



Introduction:

Taupechef is a company that aims to reduce meat consumption in France by spreading awareness around a more environmentally-friendly, sustainable and nutritious alternative. Just like Taupe/moles, we encourage a insect-based diet. Indeed, insects pollute far less than traditional meats, are packed with nutrition, and can be very tasty. Eating insects is by no means a new idea- it has been a staple food in countries like Thailand and Papua New Guinea. Furthermore, it is recorded that around 3000 different ethnic groups have a diet with insects. Entomophagy, is however a taboo in western countries and in France. We at Taupechef seek to change the French perception of insects and entomophagy. We have devised several actions that could be taken in order to achieve this.

To begin, social media is key to reaching the younger populations, which in turn is crucial in order to alter the view on insects and understand what an insect-based meal can look like. We have therefore set up an instagram account to help us achieve this, and hope to remove much of the stigma surrounding insects. Furthermore, we plan to do blind-tastings of pasta and insect-based pasta at Sciences Po. This publicity stunt will not only allow participants to see that insects can be tasty, but also hopefully gain traction on our social media, as followers will see the video posted of the moment, and share it with their friends. We would also like celebrities and influencers to help spread awareness, as they have great influencing power through social media.

France is a culinary nation which takes great pride in its culinary traditions and in particular its haute cuisine. Due to this, we hope to do a top-down approach, in which culinary stars such as René Redzepi of Noma in Copenhagen can show how insects are a good supplement to traditional recipes. This is also the best way to communicate with the older generations who might be less willing to supplement their diet with insects. Finally, is it our hope that celebrity chefs can work as influencers for older people and shed light on untraditional food practices such as these.

SWOT- analysis:

<p>Strengths</p> <ul style="list-style-type: none"> - Innovative and new: appeal to the novelty amid millennials - Positive environmental impact: appeal to green and conscious citizens - Playful and informative: people do not have necessary information about insect consumption, and Taupechefs aims to tackle this issue. 	<p>Weaknesses</p> <ul style="list-style-type: none"> - Too niche and conceptual: the target-base is quite small - Insect consumption not yet in the full public awareness - Lack of funds and of budget
<p>Opportunities</p> <ul style="list-style-type: none"> - Raise awareness about the positive environmental impact by widening the target base and touch points - Omnichannel strategy with a website, and maybe a corner shop at the Grande Epicerie de Paris and a pop-up store with tastings and products available. But first focus on the social media strategy (especially instagram) to reach out to millennials - Partnerships with already existing boutiques and with chefs, or influencers in order to spread our message 	<p>Threats</p> <ul style="list-style-type: none"> - External environment: France has still very carnivorous eating habits (culture of French gastronomy) - The strong cultural taboo and disgust about insect eating, not only in France but in the Western countries. - Not the first one on the market: other brands (Insectes Comestibles, Jimini) have already entered the market.

Taupechefs is a new and innovative project, created by our Team in order to democratize insect consumption. Our goal is not to fully replace meat by insects in one go, but to progressively offer new and more sustainable alternatives to meat. Indeed, cattle raising, when added to the agricultural industry, is the most polluting one on the planet. Eating insects in all their shapes and textures would help reduce our global carbon footprint. The strength of Taupechefs is that it would appeal to novelty-avid millennials but also to green and conscious citizens. Indeed, Taupechefs takes a very modern form, its core pillar being the diffusion of information on its Instagram Platform. Used daily by millions of users, it has become an essential communication tool. On it, we would provide data about insect consumption, but also offer some recipes, in order to make insect consumption playful, sexy and appealing. We have all the tools in hand to make it fashionable.

However, it is necessary to admit that Taupechefs has some weaknesses within its organization. First, it lacks public exposure, as it is fairly new in itself, as well as the fact that the phenomenon of insect consumption has yet to gain awareness. This is the reason why we chose Instagram - it is efficient, but also cost-saving. Being a baby project, Taupechefs lacks funds and budget for now. Moreover, the target base is not the average consumer who goes to

the supermarket to do their grocery shopping. Taupechefs' target base is still small and yet to be defined and segmented. Indeed, if we aim to reach out to millennials and green citizens, future customers and future Taupechefs should not be put into boxes.

