Nottingham, Sutton Bonington / University of Adelaide
- [Mingji Liu](#), Royal College of Art
- [Neil Lyndon](#), author, bee keeper and prospective BSF farmer

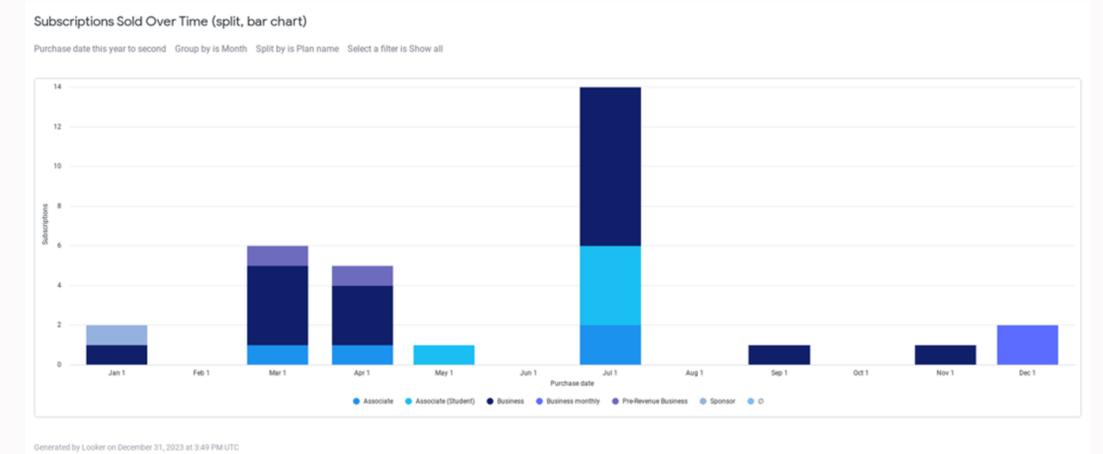
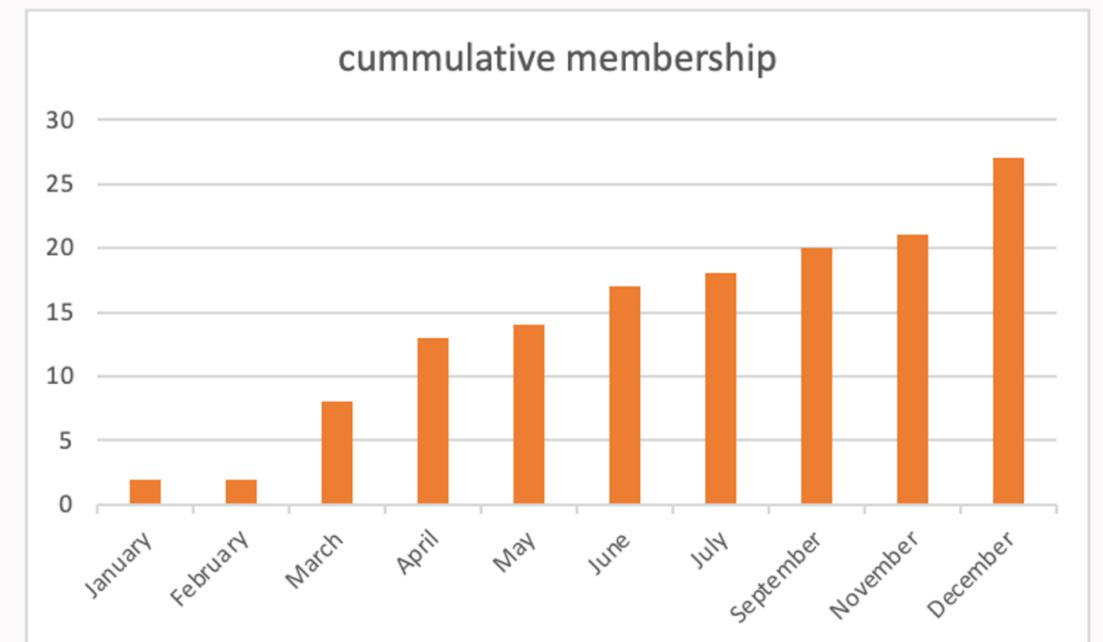
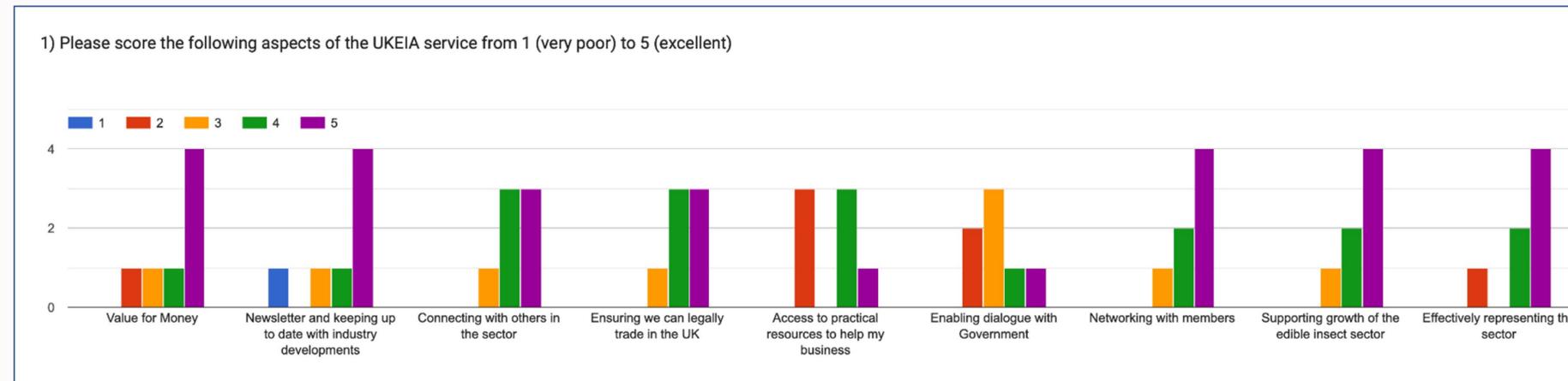


