

EPISODE 224

[INTRODUCTION]

[00:00:10] AVH: Hey everybody, welcome to Paleo Magazine Radio, thank you for being here. I have a burning question that I want to ask you and you guys can't answer, which sucks. I'm going to ask it rhetorically. Do you or have you ever eaten insects? Would you ever eat insects? Are you immediately grossed out by the idea or are you kind of interested? Maybe willing to give it a try? Did you know that a massive portion of the world already eats insects?

Did you know that some insects are pound for pound a cleaner, more sustainable and overall more economical source of protein than basically any other animal protein you're currently consuming? I mean, think about it, bugs are #paleo after all. It's very paleo.

I will confess that I have eaten my fair share of bugs. I've had dried and seasoned mill worms, I've had crickets, I've had chocolate covered ants, that's kind of a cop out because everything tastes good covered in chocolate but still, I've had delicious grasshopper tacos.

I haven't had a chance to be more adventurous with things like grubs or scorpions or tarantulas because although, there are cuisine in some parts of the world, they're kind of hard to come by on this continent but the concept is slowly starting to creep into north America too.

You are seeing companies pop up that are making cricket protein like energy bars and different kinds of treats and protein powders and things like that. There are some excellent Mexican restaurants that are doing some very cool things, there's a spot in New York called The Black Ant that does a chapolinas taco, it's grasshoppers and do a guacamole I believe that has ants in it. It's delicious.

They're not making these dishes to shock people. It's a part of their cultural cuisine and they're showing how they can do it in a delicious and subtle and interesting way. That kind of stuff is becoming more and more popular in sort of mainstream food culture which is very cool. Just FYI, if you are ever visiting me in New York and I take you to The Black Ant, you know what you're getting into.

Really, this concept that we're talking about today with cricket protein and insect protein, I think it's really about perspective, right? It's about being open minded and also understanding that it's natural to be attracted to things that we're familiar with and a little maybe more tentative about things that we did not grow up with and that we are not familiar with.

A good example of this personally is, I grew up in Nova Scotia, the Maritimes in Canada and that is basically the place to get good lobster. Lobster to me is a delicious, comforting, amazing treat. I will crack those things open, dip them in butter, delicious. You know what else lobster is if you aren't used to it? It is a terrifying giant water bug monster with claws that is an actual nightmare.

It's actually more terrifying and disgusting looking than a little innocent old cricket, depending of course on your perspective, what you grew up exposed to and trying and what was normalized in your culture, right? All about perspective. Now look. I'm not telling you that you should try insects, I mean, I kind of am telling you that but you're allowed to ignore it, you don't have to eat bugs if you don't want to.

I'm just asking you to keep an open mind for the duration of this interview to maybe try to override the initial knee jerk, "That's a disgusting insect" instinct and just listen to the benefits. Listen to why it's healthy and why it can be delicious and why – maybe most importantly, it is eco-friendly and sustainable for people to start implementing a different protein source in their lives.

That's it. I'm going to be interviewing, FYI, today. Her name is Robyn Shapiro. She's the founder of Seek Food which is a cricket protein company, they make pre-made snacks and treats like granola and energy balls that have cricket protein. They make baking flours that contain cricket protein including one that is specifically formulated for paleo folks, there's that.

Yeah, we talk about the benefits and we talk about her new Kickstarter campaign and a cookbook that she is coming out with that has a bunch of really impressive, cool award-winning chefs that are all making dishes with cricket protein. Super cool.

Before we get into it, I guess a couple last words of wisdom for you that I cannot credit to myself, I'm not the first person who said this obviously. But I mean hey, you can credit me if you want to. Listen, don't knock it till you tried it, right guys? Okay. With that, in mind, I hope you enjoy my interview with Robyn Shapiro of Seek Food.

[INTERVIEW]

[0:04:48.8] AVH: All right Robyn, welcome to the podcast. Thank you so much for being here.

[0:04:52.1] RS: Thanks for having me.

[0:04:53.3] AVH: I am so excited to talk to you about your company today and learn and hopefully maybe open to people's yes because I have been a very enthusiastic supporter of what you do for a long time. I have maybe not been going about it the right way in terms of trying to encourage my friends and family to be open minded about it.

Maybe you can teach me a little bit about how to do that. But before we get into those details, I'd love if you could just introduce yourself to our listeners and tell us a little bit about you and about the company.

