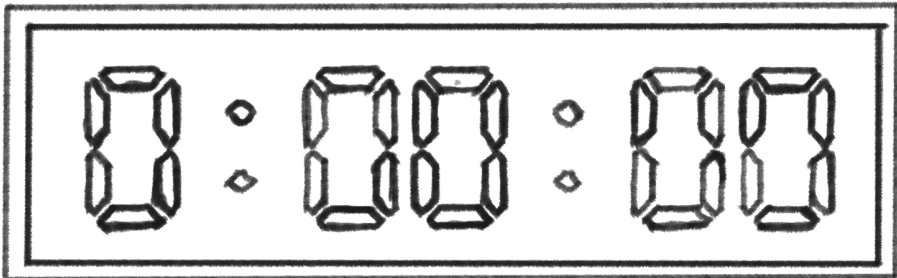
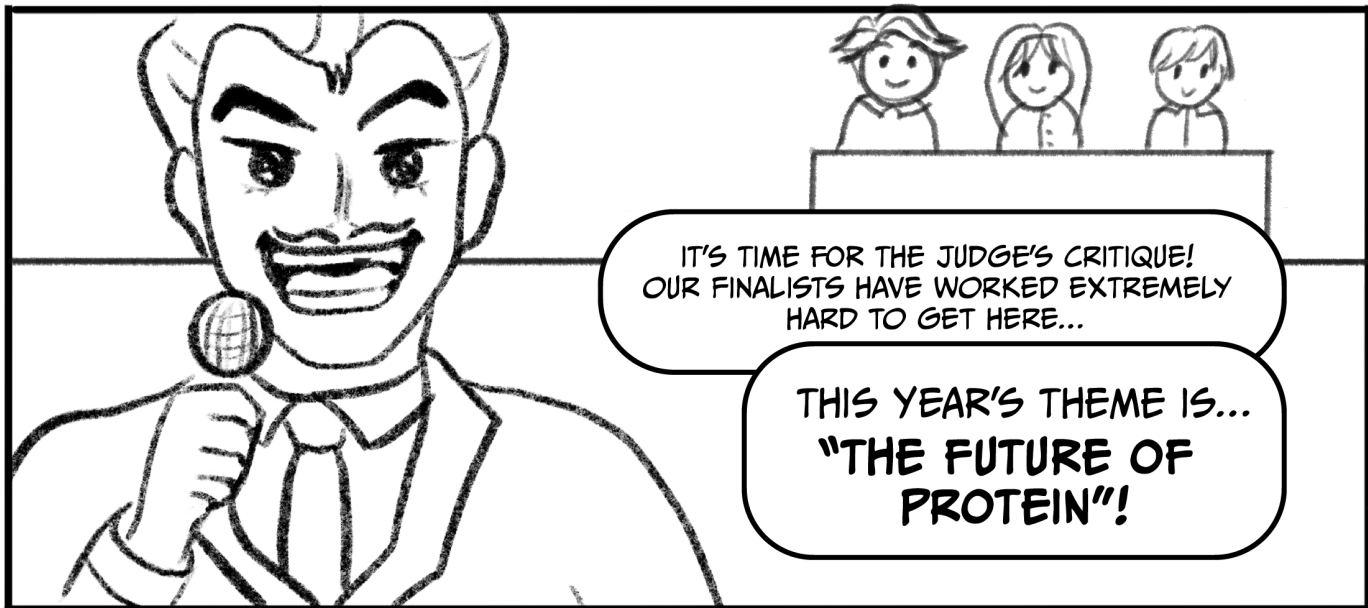


TIME'S UP
CHEFS!
UTENSILS
DOWN!

