

Bugs ON THE Menu

Synopses

FEATURE DOCUMENTARY – LOG LINE “A” [90 CHARACTERS]

The answer to feeding the world’s expanding population may be smaller than you think.

FEATURE DOCUMENTARY – LOG LINE “B” [120 CHARACTERS]

Bugs on the Menu travels worldwide to explore health and environmental benefits of insect protein for human consumption.

FEATURE DOCUMENTARY – SHORT SYNOPSIS [200 WORDS]

SYNOPSIS - FEATURE DOC

The feature sustainable food documentary *Bugs on the Menu* was shot in four continents over two years. It is a comprehensive examination of entomophagy (aka: ‘bug eating’), from the perspectives of cultural traditions in Latin America, Africa, and SE Asia. Experts Dr. Arnold van Huis of The Netherlands (author of the UN report “Edible Insects”) and Washington D.C.’s Sonny Ramaswamy of the USDA provide scientific analysis of this food industry revolution.

It also follows startup companies, such as Ontario’s Entomo Farms, Salt Lake City’s Shark Tank-winning Chapul, Boston’s female-led insect chip company Six Foods, Austin’s Hult Prize-winning Aspire Food Group, Vancouver’s famed Indian restaurant Vij’s, and Seattle’s celebrity cook, The Bug Chef. These and other restaurateurs, cricket farmers, scholars, and scientists are part of a movement to normalize insect eating in the west, as an alternative to accepted, but resource intensive proteins like chicken, pork, and beef.

WEBSITE SYNOPSIS - SHORT [75 WORDS]

The companion *Bugs on the Menu* website offers a fun, animated, visual way of learning about entomophagy. It includes a parallaxing interface, with animated statistics, and webisodes featuring a variety of chefs preparing recipes with insect protein. Users are encouraged to try the recipes and share the results on our social media feed, after learning the facts about bug eating.

FEATURE DOCUMENTARY – LONG SYNOPSIS [500 WORDS]

The sound of crickets isn't always a good thing, but to the entrepreneurs of Entomo Farms, it's the sound of their rapidly growing business. The Goldin brothers raise cricket protein for human consumption, and they've seen their farm grow tenfold in 24 months. The surge of interest has been sparked by a 200-page UN report outlining the health and environmental benefits of insect protein -- that has been downloaded 7 million times. While an estimated 2 billion people eat bugs worldwide, it's still not an accepted food in the west. With the population projected to surpass 9 billion by 2050, the time to consider alternate proteins is now.

Bugs on the Menu follows startup companies, such as Entomo Farms, as well as Salt Lake City's *Shark Tank*-winning Chapul, Boston's female-led insect chip company Six Foods, Austin's Hult Prize-winning Aspire Food Group, Vancouver's famed Indian restaurant Vij's, and Seattle's celebrity cook, The Bug Chef. These and other restaurateurs, cricket farmers, scholars, and scientists are part of a movement to normalize insect eating in the west, as an alternative to accepted, but resource intensive proteins like chicken, pork, and beef.

There have been some other breakout successes in the western entomophagy industry in the last few years. Chapul founder Pat Crowley raised startup money on Shark Tank, securing a \$50,000 deal with celebrity investor Mark Cuban. Six Foods raised over \$30,000 on Kickstarter to start their Chirps cricket chips business. Aspire won the one million dollar Hult Prize, presented by President Bill Clinton.

Travelling worldwide, the feature sustainable food documentary *Bugs on the Menu* is a comprehensive examination of bug eating, observing these traditions in South Africa, Mexico, and Cambodia. Experts Dr. Arnold van Huis of The Netherlands (author of the UN report "Edible Insects") and Washington D.C.'s Sonny Ramaswamy of the USDA provide scientific analysis of this food industry revolution.

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Website Producer: Bugs Productions Inc.

Digital Service Provider: Emmy Award-winning Secret Location

www.bugsonthemenue.com