[0:05:22.2] RS: Yeah, great. Well, my name is Robyn Shapiro and the company that I founded is Seek Food. We use cricket protein in all of our snacks and what we just launched is a new line of baking flours which is live now on Kickstarter and we launched it in collaboration with an amazing roster of top chefs. That is meant to encourage people to try something new in a really delicious way because the chefs are just making really amazing recipes and creations from our baking flours.

[0:05:57.9] AVH: How long has Seek been in existence?

[0:06:02.0] RS: Yeah, on a personal level, have been experimenting with edible insects for years, as early as you know, 2014 and I am a big foodie, I really wanted to understand the culinary potential behind them and the reason I first got hooked on this is because of the nutrition and the sustainability benefits.

I mean, I just believe we should have it all with food, we should have those but we should also have the deliciousness. On the nutrition and the sustainability side, those are two really, you know, robust areas from a nutrition standpoint, crickets and other insects are really high in protein, they're about 70% protein by weight but they have a really great nutrition profile beyond that, they're also high in iron, calcium, omega three's, B12.

They are also a complete protein so that's a real rarity for a none meat food. You know, you feel different when you eat a steak versus when you have some nuts, a handful of nuts. Both those things are different, both those things are protein, but they sort of treat our bodies differently.

Crickets being a complete protein will give you some of that sort of full, satisfied feeling that you might have after eating a steak. If people are looking to eat less meat, this is a really great option, not to mention, you're feeding your body what it needs. A complete protein means it contains all the essential amino acids. That's really great and then on a sustainability side, crickets are much more sustainable than traditional proteins in terms of land, feed and water.

Just to even kind of share some of those statistics with you which I'm just going to pull up here because they're really compelling and convincing on the land side. Crickets are using 14 times less land than beef, 12 times less food than beef and 15% less water and they're doing this while releasing almost no greenhouse gases and sort of animal protein contributes more greenhouse gases than all transportation combined.

[0:08:08.6] AVH: These numbers, sorry, just to interrupt a little bit, these numbers are also like pound for pound, right? Obviously, beef is a bigger animal, let's go take out more space, it's going to take out more resources but you're saying sort of cumulatively, like pound for pound, how much protein you're getting from equivalent amounts of the two protein sources, right?

[0:08:27.2] RS: Exactly. When compared by weight, that is how much more efficient crickets are and in terms of protein, they're containing two times more protein than beef when you're comparing weight to weight. These numbers all were published by the United Nations' food and agriculture organizations, they did a very comprehensive report on the potential behind crickets

and other insects due to nutrition, sustainability and feeding global of population. That's where these numbers come from.

[0:08:55.5] AVH: And the products that you proved, is it all cricket based protein or are there other insects that you guys play around with as well?

[0:09:02.9] RS: Yeah, we're at a really exciting time as awareness for cricket protein is at an all-time high. I can't wait to hear what your viewers think and I'm excited that we're going to do the Facebook Live as well to have this be a two-way conversation. But people have heard about cricket protein before, they know about a little bit about the nutrition and sustainability benefits. I hear people wanting to kind of know more so that's why I did rattle a lot of some of those statistics.

I think people are comfortable now because of the information they had eating crickets. We're focused just on crickets, not on other insects yet. If someone travels to Mexico or to Thailand, to places where this is popular, they may come across other insects but here in the US, myself and other people in the business because there are other companies doing this, are really kind of focused just on the crickets.

[0:09:56.0] AVH: Crickets are like the gateway insects to get people comfortable with the idea, right?

[0:10:00.0] RS: Yeah, exactly.

[0:10:03.2] AVH: I like that you touched on though that there are other cultures where this is absolutely already an acceptable, appropriate protein source and it has been for a really long time. I think it's something that is worth noting for north American and western cultures that there are probably more people out there eating insects than there are eating like I don't know, a KFC or something, right?

Just because we've grown up with something and so it's familiar and less scary to us, doesn't mean that it's a better choice, right? Just kind of keeping your mind open that there are other people that are doing this, it's not like this is some crazy kind of weird dystopian thing that we're coming up with. This is like a very normal part of a lot of people's culinary world, right?

[0:10:46.4] RS: Exactly, yeah. 80% of the world's nations are eating insects as some form of their diet. It's really just in us western countries where you're not seeing this practice, even though there are few examples and that's because – and our diet really isn't one to aspire towards, from a health standpoint. I mean, diet related health issues are on the rise and I think there's a growing movement for looking about food and how that can help us from a medical standpoint.