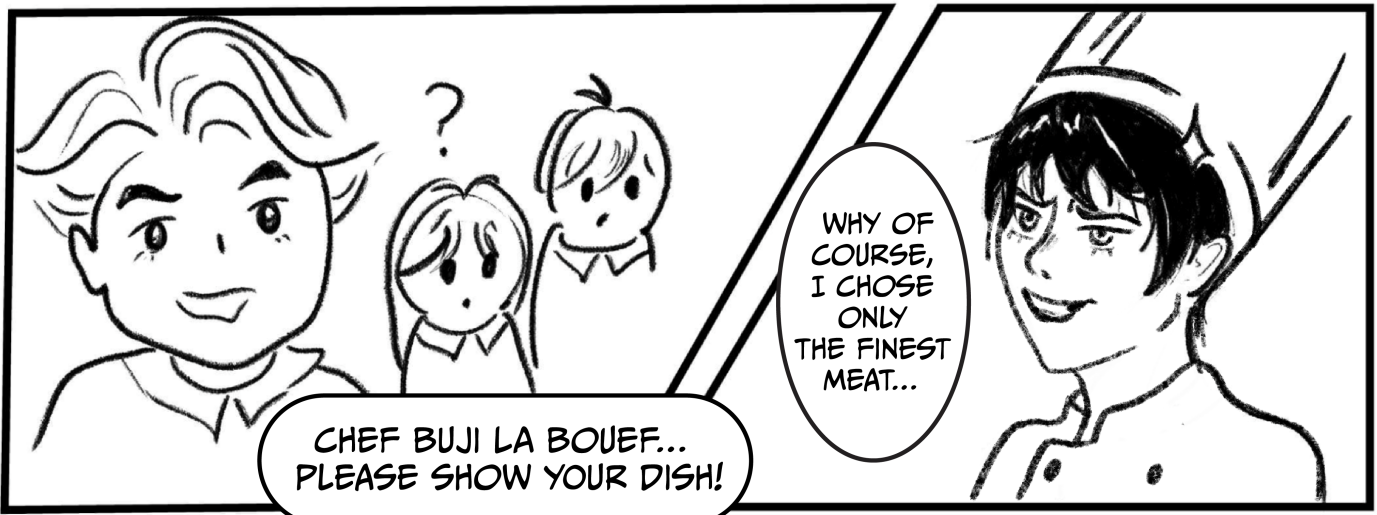


**BEEP!
BEEP!
BEEP!**



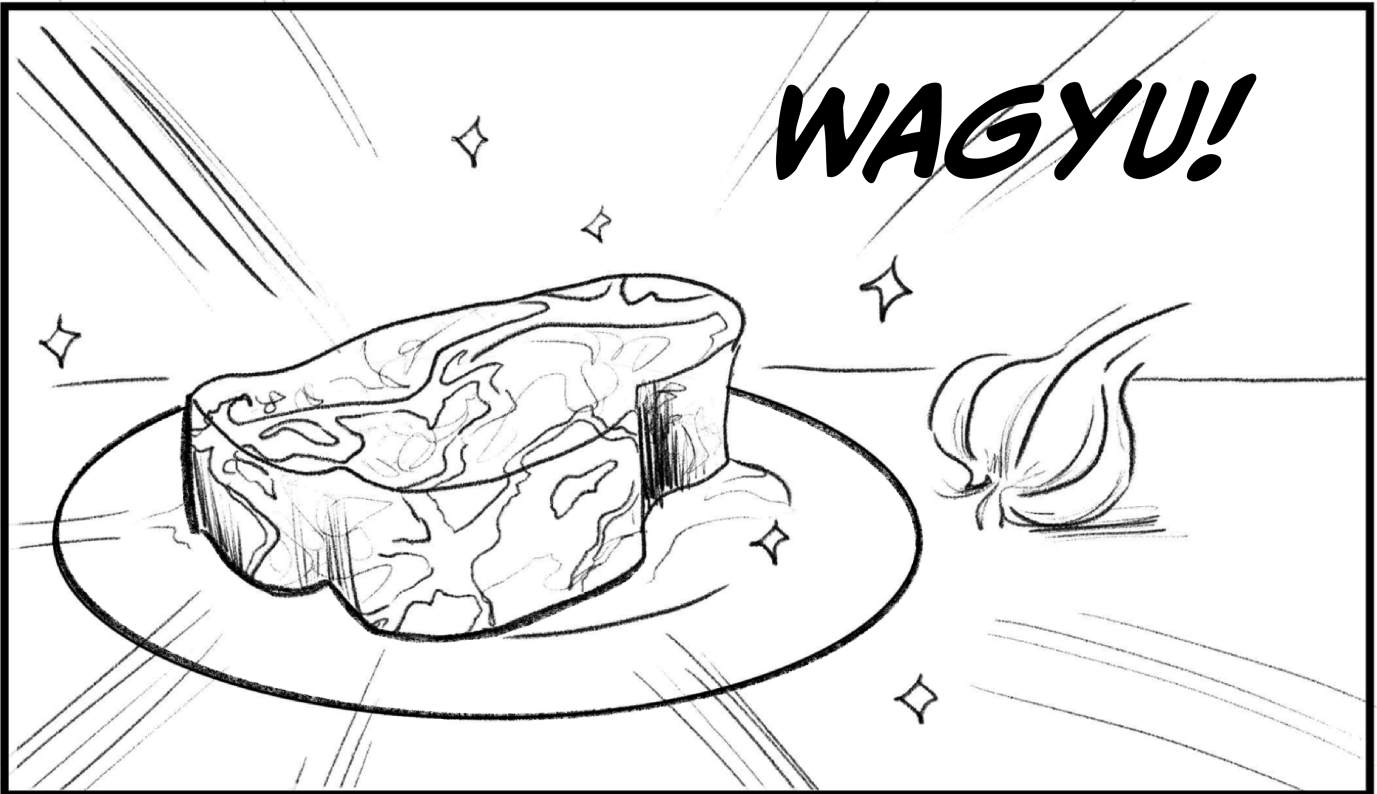
IT'S TIME FOR THE JUDGE'S CRITIQUE!
OUR FINALISTS HAVE WORKED EXTREMELY
HARD TO GET HERE...

