

# PROJECT

## 74

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# Our Project



40% of agricultural emissions stems from the meat industry and grazing occupies 26% of the earth's ice-free terrestrial surface, and feed crop production uses about one third of all arable land. The world is put under increasingly great pressure as the western way of life, and the diet that comes with it, is spreading. Meat intake is on the rise throughout the world, and this consumption will in effect work as an additional obstacle to the path towards achieving the climate goals.

Taupechef, just wishes to reverse this trend and we aim to do so by changing the European diets. Just like the "taupe", or mole if you may, we see insects as a staple in our diet. Nutritious, delicious and with a minimal climate footprint.

Through social media and partnerships, does Taupechef work towards altering the perception of insect-consumption in Europe by spreading awareness of the options and combatting skepticism. Social media gives us the reach and tools to address the right population segment. While the partnerships allows us to profit economically and put suppliers in contact with customers.

The epicentre of fine-dining and food is Paris. So what better place is there to start the journey towards changing eating patterns?

## ***Concept design***

Meeting people's needs by offering a sustainable, environmental-friendly and protein rich food option to traditional meats.

Insect-based foods and insect toppings as a viable option. These products naturally be presented in a familiar format and delivered in appetizing packaging.

## ***Implementation***

Awareness campaign to take place through social media as well as in the form of a top-down approach. The latter will be done in cooperation with chefs and suppliers.

Our company and presence on social media will work as an intermediary between consumers and suppliers, while at the same time encouraging consumption of insects and spread awareness surrounding these options.

## ***Detail design***

Initially, we aim to have a pilot launch that includes aggressive social media marketing and blind tastings of insect-based foods in Paris. Thereafter, we aim to leverage this on suppliers and actors in this industry to form beneficial, durable and profitable partnerships through which we can achieve our goal: Healthy, tasty and nutritious meals that are environmental-friendly and contribute to a more sustainable planet.