Eating the right things can really change our mood, our health and our longevity of sort of you know, being here and so you know, crickets are a really incredible potential, there's even some research that's been done about how crickets can boost your immune systems, there's a special molecule in the exoskeleton that's called chitin and that can really even keep us healthy when our immune systems are weakened.

If we're having a cold coming on just in those change of seasons, whatever it is. There is so much more that we can be looking into. This is really the oldest food, you know? Also, there's sort of newer foods that are sort of popping up about there and there's always sort of this new wonder thing. Crickets do get looped into often times the future of food conversations, but this is really the first food.

Crickets were, not only one of the first foods but the first proteins. It's really this protein that mankind got stronger on and we could kind of ladder up the chain there. Also, when we're looking to kind of data and technology to direct what we should eat, you know? A lot of rising concerns over GMO's and I share those concerns, you know, there are certain things that haven't been fed to humans, how much should we really be manipulating nature, you know, exercise some real caution there. But when it comes to crickets, our bodies were biologically engineered to be eating this.

Actually, another interesting study came out showed that we actually have some dormant genes within us. There are remains specifically for breaking down insect's exoskeletons. This was published in a scientific journal that shows how we were built to be eating and digesting these types of foods. It can really be benefitting us from a health standpoint.

[0:12:58.7] AVH: We'll have to get a link to that so we can put it in the show notes because I think that this is the kind of stuff that will really appeal to our listeners, so predominantly kind of paleo lifestyle, pale eating type of people that that's a strong number, 80% of the world is eating some kind of insect. Like that's – when you get to the point where it's like maybe we should, instead of just immediately thinking that what we're doing is right and what isn't familiar to us is creepy and gross, wrong.

Maybe consider that the majority of the world is doing something like this already and we should be open to it. One of the big questions that I have, this is like – it's sort of a frustration that I've dealt with for a really long time, is I guess the conflict between trying to introduce people that you love and that you think could benefit to something new like this.

And not being pushy and not being dogmatic and not being annoying and obnoxious to people. You know, maybe there's the argument that you shouldn't try to sort of convince anybody, you just kind of live by example, or whatever. I guess I struggle with whether it's teaching people about paleo eating or about insect protein or about the ways to work out and treat your body well.

I feel like sometimes we're preaching to an already convinced group of people, you know? People who are seeking out like I did, seeking out your company are maybe people who are already open to the idea and are already aware and understand the benefits and things like that.

But there's a vast group of people who range from maybe unaware but potentially interested to absolutely never going to do it. How do you start to introduce some of these people who are unaware, in a way that they'll be open to it, they'll be willing to try, or do you even try to approach this group of people? It's a big question but how do you kind of go about that?

[0:14:44.8] RS: Yeah, I think you know, people need to have this sort of additional education behind it which is you know, what we're doing on this show and we continue to do. We're really looking to provide for people a positive first experience. This is food. It really comes down to taste and that's where we're really trying to kind of you know, capture people's hearts and stomachs so to say.

Working with chefs has been an amazing sort of evolution for our company and for the industry and I'm going to talk specifically in a second about this specific flour that we formulated for the paleo community of a specific paleo flour. I'll talk about that in a second. But when people eat something, that's delicious and that feels familiar and they have this sort of support from a top chef behind them, that's one of the things that's helpful.

This is new, there's just you know, definitely a little bit of fear that you know, can be part of that and I think we're scared of a lot of new things. Change is scary for people. The older you get, the harder change can be, you know, when you're talking to someone young, you know, I've been at events with kids that go, "I want to do that." Then a friend comes over and tries it. "Can I have it now? My friend said she tried it and she said she loved it."

[0:15:57.4] AVH: Right.

[0:15:59.0] RS: This sort of path to change is a lot quicker when you're talking to someone who is younger but the food that we're serving is really elevated, you know, we're about real food, not about fear food and so people aren't going to have a cricket that jumps out at them.

That was also one of the reasons why we launched this line of baking flour, so people can have that extra assurance, we have energy bites and we have granolas that we're currently selling right now. But the flour is a really big evolution to give people that assurance, to tap into the deliciousness and to partner with leading chefs from around the country.

