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FOR IMMEDIATE RELEASE:

### **The Crickets Have Landed! Central Co-op Steps into the Future of Food with Roasted Insects and Insect Flour**

**Seattle, WA:** Central Co-op has received its first delivery of roasted insects and insect flour for human consumption. While some restaurants in Seattle have begun including crickets on their menus, the Capitol Hill cooperative is among the first grocery stores in town to carry insects. Central Co-op's initial selection of these sustainable high-protein products includes flavored, roasted crickets and mealworms, organic whole roasted crickets, organic cricket flour, and organic mealworm flour.

Insect-eating (also known as entomophagy) is already common in many countries and has recently also gained popularity with body builders and followers of the Paleo diet. But in a 2013 report, the Farm and Agriculture Organization of the United Nations (FAO) recommended that all the world, especially western countries, embrace insects as high-protein food that is easy on the environment. For example, compared to livestock, raising insects requires very little land and releases very few greenhouse gasses or ammonia emissions—insects can be fed what would otherwise be considered organic waste. Most importantly, the 2013 FAO paper says that insects are very efficient at converting feed into protein: “crickets, for example, need 12 times less feed than cattle, four times less feed than sheep, and half as much feed as pigs and broiler chickens to produce the same amount of protein.” In addition to protein, insects like crickets are also good sources of omega 3s, calcium and iron, and supply all nine essential amino acids. As our population increases and we must stretch our resources further, insects offer a healthy, efficient and, according to many, delicious solution to the problem of feeding the world.

Roasted insects can be mixed in with a bowl of popcorn for a protein-filled snack, or for an easier introduction to entomophagy, the flours can be mixed into baked goods or a fruit smoothie. This new line of products can now be found in the grocery aisle at Central Co-op. The insects are raised and prepared in Canada by Next Millennium Farms, a family owned and operated company with a mission to meet the challenges of feeding the world's growing population with this ecological solution. “It is exciting to see small start-up companies like this bringing sustainable, new food products to the market,” says Grocery Manager Tim Zerkel. “I am excited to be able to support them, and broaden awareness of these important and often overlooked food sources.”

**About Central Co-op:** Central Co-op is a member-owned natural foods cooperative located at the top of Seattle's Capitol Hill, and dedicated to sustainable practices and the local food economy. A complete grocery store, the Co-op features an organic produce department, sustainably raised and harvested meat and seafood, an in-house deli and juice bar, a large selection of bulk goods and herbs, an extensive health and wellness section, and unique gifts. Open to everyone, seven days a week. More info online at [www.centralcoop.coop](http://www.centralcoop.coop)

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