

GreenEats Solutions

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Amiard Gabriel	Senior	Management
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Bleyen Louis	Senior	Management
Lee Alex	Senior	Management
Pellier Colette	Senior	Management

Advisor(s): Chiray Koo

Topic Title: Bugging Out: Savoring Sustainable Solutions for Tomorrow's Table

Audience: Ynsect Board of Directors

Sustainable Development Goal

SDG #12 : Ensure sustainable consumption and production patterns

SDG #13 : Take urgent action to combat climate change and its impact

Executive Summary

The environmental impact of the meat industry is a growing concern, with significant evidence pointing to its substantial role in greenhouse gas emissions, deforestation, and water consumption. In response to these environmental challenges, there has been a push towards meat alternatives with soy-based products like Beyond Meat and Impossible Burgers. Unfortunately, the cultivation of soy is not without its environmental drawbacks, so there is a growing interest in more sustainable protein sources, with insects emerging as a promising alternative. Insects have a much lower environmental footprint in terms of water usage, land requirements, and greenhouse gas emissions. However, despite the environmental and nutritional benefits offered by insect-based diets, societal stigma and cultural perceptions pose significant barriers to their wider adoption in many parts of the world.

Ynsect was founded in 2011 by scientists and environmental activists in Paris, France, with the goal of addressing the world's growing food needs through insect farming. The company offers a range of products covering animal feed, organic fertilizers, and most recently, protein products made for human consumption. Specializing in the production of protein-rich mealworm larvae, the company has raised more than \$500 million in funding and currently exports its products all over the world. Providing a new source of protein that is cholesterol and fat-free, it is still considered obscene due to its image.

Taking advantage of Ynsect's expertise in insect farming, we propose a comprehensive solution to counter the challenges of highly processed foods, environmental degradation from livestock farming, and the importance of sustainable food production. Our strategy is centered around disproving unfair stigmas associated with insect consumption and positioning insects as a viable protein alternative. This initiative not only addresses climate action and sustainable production but also positions Ynsect at the forefront of a fast-growing market, setting the stage for a future where insect farming plays an important role in food security and global sustainability.