

## Japanese Insects Products Prepared for you - JIPPY

The Japanese kitchen is based on 3 pillars: **Curiosity, entertainment and taste experience**. With these in mind we can start exploring the possibilities of making the available insects more interesting for Western European consumers, we need to find the ways to make the consumer curious and the presentation needs to be entertaining and stylish. Last but not least the taste must be excellent.

We start to look at the available insects or insect ingredients and address the hurdle that they don't look very appetizing. In analogy to raw fish which doesn't look good but when converted to sushi the appeal to consumers has changed substantially. The challenge is to make insects and insect based food look interesting and appetizing. In this project we are going to look through Japanese eyes and change the image of insects into a novel cuisine.

The Japanese kitchen uses as much as possible of each animal. It is important that we do the same for insects. When a grasshopper or cricket is stripped of its legs and wings, for example, we need to find ways to use them in a completely different form or shape. The result will be a large number of insect based recipes, both with whole insects and/or their constituents or ingredients which are delivering healthy, appealing food or snacks for western European consumers.

We hope to go on this explorative path and combine the interests of students and chefs to continue the exciting journey of Japanese style cooking with Insects.

In this project we will transfer the Japanese cuisine knowledge to students and help them to make "tasty" dishes with insects. We have a plan to work with 10 students per day for 12 days. To that 120 experience days are offered to the young future chefs and consumers. All with the main aim of promoting insects (products) by the western consumer. The students will learn a lot from the Japanese chefs and thus be able to further spread the knowledge. Thinking "out of the box" and using Japanese recipes so that they can teach and inspire others, friends and family to deal creatively with insects. The challenge will be to apply Japanese recipes to the insects that are allowed for human consumption in the EU. We will also look at some other insects to broaden the examples and opportunities. In this way we also try to further develop the (sales) market for insects and to contribute to the protein transition.

We request support for this idea from the regional Limburg Innovation Fund, so that we can invite selected and motivated students and rent the facilities (Kitchen, classrooms etc). Then, we can work with these students to share Japanese cooking techniques.

However, for this innovation fund it's also necessary that there is support from entrepreneurs in the Netherlands for this initiative. This is the reason why we now invite you to join and contribute to this initiative.

## **Project partners and their role in the project?**

- Aya Masuhara, Project JIPPY applicant.

Aya was born in Japan and lived in the Netherlands for many years. Her company and activities are based in Rotterdam. Her private life and contacts are located in (south) Limburg. With its network in te European Japanese connections, she also has frequent contacts with Japanese Chefs. In her conversations with these ches this idea came to above and approached Insect Valley Europe with the questions if we could work on this together.

- Japanese chefs in Aya Masuhara's network

These chefs came up with the idea of doing " something " with insects and They asked Aya for a location and contacts in NL to develop these ideas.

- Fontys University of Applied Sciences

This university of Applied sciences has projects where students deal with insects and the future of insects in Western Europe. Cooking and preparing meals with insects under the guidance of these Japanese chefs fits perfectly into the students' curriculum. It is expected that a sufficient number of students will register as soon as the project JIPPY can be presented. If necessary, a collaboration with the (cooking) training of Gilde or with the hotel industry training in Maastricht can also be foreseen. Further discussions will be held with Fontys are to whether this project JIPPY can become a Summer school program or whether it will be incorporated into the 2021/2022 curriculum.



## **Commitments from other partners and sponsors.**

### **- Insect Engineers.**

This party is eager to participate and supply insects and they also want to work with the chefs on cleaning and (partially) dissecting the insects into fractions suitable for Japanese cuisine. But the insect engineers would also like to help stimulate the purchase/use and use of insects.

### **- Brightlands Campus GreenPort Venlo**

The Project JIPPY fits well in with the objectives of the Brightlands Campus to bring parties together in the field of healthy food - Circularity and new forms of Agriculture, such as insect production. The Test & Taste Center service on the Brightlands Campus will certainly want to be involved to provide objective feedback to the students and the chefs whether the creations do indeed fit the taste of Western consumers.

### **- Insect valley Europe**

This participant with many contacts to the insect sector in the border region of Limburg and in various places in the Netherlands is also highly motivated. Not only to support this project, but also especially to show the insect entrepreneurs that new sales opportunities can be worked on.

- The following entrepreneurs/organisations have been approached and have shown interest, but have not yet been able to make any concrete commitments. There are already commitments from a number of entrepreneurs to be able to supply materials' (insects) for the JIPPY project.

**Kikkoman Europe, MCLS (Mitsubishi Corporation Life Sciences), Yakult, Ruitenberg, Metless, FI&S, Kusters Engineering and several others.**

**The common insect producers such as : Protifarm/ BestiCo and Protix as well as a number of smaller producers have of course also been approached.**

- HAS Higher Hotel School training and Also Guild cook course - and so now you too!

**To what extent is the continuity of the project assured after the implementation period?**

- 120 teaching days offered to students Cooking with insects "the Japanese way", ..... and they carry that with them and further.
- Cookbook/recipes bundled, available to everyone
- "closing event" - including press invitations
- Chefs – can share the experiences and apply best recipes in own restaurant
- Participating entrepreneurs and sponsor:  
contribute to the aims of humanity to the protein transition – worldwide – to be rolled out as soon as possible.



## **What does project JIPPY offer you as a sponsor and co-stakeholder?**

If you want to act as a cash sponsor of this (in our opinion) great plan, there are also a number of benefits for you that we can promise right now:

We offer the sponsors 3 packages; Gold, Silver and Bronze:

The Golden package: (= sponsor for €5000 or more.)

- the sponsor will receive exposure from 100-150 students, the Limburg authorities and the border areas in Germany and Belgium, and from the EU in Brussels, the Brightlands community, Insect Valley Europe and the affiliated entrepreneurs. Collectively, there are soon about 2,500 direct and another 10,000 indirect contacts.
- Exposure on the various websites, LinkedIn and Facebook,
- Plus a reference in the cookbook, And 5 chef-drawn versions,
- Personal participation in the Test & Taste panel,
- And an invitation for 4 people to the closing party.

The Silver package (= sponsor for €2000 to €4999) offers:

- exposure to 100-150 students,
- exposure on the various websites, LinkedIn and Facebook,
- In addition, a reference in the cookbook, and a version drawn by the chefs,
- Personal participation in the Test & Taste panel,
- and an invitation for 2 people to the closing party.

The Bronze package (= sponsor for €1000 to €1999) offers:

- exposure at 100-150 students,
- a reference in the cookbook,
- personal participation in the Test & Taste panel,
- and an invitation for 1 person to the closing party.

If you have any wishes and ideas as a sponsor who cares about this project, let us know and we will do our very best to accommodate your ideas, because with YOUR contribution as a sponsor we can / can carry out the project JIPPY.

**This project receives the necessary support from the regional innovation fund with 20,000 € sponsorship commitments by entrepreneurs like you ..... We also count on you to seize this opportunity and help accelerate the protein transition a bit through "more" and tasty insect products in our daily diet based on Japanese cuisine.**