



NTNU

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## Insect products: design and marketing

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## Agenda

1. Edible insects and packaging design, Master's thesis Aalto 2016
  - To show or not to show insects
  - Conclusions
  - Suggestions
  - Who eats insects?
2. Nordic insect product packaging
  - Iceland
  - Norway
  - Finland
  - Sweden
  - Denmark
3. Finland vs. Norway
  - Insights & discussion



## Edible insects and packaging design, Aalto 2016

"How much and in what way could insects be shown in packaging?"

### Research questions

- How does packaging affect the acceptance of insect food?
- What are the effects of insect image on the packaging?
- What elements make an insect product packaging desirable?
- What are the personal factors that affect the acceptance of insect food?

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♂

ENTOBAR  
cricket powder

Entobar  
PROTEIN BAR WITH PEANUTS AND SEASALT

ENTO BAR  
Healthy snack bar  
With cricket flour 40g

10g PROTEIN  
ESSENTIAL MICRONUTRIENTS  
FIBERS AND FATS TO STRENGTHEN YOUR DAY  
ENTOBAR

ENTOBAR  
CRICKET FLOUR + PEANUT + SEASALT

♀

- “Stylish”
- “Tasty, crunchy”
- “Shows insects”
- “Too feminine”

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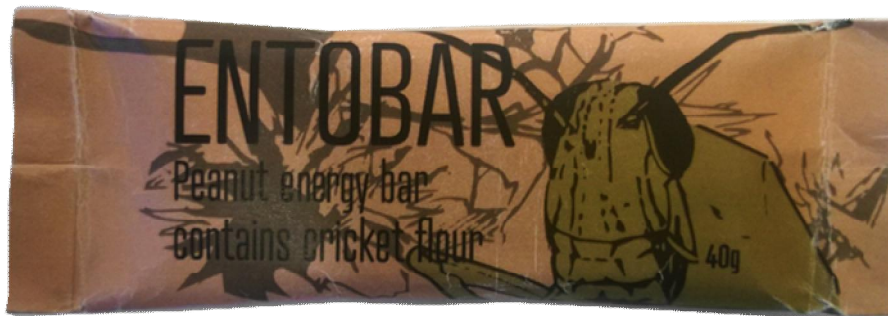
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## Suggestions for marketing

- Emphasis on taste and nutrition, less environmental impact (Schelomi, 2015)
- Visual appearance following familiar taste
  - Other ingredients matter
- Different consumer segments – different products/packaging
  - Experimental consumer groups vs. conventional consumer groups
  - Women /men
    - Women more sensitive to insect image
- Insect should be designed carefully
  - Realistic insect reminds of pesticides/repellents, not food
  - Abstract representation easier to adopt especially for the masses
  - Delicious combination with other ingredients
- Bright colours attract attention
- Name matters, clever euphemism – land shrimp or scientific naming
- Ötökkä vs. hyönteinen – Bug vs. Insect

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## Suggestions for marketing

- Insects could be marketed for healthful eating trends such as the Paleolithic diet, Atkins diet or especially protein-rich food for bodybuilders
- Insects often are used in the same way as nuts are, they also could be marketed the same way; in fact dried crickets taste similar to nuts
- Good tasty products gain engaged consumers
  - products has to be 10x compared to existing products
- Processed form of insects are easier to adopt
- Consumer education in supermarkets and through products
  - Labels could have recipes
  - Websites
- Tastings
- Consumers included to the product development process
- Stamps, guarantee or some other indicator about product safety

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## Who will eat insects?

- **Young men are more willing to adapt** the idea of eating insects as protein source. They who have generally weaker attachment to meat are more open towards novel foods and are interested in the impact of their food choice. **They have lower levels on food neophobia.** They are likely to be the trendsetters of insect-eating. Wim Verbeke 2014



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## Nordic insect food packaging

- Iceland
- Norway
- Finland
- Sweden
- Denmark
- Global examples

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Cricket flour  
(Denmark, Thailand)



Ginger beer  
with cricket flour  
(Denmark)



Crispbread  
(Denmark,  
Thailand)



Cricket flour

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Granola ingredients



Granola



Chili cricket nuts



Oven roasted crickets & Frozen crickets (pickup only)



Oven roasted crickets

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Protein biscuits, various flavours



Premium Crispbread



Cricket flour

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**DARE SQUARES**  
Insect-based energy bites with chick, chives & cricket flour  
DARE TO EAT

**ANTY GIN**  
NORDIC FOOD LAB  
Premium Gin with taste of ants  
35 % vol + roasted larvae

**CRICKET SHOT**  
Cricket shot (drink)

**INSEKTSNACK**  
Mealworms with chili & Sour cream and onion flavour  
Crispbread with cricket flour

**Din Insekt Butik**  
< various products

3 different ready-made products with cricket, buffalo worm and mealworm flour

3 different insect spreads / paste

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**Amazon top 3, search "insect flour"**

**LEAP**  
PROTEIN PACKED  
CRICKET FLOUR  
100% PURE - ALL NATURAL  
PALED PERFECT | GMO FREE | SUSTAINABLE  
NET WEIGHT 3.54g (100g)

**THAILAND**  
100% Cricket Powder  
Made from farmed Acheta Domesticus crickets  
NET WEIGHT 1.500g

**LITHIC NUTRITION**  
100% PURE CRICKET POWDER  
STANDARD BLEND  
NET WT 100g (3.52oz)

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## Amazon top 3

Search "Edible insects"

- All show insects
- All pure insect products, no mix
- Dry products for shipping



**Edible Insects Bag of Mixed**  
by Newport Jerky Company  
**\$13<sup>99</sup>**  
prime  
FREE Shipping on eligible orders



**Cricket Bites Gift 5-Pack of**  
by Cricket Bites  
**\$17<sup>95</sup>** (\$10.26/Ounce)  
prime  
FREE Shipping on eligible orders



**Edible Insects Jungle Trail**  
by Newport Jerky Company  
**\$24<sup>99</sup>**  
prime  
FREE Shipping on eligible orders

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## Insect schnitzels, burgers and balls



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## Norway vs. Finland insights

- Crickets more common in Finland, mealworms in Norway
  - Insects for feed in Norway, esp. salmon industry & farming
- Insects as an extra profit for farmers and creating businesses in Finland
  - Rising entrepreneur insect scene is building pressure on food authority in Finland

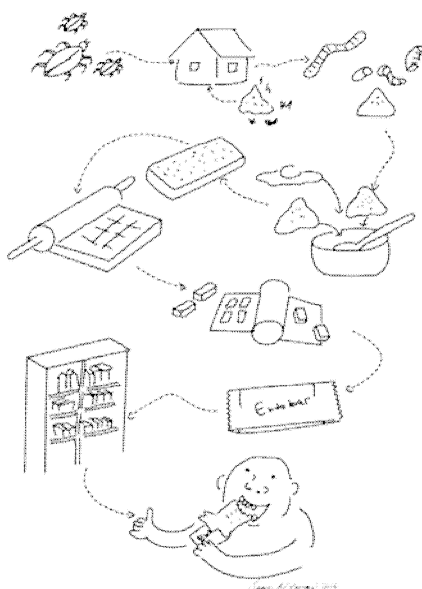
In Finland the insect entrepreneurs have had some media coverage and can describe and shape the future how they see it.

*"We have registered products based on insects, such as larvae and beetles, but we think it's too early for the Norwegian market. Our experience is that it takes longer to establish new product groups and trends in Norway than in some other countries."* Norgesgruppen communications advisor Nina Horn Hynne on Coop Switzerland launching Essento's insect products

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## Thank you!



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