# UKEIA: key measures of our progress

## Members satisfaction Survey (September 2023)

**73% of ratings of UKEIA services are either Good (4) or Excellent (5)**

...and we have seen steady growth in membership, under the new model, over the year!



# How have we done all this?



## On a shoestring!

### Unconventional Connections

Small consultancy led by Dr Nick Rousseau providing executive functions for UKEIA.

### Monkfield Nutrition

Member of UKEIA and managing UKEIA finances and ensuring transparency and accountability to the Board.

### Board of Directors

Aaron Thomas - Chair – [Yum Bug](#)  
Jo Wise – Finance Director – [Monkfield Nutrition](#)  
Adam Banks – [Instar Farming](#) and Bugvita  
Clara Best – [Saved Food](#)  
Geoff Knott - Novel Food Dossiers - [HOP®](#)

### Our team

Anna Cox - Newsletter, Social Media, member management  
Jamie Howie - Farming guidance  
Jack Tait - Graphic design  
Sarah Rousseau - Website  
Flo Rousseau - Newsletter  
Ben Burgess - Website and research

### Value for Money

£11,100 paid to Unconventional Connections  
We carried out 51 days (£217/day)  
In addition we secured, at no cost to UKEIA:

- 83 days student internships
- £10,000 for Policy White Paper project

Spend during 2023  
(from Starling):



Micro Accounts submitted in September 2023 showed Net current assets: **£1,358**

# 2024 and beyond



## BBSRC Workshop

- how research and innovation collaboration could address sector challenges
- February 20-21 in Sheffield

## Novel Food applications

- Respond to queries from FSA
- Hopefully approval of Acheta Domesticus by end of 2024 and Tenebrio Molitor by end 2025

## Regulations

- Continue to press the FSA to improve the Regulatory landscape
- Hopefully work with FSA and others to develop insect farming standards and licensing



## Guidance on Starting a Cricket Farm

- Published
- Others to follow
- Encouraging new farms to set up

## Talks and tastings on insect protein

- April: EA Sustain at The Food Museum
- Festivals
- Universities



## Directory of Research and consultancy partners

- Published online
- Develop new collaborative projects

## Expanding the team

- Sanjana Dange



## Research into microbial load of farmed crickets in UK

- Published by Northumbria University
- Guidance developed for farmers

# UKEIA: Why join?

## Membership offers the following benefits:

**Network:** Access to our network of members - product developers, farmers, retailers, and researchers in the edible insect industry for peer support and supply chain partners.

**Keep informed:** Being informed about key developments and opportunities in research, innovation, and policy within the sector in the UK and overseas.

**Reduced costs:** Reduced costs of activities such as Novel Food dossier submissions through a combination of collective purchasing and access to discounts.

**Research:** Access to sector-focused research and good practice resources including reports on effective practice, trends, and guidance on professional and safe insect farming and manufacture.

**Sector Promotion:** The promotion of edible insects as a food and ingredient with UK consumers to mainstream these in the public's minds and amongst the retail community.

**Increase your sales:** Pro-active engagement with events and major retailers to drive commercial opportunities for our members.

[Join here!](#)

# Thank you for reading!