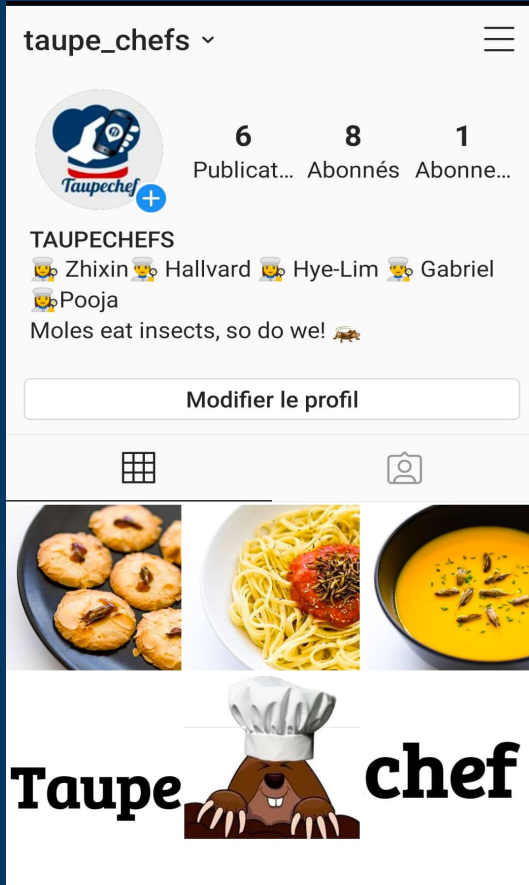
# SWOT Analysis

<i>Strengths</i>	<i>Weaknesses</i>
<ul style="list-style-type: none"><li>- Innovative and new: appeal to the novelty-avid millennials</li><li>- Positive environmental impact: appeal to the green and conscious citizens</li><li>- Playful and informative: people do not have the information about insect consumption, and Taupechefs is tackling this issue.</li></ul>	<ul style="list-style-type: none"><li>- Too niche and conceptual: the target-base is quite small</li><li>- Not yet a full public awareness, of Taupechefs nor of insect consumption</li><li>- Lack of funds and of budget</li></ul>
<i>Opportunities</i>	<i>Threats</i>
<ul style="list-style-type: none"><li>- Raise awareness about the positive environmental impact and widen the target base and the touch points</li><li>- Omnichannel strategy with a website, and maybe a pop-up store with product tastings. But first focus on the social media strategy (Instagram) to reach out to millennials</li><li>- Partnerships with already existing boutiques and with chefs, or influencers in order to spread our message</li></ul>	<ul style="list-style-type: none"><li>- External environment: France has still very carnivorous eating habits (French gastronomy)</li><li>- The strong cultural taboo and disgust about insect eating, not only in France but in the Western countries.</li><li>- Not the first one on the market: other brands (Insectes Comestibles, Jimini) have already entered the market.</li></ul>





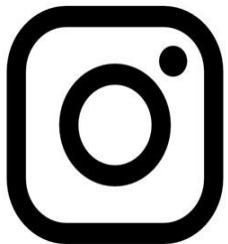
## COMMUNICATION: INSTAGRAM



Instagram has over 1B monthly active users in the world, among which are millennials and Gen Z. Taupechef aims at reaching out to them through this very intuitive and interactive platform by sharing pedagogical content highlighting the benefits of insect consumption over meat consumption, both for your health and for the environment.

The pictures and our captions will help illustrate our message, in which we will explain more thoroughly the content given. We plan on attracting users by putting hashtags, knowing that 368 million posts with hashtags are about food. Besides, thanks to the use of likes and comments, we hope we can bring people to debate on the topic, in order to debunk some misconceptions and to encourage change.

To do so, we also offer some homemade recipes, taking advantage of the *Do It yourself* and *Homemade* trends. There are some classic recipes, twisted with insect-based ingredients such as cricket flour pasta. The goal of those recipes, but also of our Instagram account is to offer new alternatives by making insect food look funny, sexy and yummy.



## KEY FIGURES

**17 Million Active Monthly Users in France in 2019**

**1 Billion Monthly Users Worldwide in 2019**

**72% of teenagers have an Instagram account**

**100 Million pictures and videos are shared everyday on Instagram**





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# CRICKETS VS. COWS

Nutritional Value Comparison Of 200 Calories of Crickets vs 200 Calories of Beef

 <b>CRICKET</b>	60% - 65% pure protein	31 grams of protein	8g fat	7g fiber
 <b>BEEF</b>	17% - 40% pure protein	22.4 grams of protein	11g fat	0g fiber



**taupe\_chefs** Cricket vs Cows

- Crickets are a bigger source of protein than COWS
- Crickets have less fat than cows
- Crickets are a bigger source of fiber

Results:

Crickets 1000 - Cows 0



Insect eating can be the solution to global warming. Not only do they require 2000 times less water but they also produce 100 times less greenhouse gases than beef meat. Our goal is to spread these data on our Instagram page in order to raise awareness.

## GREENHOUSE GASES

### Beef vs cricket



100 x less

## WATER NEEDS

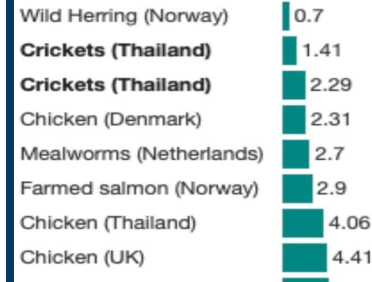
### Beef vs cricket



2000 x less

## Global warming potential of selected animal source foods

Kilograms CO2 equivalent







**taupe\_chefs** The agricultural industry, and cattle raising, are the first polluting industries and cause of global warming. Here is an example of the benefits of insect eating over meat: replace chicken by crickets, and there is a gap of 3 points in kilograms Co2 equivalents. It is without taking into account cows and their methane emissions.



# NUTRITIONAL VALUES

How Different Edible Bugs Stack Up To Commonly Eaten Meats

	Servings of 100g	Protein in Grams	Fat in Grams	Calcium in MG	Iron in MG	Zinc in MG
	Chicken	21	3	11	1	2
	Ground Beef	26	12	12	3	6
	Salmon	19	6	11	1	1
	Earthworm	11	2	44	5	2
	Housefly	19	2.5	80	13	8
	Cricket	20.5	6.5	40	2	6
	Mealworm	23	5.2	22	3	4

There are more than 2000 edible insect species.