THIS YEAR'S THEME IS...
**"THE FUTURE OF
PROTEIN"!**

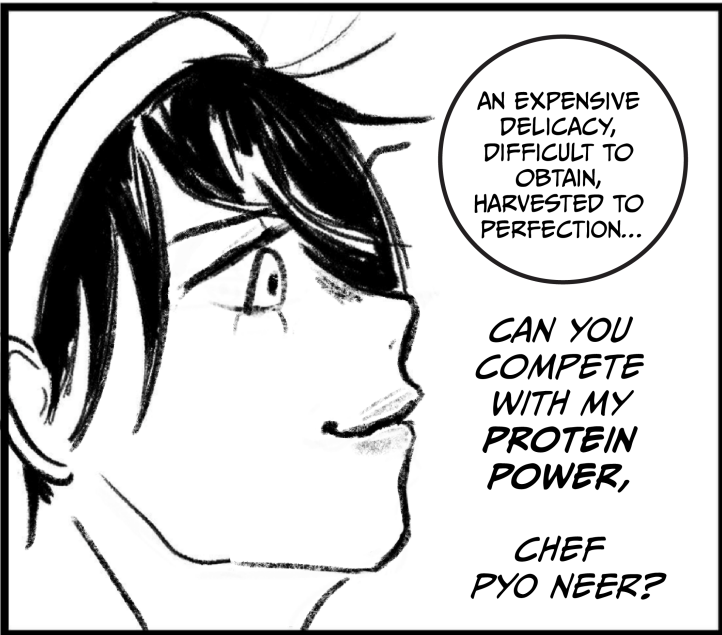


CHEF BUJI LA BOUEF...
PLEASE SHOW YOUR DISH!

WHY OF
COURSE,
I CHOSE
ONLY
THE FINEST
MEAT...



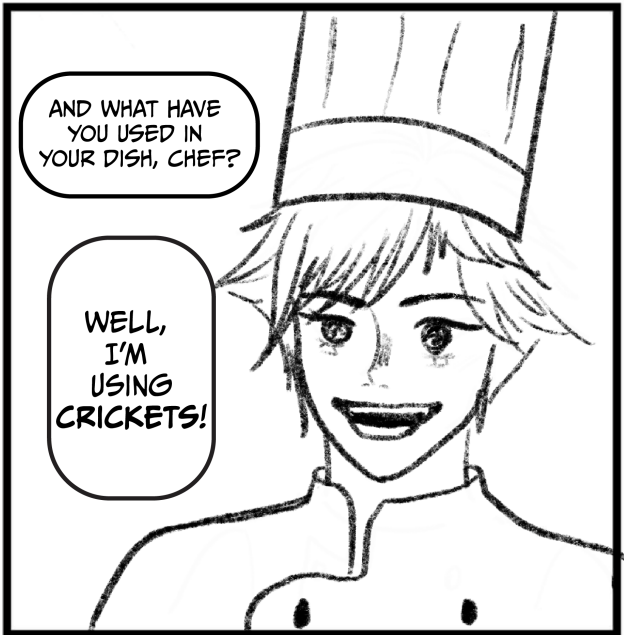
WAGYU!



AN EXPENSIVE
DELICACY,
DIFFICULT TO
OBTAIN,
HARVESTED TO
PERFECTION...

CAN YOU
COMPETE
WITH MY
PROTEIN
POWER,

CHEF
PYO NEER?