Taupechefs also faces some external threats. It is true that France still has very carnivorous eating habits, since it is deeply rooted in its gastronomy traditions. Even outside of France, it is common in Western countries to feel repelled, scared, or disgusted at the idea of eating insects. It is a cultural taboo that Taupechefs needs to take into account for its strategy. However, other brands have already entered the market (Insectes Comestibles and Jimini), and Taupechefs also lacks the benefit of the first comers. Nevertheless, these threats have helped us define our strategy in order to seize countless opportunities.

In terms of strategy, we first need to raise awareness about the positive impact of insect consumption, not only on the planet but on people's health, in order to widen the target base but also the touch points. To do so, one opportunity is to opt for an omnichannel strategy, meaning accompanying the customer through their journey, from the Instagram account on which he discovered us, to the website on which he could get more tangible information about us, and to the final stage which would be a physical point of sales. We are still elaborating on the concept of a pop-up store, with tastings, culinary lessons and products sales. Today, the purchasing experience must be more and more experiential, and this would definitely bring added value to Taupechefs. The influencers or famous chefs we would be partnering with, along with our 'competitors' that we would like to turn into partners, would also aid in bringing publicity and credibility to our concept. The final goal is to spread Taupechefs' message and project to the world and to have a collective positive action on the environment.

Why we think Taupechef is needed?

It is positively eco-friendly to switch our consumption habits from steak and chops to insects such as crickets and mealworms. Animal breeding contributes a large proportion of total global emissions and therefore profoundly leads to climate change. Indeed, the combined climate change emissions of livestock is not less than cars, planes and all other forms of transport. Based on the data from Food and Agriculture Organization ("FAO") of the United Nations Total, 14.5 percent of all anthropogenic GHG emissions arise from animals (Figures in 2006) . In contrast, raising and harvesting insects requires much less land than raising cows, pigs, and sheep. Insects are raised much more efficiently than livestock—meaning they need less food to produce more edible products. They also emit considerably fewer greenhouse gases than most livestock.

Further, insects could be a type of superfood, which attractive for health obsessives. Insects are considered highly nutritional, and a majority of them are rich in protein, healthy fats, iron, and calcium, and low in carbohydrates. Indeed, on the basis of the FAO report, the nutrition

content of insects has led some researchers to suggest that entomophagy may be an effective way to combat obesity and its related diseases.

But is it practical? The answer is clear - **Yes**. Throughout the world, two billion people eat insects as part of their standard diet as estimated by the Food and Agriculture Organization of the United Nations. These people are from multiple continents such as Africa, Asia and Australia, and in sum they are more than a quarter of the world's population. Only in the West do people strongly resist insects as dishes. Cultural factors could explain this reason. Indeed, Europeans and also European settlers in North America perceive insects to be dirty and carriers of disease, symbolising a lifestyle far from decent. Feelings of disgust are rooted in the culture. Besides cultural factors, the resistance is partly due to the fact that Europe is home to just 2 percent of the world's edible insects, and they don't normally grow as large as those in the equatorial tropics. Historically, those in the Western world have not had the chance to try insects as food until now, as we have more access to different eating habits and traditions through globalisation.

Indeed, traditions should not be a barrier to a more healthy and sustainable lifestyle. Time and courage is needed to change people's minds, and Taupechefs is willing to take on this challenge. As a first practical step, insects could be made as other meats such as chicken or pork, or be added as ingredients or flavorings. Most importantly, our goal is not to completely revolutionize the way people eat, and forbid them to have meat. Only by changing one or two meals per week could we make a great difference. More campaigns and promotions should be in place, and social media is one of the key resources we are going to rely on. We will attempt to also base ourselves on the path and examples vegetarians have set, in order to promote and make acceptable the next step, which is an insect eating lifestyle.

How will we solve the problem ?