There is more protein, calcium, iron and zinc in 100g of mealworm than in 100g of chicken.

There is twice more iron in crickets than in spinach! \*\*

There are comparable vitamins in insects and in beef or fish: vitamins B1, B2 and B12 + omega 3 and 6 \*\*

\*\*

<https://www.jiminis.com/content/16-notre-mission>



# Recipes on Instagram

## ← Publications



**taupe\_chefs** Pumpkin soup and crickets topping

- Boil the pumpkin pieces in salted water
- When cooked, strain them and put them in a saucepan with onion, garlic and bouquet garni
- On the side, prepare the crickets: melt the butter in a pan and add the crickets, salt, paprika and garlic powder
- Blend the preparation and serve hot with the cricket toppings!

Now enjoy a high protein comfort meal to keep you warm and healthy! 🍲🦗 #taupechefs #taupechef #insectfood #insecteating #foodporn #food #insects #yummy

## ← Publications



**taupe\_chefs** Second meal of our full course suggestion 🍝🦗

- Bolognese pasta
- Prepare your sauce with organic tomatoes. Boil them in salted water and then blend them with garlic and rosemary.
  - Take out the insect mix from @ Insectes Comestibles and fry them with olive oil, onions, paprika, add salt and pepper!
  - Choose between cricket flour pasta and regular pasta, boil them. Add the sauce and serve!!

One alternative we suggest is to use cricket flour pasta!



**taupe\_chefs** To finish this 3-course meal by Taupechef, we give you our secret recipe of biscuits!

- Mix the insect or the regular flour, with butter, sugar, 2 eggs and a pinch of salt
- Knead the dough until you have a smooth ball of dough and let rise
- Place little amounts of dough on an oven plate and put it in the oven for 40 min at 180 degrees
- In the mean time, make your own caramel with sugar and water and coat the crickets with caramel! Add them on the biscuits and success is guaranteed!

Bonne dégustation,  
Taupechefs

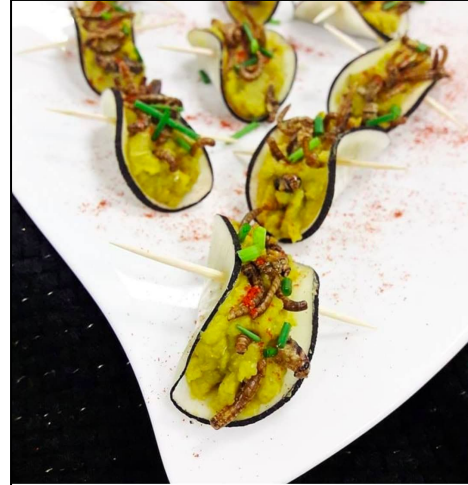
Our goal is to make entomophagy not simply taste but also look appealing and tasty. We chose recipes according to what we thought would be the most likely to convince people to change their meat consumption. The #avocado and the #avocadotoast combined, represent 11,7M posts on Instagram. Here is our version of the avocado toast.



**taupe\_chefs** How to start the day 🥑 - Toast à slice of poilâne bread, and spread the goat cheese with a drizzle of lemon and of olive oil  
- Add the avocado purée  
- Sprinkle some larvae and salad leaves

Ready to eat, ready to kickstart the day!

## AVOCADO TOAST



**taupe\_chefs** Amuse bouche - Use thin slices of aubergine, put salt and let the water come out before wiping it off  
- Prepare a stuffing with tomatoes, onions, ants or larvae according to your choice, olives and capers  
- Place the preparation on the aubergine slices and close them with a toothpick

Serve cold with Chardonnay

## AMUSE BOUCHE

Another trend that Taupechef is tackling is "snackification" and *Homemade*. People are more and more eager to gather around nice homemade food, from starters to dessert. The goal of Taupechef is to deliver easy and quick recipes to spend a good time with friends: it is supposed to be funny, sexy and yummy.