[0:16:34.5] AVH: That's cool, yeah. I mean, I guess, reiterating what you're saying, it's taking away some of the shock factor, like this isn't about like fear factor, let's like creep other people out, it's about providing another healthy option for people and educating them about why it can be healthy, why it can be delicious, right?

[0:16:51.5] RS: Exactly.

[0:16:52.5] AVH: I'd love for you to talk a little bit about, and this I guess relates to what's currently going on with your Kickstarter campaign is this cookbook and you mentioned, you know, one of the ways to get this information and this resource out to people is through some of

these really well-known, really well established and successful chefs and that's kind of what this cookbook is about, right?

[0:17:09.3] RS: Yeah, exactly. We launched a line of baking flours to really be able to give chefs and home cooks and bakers, the tools to create delicious foods to do it their way. We have four different flours that are really targeted to specific diets, we have a paleo flour, because the paleo community has been a really amazing community to get behind cricket protein.

There's a paleo restaurant in New York's Union square Food Kitchen, they're serving our snacks there, yeah. Food Kitchen's awesome, been a great partner throughout the growth of our company. The paleo flour has a mix of almond flour, coconut flour, air root starch, tapioca starch and of course, cricket powder in there.

You can use that cup for cup in many different recipes, definitely your favorite paleo recipes, we've made banana breads, pancakes, one of our top chefs who is Laura Lee Goldberg, she has a cookbook called *Laura Lee Balanced*. It's amazing, she's a holistic chef, she made this paleo, blue berry, PBJ or peanut butter loaf with it, it's so just beautiful, she mixes blueberries, coconut butter and peanut butter for this frosting, so it's just like peanut butter blueberry frosting and it's just like bright blue.

When you eat with your eyes, this will stand out to you and she uses our flour in it and she was just amazed with how well it performed. You know, sometimes you know, paleo flours or gluten free flours, we also have a gluten free blend can be a little bit dry. But this creates sort of a really moist kind of dense flour. The crickets add sort of this subtle nuttiness to them and depending on what you pair it with, different flavor notes will come out.

I think you know, the cricket flours really pair well with nuts and spices, kind of earthy things, we have one chef who did a cricket pasta and he paired that with a mushroom in speck sauce and that really sort of was a beautiful combination. We have 30 different chefs who all are coming at this from a different perspective. They're all using our flours for a whole assortment of recipes in the cookbook, so there is everything from you know, sides, starters, main courses, desserts.

It really can kind of take you out through your entire day with what they're cooking. On a personal level, one thing as well that is paleo too that we have the paleo baking flour but then we have just the pure cricket powder. This is just 100% crickets, it's 14 grams of protein per serving, low in carb as well, this also satisfies people who are on the keto diet and I just use that every day.

I had a panel conversation last night and I was asked, "What do I use the most?" I was like, "I guess the pure powder." Because it's so versatile. I will throw that in shakes, in smoothies, my sort of smoothie routine is kind of just like whatever I have lying around. You know, I'm always putting in sort of fresh fruit into it but I always just kind of toss some of this in too. You can use it as sort of a dusting, it also – if you're looking to create like a beautiful plate, it's really pretty when you just kind of dust it on food.

Can enhance the cricket flavor and the nutrition that you get from it. Then you can even use it in combination with some of the other flours too. If you're using the paleo flour and you want to boost the protein with it, you can boost it by adding this. Our current paleo flour has comparable amounts of protein to other paleo flours that are out there.

So, by adding more of the cricket protein, you'll definitely boost that up but one of the benefits as supposed to other paleo flours, it has 15% more fiber and 80% more calcium. That's actually one of the other things about crickets is that they have calcium. You know, that's great for building strong bones of course.

[0:21:05.7] AVH: Yeah, that's great also for folks who are trying to not have dairy in their diet for whatever reason, right? Which is what most people associate with getting, you know, that's where they get their calcium. You kind of answer the question that I had because I was going to ask about the difference between like baking flours versus just the straight cricket powder, but it seems to me that just like the straight, unadulterated cricket powder is really just a very clean protein source at the end of the day, right?

That's your boosting protein and whatever it is you're putting it in and I know one of the other kind of big trends right now and I don't like to use that word but it's just what I'm seeing more of in our community is like collagen protein and things like that. Because people are trying to move

away from processed kind of sugar or chemical filled protein powders or baking powders that have all this extra stuff and they just want a very clean kind of animal sourced protein.