AND WHAT HAVE
YOU USED IN
YOUR DISH, CHEF?

WELL,
I'M
USING
CRICKETS!

YOU MEAN... **BUGS?!**

FLINCH

SHUDDER





PROTEIN CONTENT



1X



3X

FEED CONSUMPTION



6X



1X

WATER CONSUMPTION

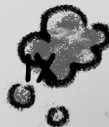


2000X

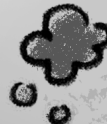


1X

GREEN HOUSE GAS EMISSIONS



100X



1X

YES EXACTLY, BUGS! BUT LISTEN, NOT ONLY CAN INSECT-BASED PROTEIN BE DELICIOUS, BUT IT'S ALSO EXTREMELY ENVIRONMENTALLY PREFERABLE TO BEEF!

CRICKETS CONTAIN 3 TIMES MORE PROTEIN THAN BEEF PER SECTION, AND CONSUME 6 TIMES LESS FEED!

CRICKETS ALSO CONSUME 2000 TIMES LESS WATER THAN CATTLE, AND THEY EMIT ALMOST 100 TIMES LESS GREEN HOUSE GASES IN THEIR PREPARATION AND PRODUCTION.



THEY ARE THE
NEW ENERGY
THE PROTEIN INDUSTRY
NEEDS!



SHA LA LA LA~

HM... YOU KNOW THIS LOOKS
SURPRISINGLY APPETIZING!

YEAH, IT LOOKS LIKE ANY OTHER DISH!

LET'S TRY IT!



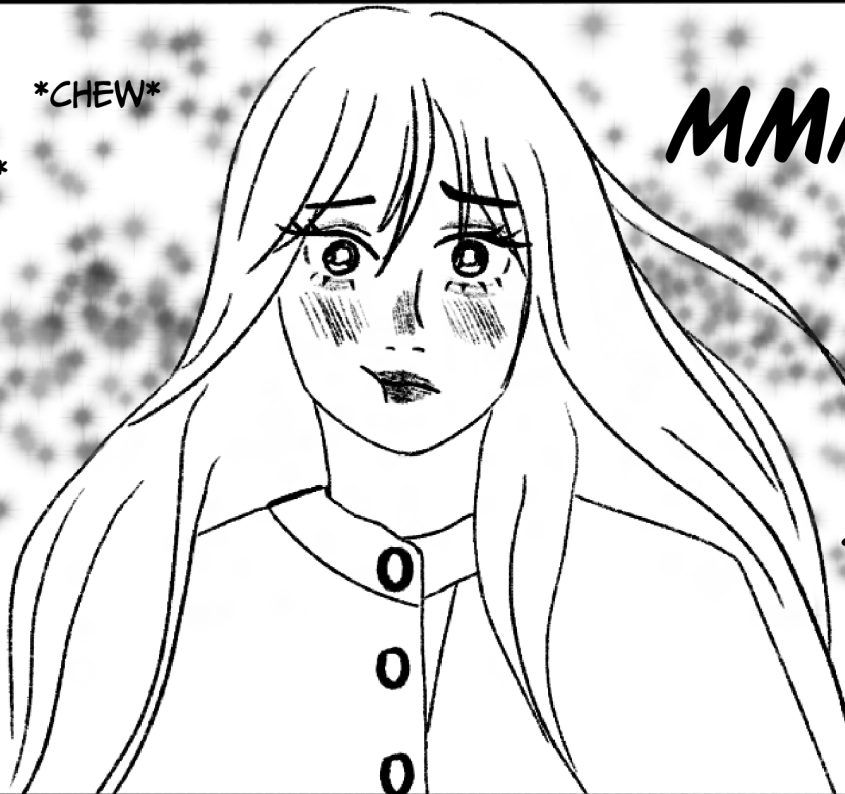
CHEW

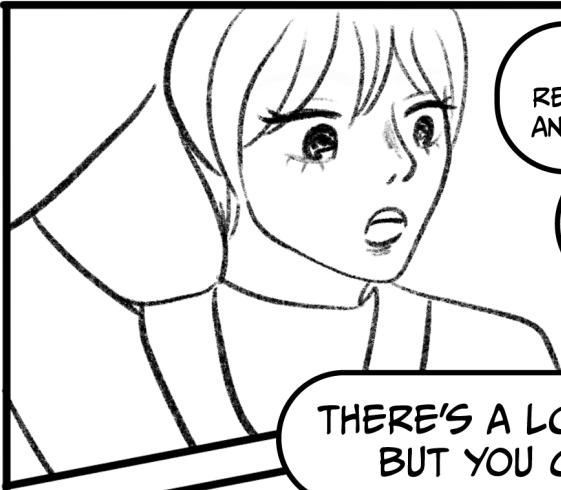
CHEW

CHEW

MMM...!!