## Break the taboo



**taupe\_chefs** Did you know that... Entomophagia is the fact of eating insects, and even though there is still a high disgust and taboo about this topic in the Western world, there is proof that our ancestors did eat insects before adopting a meat-based routine. Native communities of America traditionally ate insects (crickets, caterpillars, ants, aphids, etc) and transmitted their knowledge to white settlers, as you can see on this picture. They had their own cultures by the 19th century.

Insect eating, or entomophagy, is a historical practice that occurred in all continents. Today, there are more than 2 billion people eating insects worldwide, mainly in Asia and Africa. It is actually an appreciated delight.

We are aware that insects do not look appetizing nor fancy, even though we tried to make them look as tantalizing as possible in our recipes. So, as we understand that this could be an obstacle to the transition towards entomophagy, we offer an alternative which is products based on insect-flour, with high protein benefits. Here is an example of cricket pasta.



**taupe\_chefs** Our goal is not to eradicate meat consumption, but rather to suggest a sustainable and viable alternative. Insects, despite their high input of protein, do not have the anesthetics on their side to convince. But there are derivative products, made of insect protein or insect flour.

It is essential to go at your own pace, and those derivative products might be the solution to start eating insects, of all shapes



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taupe\_chefs 5 o'clock, it is apéro time!  
Find some ingredients for this special moment  
on [@insectescomestibles](#) our partner!  
Delivery and shipping conditions.

## PARTNERSHIPS

### **Insectes Comestibles, direct competitor or future partner?**

Insectes Comestibles is a French online boutique created in 2009, which offers diverse edible insects, depending on your profile: food lover, athletic, challenging... they could be seen as our first direct competitor, but we think otherwise.

The idea is to partner with them in order to supply our potential clients, in order to favor the growth of insect eating business. We would use Insectes Comestibles' asset which is years of experience, and they would use ours, which is social media coverage. If we work together, we believe we could put insect eating under the spotlights and change the cultural disgust that surrounds it.

Our first inspiration for our name was the internationally broadcasted culinary TV program called Top Chef. Our name comes from the association of Top Chef with the animal "Taupe" (mole in English) which is known to have an insect-based diet.

It was therefore logical to have the idea to partner with Top Chef. The concept would be to keep the characteristics of the TV show (professional chefs competing for several challenges, from the window dressing, to the children's episode) and to have a special edition of at least one episode, dedicated to entomophagy in order to raise awareness among the audience. Indeed, Top Chef is generally broadcasted after the news, and it is a family time show: both children and parents could be introduced to entomophagy.

On top of that, there could be a special and VIP guest among the jury: René Redzepi, the chef of the famous Noma restaurant in Copenhagen, who already served insect-food to his clients.



&



Noma  
&  
René  
Redzepi



## René Redzepi, a pioneer of insect food

The chef of the famous Noma Restaurant in Copenhagen has a taste for reinterpreting Nordic food, but not only. At his two-star restaurant, René Redzepi serves fine insect food.

Crème fraîche and shrimp sushis with living ants. Ants seem to have the favor of the chef, as he served some escamoles (ant eggs) in a signature dish (shown on this page) with espolon beans, beach beans and flower petals.

By being a leading and avant-garde figure for insect food, René Redzepi appeared to be the perfect person to represent Taupechef.



We hope Taupechef helped you understand the issues it aims to tackle. Entomophagy could be the solution to not only reduce our global carbon footprint but to reduce the scope of climate change. An insect-based diet can replace a meat-based diet, but only if we can overcome the long-established cultural barriers about entomophagy. Taupechef's aim was to break the taboo around it and to raise awareness about the environmental benefits of this practice through Instagram, displaying important data and graphs. To do so, we offered some simple and tasty recipes with insects. Our goal is not impose anything to anyone, but to only suggest a viable alternative. People can go at their own rhythm, and start with insect flour pasta.

Instagram seemed to be the best way to increase visibility on the topic, and the next step would be to have a dedicated special edition in Top Chef. We will keep you informed about the progress of this tremendous project on our Instagram Page !



Hallvard, Gabriel, Zhixin, Hye-Lim and Pooja.