That seems to be what the cricket powder is just simple, easy, you add it to your shake or your baking or whatever and you're boosting healthy micronutrients and vitamins but protein as well, right?

[0:22:08.3] RS: Yup, exactly. Whereas the blends, you know, you can use them cup for cup and cook for them and we want to make it easy for people to do that. The cricket powder is more of just something to use as an enhancement to anything that you're doing but it doesn't have any glutinous abilities in that. You can't use the pure powder and make a pancake. You would need to sort of blend that with other things and another way back to one of your earlier questions.

How do we get people on board and make them more comfortable and part of that is making it easy. That's why we have the blends there, we want people to have fun kind of learning about this but not have to do too much trial and error to get things to perform well. Our flours, we went through so many iterations to make sure we have the right proportions there, it's going to perform right for the first time and then it's just about kind of creating this sort of personal arsenal and recipes, using the ones that we're providing.

I also am using our flours every single day now. In addition to the recipes that are going to be on the cookbook, I'm going to have an arsenal of at least 30 different recipes that I've used that we publish at the end of this too. People will really have the tools to get going with it.

[0:23:16.5] AVH: Very cool. Okay, this might be a weird question, but I got to ask it anyway. What about the vegetarian community? There was a growing kind of community of like plant-based paleo or vegetarian paleo who – yeah, it's interesting. You know, a lot of people just find whatever, for whatever reason, maybe moral reasons, maybe in some cases dietary reasons. They feel better when they either eat no meat or a lot less meat.

I find it – it's generally they fall somewhere in – I'll have some fish and eggs but I'm trying not to have red meat, whatever. In different things, work for different people, right? Whatever kind of makes you feel good and makes you feel the best, that's fine. Is that a community that you are

even looking at? I know that because some people have different lines with what they think is appropriate, they might call themselves mostly vegetarian, but they eat some fish sometimes or they might call themselves mostly vegetarian, but they have no problem eating insects because it might not seem the same to them, I don't know.

Is that a group that you interact with at all or is that a group that's interested in this at all or not really?

[0:24:16.5] RS: The question that you're asking definitely comes up a lot and I'd say, the group is pretty split. It's interesting and it's really kind of split down the middle. I think some vegetarians and vegans have responded by saying, "Well wait, I'm not eating meat, why am I going to eat crickets?" And other vegetarians and vegans have responded by saying "Wow, this is so amazing, what you're doing is all based on sustainability and supports the reason to why I'm a vegan or vegetarian."

I talk to you earlier about the amazing sustainability benefits as compared to traditional proteins. Also, crickets don't feel any pain. You know, they're not biologically engineered to, this is what the largest scientific community is thinking. Are they living? Yes, so are plants. But you know, because they have such a short lifespan, they are not sort of biologically engineered to feel pain, you know, we do. Because we live for a long time.

Imagine if we couldn't feel pain as humans, the sort of trouble that we'd get ourselves into and make streams that we pushed us to. Feeling pain keeps us safe and so insects are cold blooded, essentially, you're freezing them before you're processing them, they slow down, it's a bit of a sort of a state of hibernation, a homeostasis. They don't exhibit any pain as part of that.

That's something that can really reassure vegans and vegetarians. A lot of what I'm doing through this process too is just trying to make us feel better about you know, the insect world in general. You know, we would not have human life without insects. They help our whole ecosystem go around. Insects are responsible for pollinating 75% of the food that we are eating.

We should just kind of feel a lot better about them overall and I think, my hunch is that some of the vegans or vegetarians are like, “I am not going to try that.” It’s less because they are vegan or vegetarian and it’s more because it is a cricket, you know?

It’s more because of yeah, they are a little freaked out by it. But one thing that is interesting about the freaked out part is I took this poll and I said to people, “For those of you who haven’t tried crickets yet is it because you are a little freaked out or because you haven’t had access to them?” 75% said it was because they haven’t had access then I asked a follow up question. So that still means there is 25% who were freaked out.

But then I asked, “Of those of you who haven’t tried it, how many of you think you will try it within the next year?” 95% said they would. So that means that even people who are a little freaked out about it, know that they’ll eventually get there and that is something that I am seeing is people who are like, “Philosophically I’m there but I just – I don’t know. There’s all these other things that I can be eating, you know?” So, “We have no lack of choice around this, so I will get there eventually.”

