



Pet Parent Perceptions of Insect Protein in Pet Food

Modern pet parents are in search of sustainable protein sources and are increasingly conscious of the ethical production and traceability of the ingredients in their pet's food. Insects, as a novel ingredient, offer a solution to address these concerns. It is crucial for pet food companies to understand how customers perceive these ingredients and their willingness to try insect-based pet food.



Consumer research tool provides valuable insight

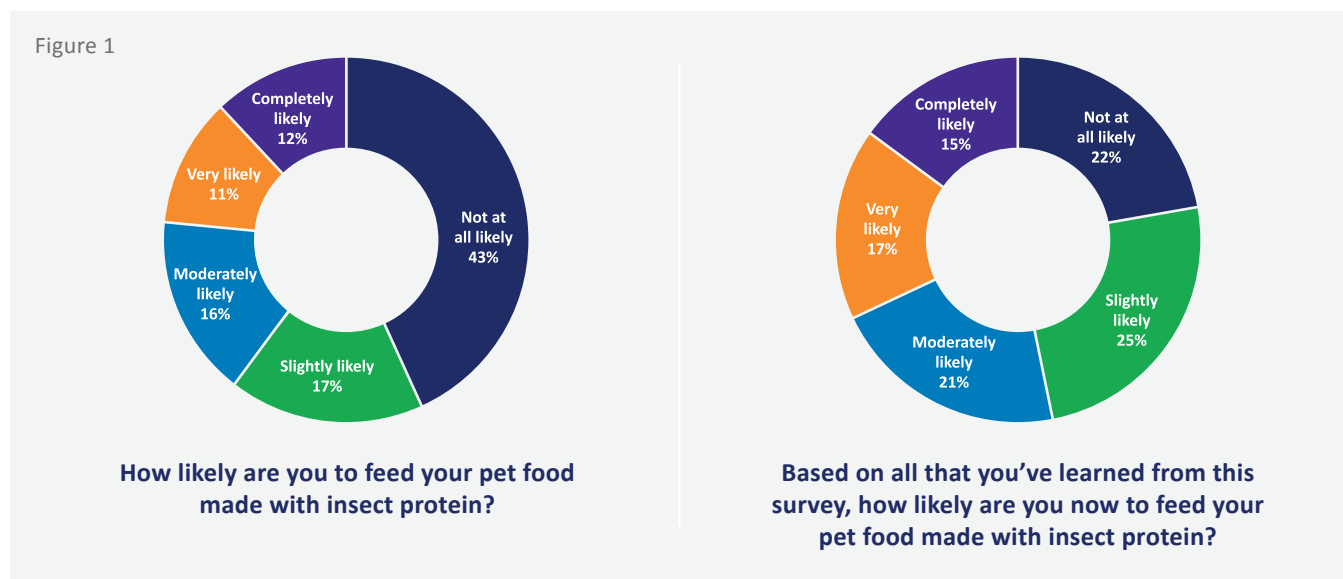
Outside VoiceSM, a consumer research tool used by ADM, provides valuable insight into the attitudes, preferences and behaviors of today's consumers. Using this proprietary tool, ADM pet nutrition, in partnership with Innovafeed, aimed to gauge the interest of U.S. pet parents' in trying insect-based foods for their pets. The survey identified the barriers and drivers to purchasing insect-based pet food, as well as the impact of consumer education on the

willingness to feed insect protein to their pets. Conducted in October 2023, the survey included 509 U.S.-based dog and cat owners.

A key finding from the survey is that consumers can be educated to enhance their likelihood of serving pet food made with insect protein. Initially, only 12% reported being "completely likely," while 43% expressed being "not likely at all" to feed their pets insect-based food. When asked the question again after receiving educational statements about insects, covering nutrition, safety, ethics and environmental benefits, 42% became more willing (Figure 1). This underscores an opportunity for pet food companies, in partnership with specialized ingredient suppliers, to bridge this knowledge gap through targeted educational campaigns.

Additional education makes 42% of pet owners more likely to feed their pet food with insect protein

Top 2 box increases from 23% to 32%. Not at all likely falls from 43% to 22%.



Additionally, pet parents emphasized that nutrition remains their top priority when selecting pet food, though ethical production is also a significant concern. The top “must haves” for insect-based pet food are that the pet must like the flavor, the food must offer nutritional benefits, labels must clearly state the food contains insect-based ingredients and these ingredients must be backed by science. The most important claims for pet parents considering an insect-based pet food are its high protein content and support for digestive health and healthy aging.

Together, the survey results suggest that there is potential for growth in the market for insect-based pet food. By understanding and addressing consumer preferences and concerns, companies can tap into a growing segment of pet owners seeking sustainable and ethically produced pet food options. This strategic approach positions companies as forward-thinking and environmentally

conscious. As sustainability and ethical considerations continue to influence consumer choices, the collaboration between ADM and Innovafeed to introduce Hilucia™ black soldier fly protein to the North American pet food market exemplifies a proactive response to market trends and consumer preferences.



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Jennifer is responsible for providing technical support, nutrition training, formulation services and new product development for ADM’s customers in the pet food industry. She graduated with her PhD in companion animal nutrition from the Western College of Veterinary Medicine at the University of Saskatchewan. She has a Master of Science degree in human nutrition and previously worked as a registered dietitian. Jennifer has more than 15 years of experience in both human and companion animal nutrition and previously held positions at two leading pet food companies in Canada. In addition to her role at ADM, she is an adjunct professor at the University of Saskatchewan and is pursuing a Master of Business Administration through Penn State University.