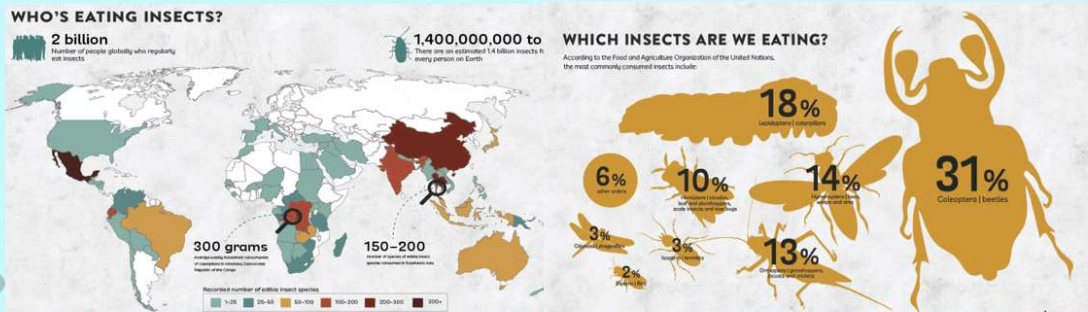


WATCH THE FUTURE OF FOOD

ECO-FRIENDLY EDIBLE INSECTS



- Entomophagy is the **practice of eating edible insects** as a substitute for other foods and it is critical for the **long-term development of regional food tourism**.
- Ecotourism subsector (ENTOMOTOURISM) includes a variety of insect-related recreational activities: photography, observation, entomophagy, and others.
- Consumers have become increasingly **concerned about environmental issues** and will take the pleasure of participating in **sustainable food consumption**, which includes eating insects. However, barriers still exist among certain people that are against eating insects because they believe that insects may carry diseases and misconception that they are only eaten during a famine.



Paucity of empirical research on edible insects, particularly the **Black Soldier Fly**.

Closing knowledge gaps in the specific area of edible insect consumption acceptance to **promote entomophagy** as a form of **unique gastronomy experience**.



Novelty and Originality

Idea and Design

- Sustainability of World Food Challenges**
- Food security (Globally, 1 in 10 people suffering from hunger)
 - Food availability (World population expected to reach 9.2 billion by 2050)
 - Short fall and adverse cultivating of livestock

Qualitative research:
20 respondents were selected for a unique gastronomy experience.

Quantitative research:
Sample size taken is 800 respondents.

Entomophagy



1) Source of revenue for local:
Creation of rural entrepreneurs

2) Restaurant and Food Tourism Service:
To **create environmentally favourable role** of edible insects which strongly linked to the green image in the field of sustainable food tourism due to lesser externalities on the environment compared to livestock.

To understand the extent to which Malaysian are willing to eat insects as a food source.

3) **Consulting Opportunities**
Assist businesses involved in the production of edible insects to determine the product form, insect species, flavour, and other preferences of consumers. It can aid in **developing and marketing insects and insect-based products as a potential tourist attraction**.

