



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

Bugs ON THE Menu

www.bugsonthemenue.com

Bugs ON THE Menu



SYNOPSIS - FEATURE DOC

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.

Travelling worldwide, the feature food/enviro 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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SYNOPSIS - WEBSITE WITH CHEF WEBSISODES & RECIPES

Our companion website offers a fun, animated, visual way of learning about entomophagy. It includes a parallaxing interface, with animated statistics, and websisodes 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.

Website Producer: Bugs Productions Inc.
Digital Service Provider: Emmy Award-winning Secret Location

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FORMAT

78:00 minute Theatrical/Broadcast Version (DCP-Completed)
52:00 minute International Version (In Post)
Genre: Feature Documentary (Food, Enviro, Social Interest)
Shooting Format: Arri Alexa

FILMED IN

United States, Canada, Mexico, The Netherlands, Cambodia, and South Africa

TEAM

2008 Gemini Award-winning 291 Film Company. Renowned for high production value documentaries on art, nature, and food, including series' *Landscape as Muse*, *Untamed Gourmet*, *Great Minds of Design*; and nature one-offs *Saskatchewan River Delta* and *Grasslands*.

Ian Toews csc:
Mark Bradley:
Jason Nielsen:

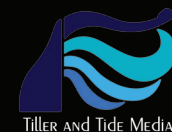
Producer, Director, DOP
Producer
Picture Editor

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