GASP!



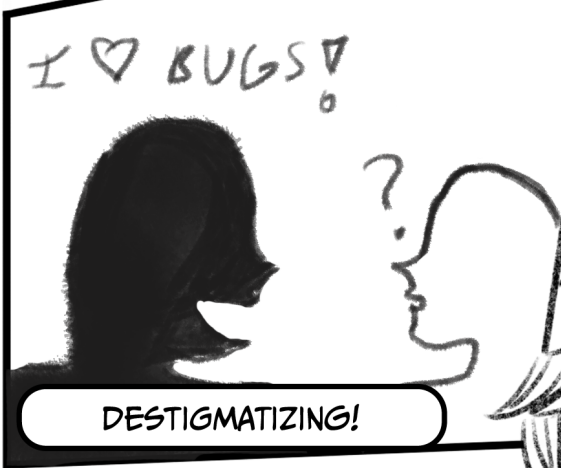


WOW CHEF PYO NEER... THIS DISH WAS ACTUALLY REALLY GOOD! ITS INNOVATIVE, ECOLOGICALLY SUSTAINABLE, AND DELICIOUS! THIS IS CERTAINLY "THE FUTURE OF PROTEIN"!

BUT HOW CAN THIS COMPETE WITH THE MEAT INDUSTRY?

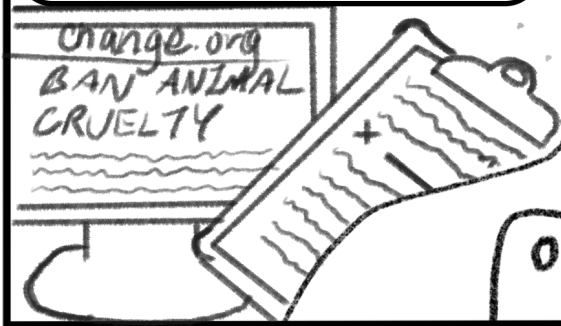
THERE'S A LONG WAY TO GO, BUT YOU CAN HELP BY...

LEARNING ABOUT DIFFERENT CULTURES THAT ALREADY ENGAGE IN INSECT-BASED COOKING AND CONSUMPTION!

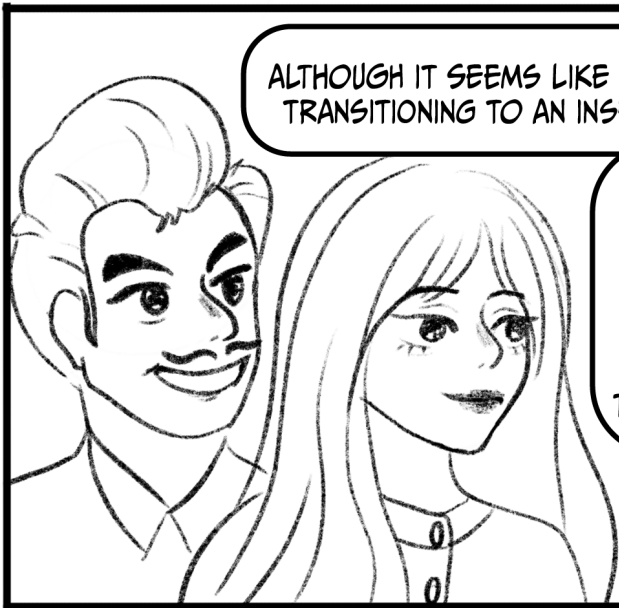


DESTIGMATIZING!

ADVOCATING ON YOUR OWN!



SWITCHING YOUR PROTEIN SOURCES IN YOUR OWN FOOD SLOWLY TO BECOME AN INSECT-BASED EATER! AND TRY TO GET YOUR FRIENDS IN ON IT!



ALTHOUGH IT SEEMS LIKE WE'RE FAR AWAY FROM TRANSITIONING TO AN INSECT-BASED INDUSTRY...

IT ONLY TAKES ONE PERSON TO START A MASSIVE CHANGE, AND PERHAPS THAT PERSON IS YOU!
THANK YOU FOR READING!