I think that’s what we’re looking to do is a brand to make this sort of entry level cricket eating and doing everything we can to make this a delightful experience for people. So our packaging looks really beautiful. There is a whole deep story around the vintage botanical illustrations that we are using there. You know working with chefs should be really exciting, inspiring and get people access to create delicious recipes and then the taste.

You know at the end of the day, it’s food, it should taste good. It’s one of the joys in life that we can all sort of celebrate and share together. It is something that you share with the people that you love the most and there could be really sort of exciting conversation and dialogue around this. So, we think about all of these different parts, we know we need to do it better than any other food brand out there. So, because we are already starting as the little bit of the underdog. So, we put so much into every aspect of the brand to make it easy for people to try something new.

[0:28:05.0] AVH: Right, easy, accessible and enjoyable. I think those are key things to introducing any group to something that is new, right? Like you said about the polling, it’s one

thing to be open minded about it and it's another thing to actively hunt it down and search it out like I did when I first saw some of these cricket protein bars coming out like I have supported some of those kick starters because I was so excited about it but I get it.

We're like, "Yeah, you know all right I am open to it but I am not going out of my way to find some crickets when there's a steak next door that I can have." I get that. So I see why this is really important. Where do your crickets come from?

[0:28:41.6] RS: Yeah, so we have sourced our crickets from a few different farms. The crickets that we are going to be used in our flours are going to come from a farm in Mexico. Mexico is obviously a country that many people have pointed to as, "Oh when I was at Mexico, you know I had some of their chapulines there," which is a common ingredient in their tacos and those are grasshoppers. We actually had some amazing chapulines and tostatas.

The tostatas were made from our gluten free flour that were made by one of the chefs at an event that we had last night that Chef Mario Hernandez from The Black Ant.

[0:29:13.9] AVH: I was just going to say that. That's one of my favorite restaurants in New York. I love them. I actually was going to mention this, and I will mention it in the intro at this podcast because that was one of my best introductions to grasshoppers and I think they've got a guacamole with ants, but that place is amazing. That's the place you take somebody whose open minded, unsure, you want to give them like a delicious experience, you take them to The Black Ant.

[0:29:36.4] RS: Exactly, well yeah. Mario is going to start making his tostatas with our gluten free cricket powder. So that is really exciting. I think he will start to use our flours and our pure powder in a lot of other recipes as well. So that is great and that's what you want to provide people that experience as well that you can go to a restaurant and you can ask the waiter questions. So, there is a little bit more of a dialogue that you can have versus when you are just picking something up off on shelf.

We try to make the back of our label really informative but even though we are in this digital age there is something to said for kind of human face to face conversations that you can have with

people. Day Maria is another restaurant in New York, a beautiful restaurant that they actually just won a James Beard award for restaurant design. It's on Ken Meyer Street and the chef Adriana Urbina there, she just made a plantain spiced cake with our gluten free flour.

So that is on the menu, it's beautiful, it's delicious. She tops it with a sort of mango jelly and flours and there's even some cheese in there which is paired really nicely with it. So it is going to be a recipe that is in our cookbook as well as Mario's tostatas but also something that people can experience today from these award winning chefs.

[0:30:51.4] AVH: This is making me really hungry and I definitely want to try the cake. Okay so you guys currently with Seek Food on the website, you can buy all of these different powders like the protein powder, the baking powders. You can buy the straight cricket powder and you also have premade snacks and treats which are really cool to right? Can you talk a little bit about those and maybe what some of your bestsellers are right now?

[0:31:15.1] RS: Yeah, so on our Kickstarter campaign which is live right now. We are live until August 8th. So people should really check it out, we have a lot of early bird rewards where you are able to get up to 35% off of future retail pricing for our flours. So the Kickstarter community is really important to us and we want people to get a good deal. So that's why we're offering everything discounted only while the campaign is live. After that, things will be opened up for wider distribution.

But the flours that we have are the paleo flour which I mentioned in detail. We also have an all-purpose flour, a gluten free one as well and those are all blends where there's other flours blended with our pure cricket powder and then we're just selling the pure cricket powder as well. We also have the hard copy of this cookbook that we are going to be coming out with from this, the award-winning chefs and then a digital version of the cookbook as well and then we even have some other fun like rewards in there as well.