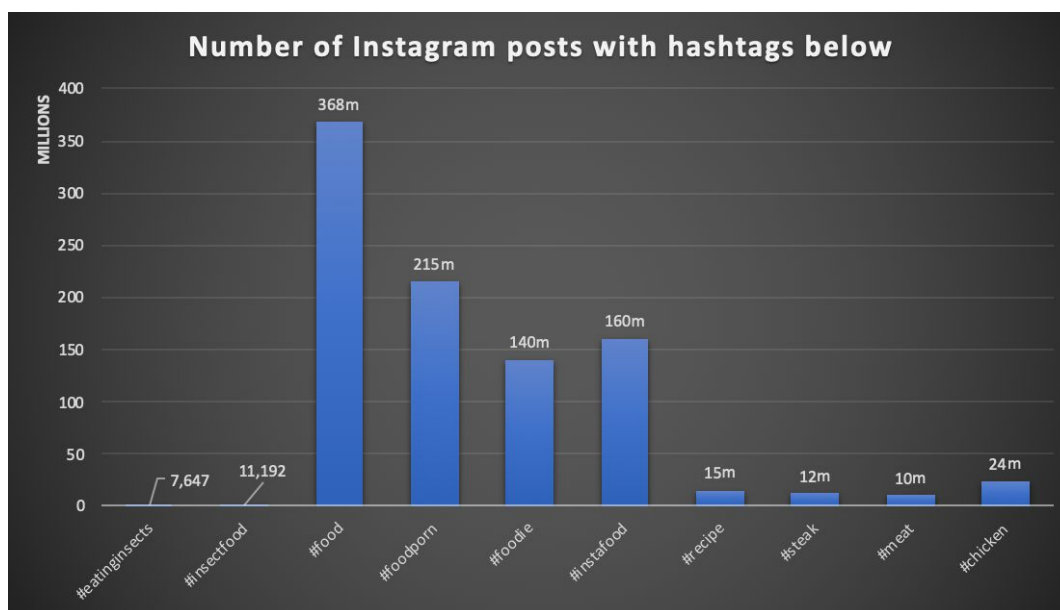
As aforementioned, our aim is to influence the cooking and eating habits of millennials, in order to push for a "greener" food consumption. Millennials (those who reached adulthood at the turn of the 21st century), are particularly sensitive to the 'greener' food consumption topic as they are the ones that will be most affected by climate change. Indeed, vegan, paleo, and plant based diets and lifestyle have gained considerable traction in the past few years, especially among the younger generations. Strongly tied to their social media appearance, they project images of wholesomeness, wellness, and a down to earth, 'back to the roots' image that intersects with many other topics. Thus, insect eating has the potential, through social media, to become a subcategory of this wider wellness, 'green' eating trend.

Further than social media, we will attempt to normalise insect eating through everyday staple foods, such as insect pasta or flour. Although this is an expensive alternative for most, if our awareness and targeting efforts work correctly, this can be the building block towards a normalised insect consumption. An emphasis will also be made on the superior health benefits of certain insects, which would appeal to all age groups.

Strategy to reach out to targeted audience:

Instagram in particular is a widely used platform to broadcast food-related content. The hashtag “#food” ranks within the 25 most used captions of Instagram posts with more than 368 million occurrences. Hence, food, eating and cooking habits are topics much discussed on the platform. This validates our hypothesis about the fact that social networks are a relevant channel for our initiative.

By contrast, “#insectfood” and “#eatinginsects” have less than twenty thousands occurrences combined altogether. Thus we believe that there is a large gap in the market for our idea, as there are users that are interested in our topic but not yet our subdomain.



Summary:

To conclude, we believe that our project holds an immense potential in terms of exposure and awareness. There is a growing and urgent need for climate action, as have demonstrated recent scientific reports. Highly mediated recent events such as Greta Thunberg’s speech at the UN, and videos of Extinction Rebellion protests, have demonstrated the capacity for environment related mobilisation on social media. By no means revolutionary, we merely aim to decrease stigma around insect eating, in order to eventually normalise their consumption. We are very aware of their enduring unappetising appearance, and this is why we would like to put forward an integrated system of recipes, reposts, and general facts through our multi channel approach. The world may not change with one extra insect consumed, but we believe that bit by bit, if our perceptions and habits can shift slightly, we would all be better off.

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