

Would you eat a cricket?

Globally, eating insects is pretty common, but now - with a new range of protein powders - Tim Boote is trying his hand at bringing the practice of consuming alternative proteins to the UK. The founder of Protein Rebel believes cricket protein might just be the 'protein of the future'.

And he's not alone in his enthusiasm. The United Nations says the use of insect protein, such as cricket flour, could be critical in feeding the planet's rising population in an environmentally-friendly way. Crickets are rich in protein and essential amino acids, high in iron and vitamin B12 and packed full of prebiotic fibre, so they're good for the gut. They've also been found to be great sources of zinc, copper, magnesium and manganese.

The production of cricket flour also entails much less land, water, feed and greenhouse gas emissions than meat and dairy production. While many still rely on farm animals for protein - if we look at the protein powder market alone, we find that 80% of products use whey protein - it's becoming clearer by the day that this is environmentally and ethically untenable.

"We can't continue to eat meat and its by-products in the same quantities. After all, the world population will surpass 9.1B by 2050, at which point

agricultural systems won't be able supply enough food to feed everyone."

But does insect-munching pass the taste test? Yes – or at least it does when crickets are blended into a dark chocolate or banana [Protein Rebel](#) shake. "Now we've mastered making them taste great while retaining all their nutritional and environmental properties, we're confident more people will include sustainable proteins in their everyday diets," Tim continues.

And for those who'd rather steer clear of animal protein altogether – with popular Netflix documentary [Game Changers](#) indicating that the number of vegan athletes is on the rise – Protein Rebel are on the plant-based case. Plant-powered sports nutrition powders ([Recover](#)) and meal/snack replacement powders ([Replace](#)) are available alongside [Reload](#), the company's cricket and plant-based protein powder.

The team at Protein Rebel are touting these powders as a great shout for anyone looking to look after themselves and the planet simultaneously. Food in gel and powder form has a real gym buff image, but Protein Rebel are out to appeal to fussy eaters, preoccupied parents and vegan converts alike.

Alongside guaranteeing recyclable packaging and a reduced carbon footprint, Tim and the team have partnered with the World Land Trust to protect one square metre of threatened habitat with each packet sold. You might not be ready to give up your bacon and eggs just yet, but with recent estimates suggesting [the alternative protein market could reach \\$3.89B by 2027](#), it looks like Tim's on the right track. Perhaps in the future getting your protein from livestock, rather than from insects, fungi and algae, will be the real taboo.

Protein Rebel powders are now available to purchase and by using discount code 25%OffLaunchRebel, readers can enjoy 25% off their first purchase.

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