Some of our chefs are offering an exclusive private dinner where you can book one of these chefs. This isn't something they offer to come to your house, to cook a dinner using our flours. They're all going to be doing really, really inventive things. So that is a very special thing on there and some other little rewards as well that people should check out and then yeah, as you

mentioned we have our granola and we have our energy bites. Those are available online and in stores across the city.

People can go to our website to see the store list and then we have the energy balls are doing really, really well and the paleo community has really enjoyed those. Another paleo store that we're at as well is a place called Spring Bone in New York, have you heard of Spring Bone?

[0:32:56.2] AVH: I've been to Spring Bone yeah.

[0:32:56.4] RS: Okay, I was about to say, I bet you have been.

[0:32:58.1] AVH: I know all these thoughts, yeah. Well actually I wrote about it. It's funny because I wrote about New Kitchen. It was the first thing I ever did with Paleo Magazine when it first opened because we're like, "Oh my goodness this is a paleo restaurant opening in New York City. How is this going to go? Are people going to like this?" I remember even myself being a little bit skeptical like how is this place going to make it? It is so specific and niche.

And then years later, this place is flourishing and supporting other cool companies who are coming up, so incredible and Spring Bone is very much the same. It is showing that this isn't so much a trend as it's a new way to live your life and it is not even new, but it is a different kind of life style that people embracing and people are understanding and what you're doing is part of it too. It's so cool.

[0:33:39.0] RS: Yeah so our coconut cashew energy bytes, those are our bestseller. They are sold at both of those places who in Spring Bone and online. Our honey and seed is a nut free variety. It is great for kid's lunches. A lot of schools nowadays are not allowing nuts inside so that's why we created that one. It's delicious but also for the kids. Then we also have banana PB&J snack bites just to try it in true flavor combination and then our cinnamon almond crunch granola.

Just to call out, our granola does contain oats, so it is not technically paleo and therefore not sold at any of those places. Like I said, flavor comes first. I am still in the process of doing some

RND for a great paleo granola but I wasn't feeling it in some of our earlier varieties. So this granola that we have is great. So if you're up to eating some oats, you should check it out.

[0:34:30.1] AVH: Yeah, absolutely. I mean I think that's one of the things that I love talking to people like you and companies like you and I just had somebody on who is doing like a keto-paleo diet and somebody who is doing a vegetarian paleo diet and it shows that we can all coexist. We can all learn from each other and that there is no one size fits all and I have oatmeal in my diet because I love it and because I've learned that my body tolerates it well.

But it is about learning what works for you and maybe for a lot of people moving forward that's going to include some insect protein, which I am super down with. I thank you so much for taking the time to chat with me and also for providing something like this for us because it's important. I think it's important in a growing world and in a world where maybe we're becoming a little bit reckless with our consumption.

I think that coming up with options like this for people is very important and also as you said, making it something that is appealing and pleasant and delicious and fun and not just like, "Oh we are making bad decisions so now we have to do this." I think that that's a really positive thing and so I really appreciate that and if you can just as we are saying goodbye here, if you could just remind people where they can go to find the Kickstarter campaign and also maybe where they can connect with you guys on social media.

[0:35:44.0] RS: Yeah. So our Kickstarter campaign like I said is live now until August 8th. So people go to Kickstarter, they can simply type in the search function "crickets" and we will pop up or you can also search by our company name, Seek Food, or just go to the food page and we are always highly ranked there. We exceeded our goal in just seven hours, so we have been getting some extra love from Kickstarters. So like I said, our page is live now and then our website is seek-food.com.

People can learn about our other snacks on there and on social media, we are @seekfood and we're constantly posting information on Instagram, Facebook and Twitter. So, people should follow along there as well.

[0:36:25.9] AVH: Awesome. All right Robyn, thank you so much for your time. I am super excited to see where this goes and to follow along and to support it and I am also excited now to check out this cookbook and now that I am fully hungry to go back to Black Ant soon and get myself some chapulines and hopefully, we can connect in person some time and talk more about it.

[0:36:45.5] RS: That would be great.

[0:36:46.3] AVH: Awesome, all right thanks Robyn.

[0:36:47.9] RS: Thanks, bye-bye.

[END OF INTERVIEW]

[0:36:50.5] AVH: All right everybody. Thank you for listening. I hope you enjoyed it. I hope that you expanded your mind a little bit. If you are a fan of eating insects already or you're interested or maybe you've tried some of those cricket bars that you are seeing pop up in a few places, maybe you've had some delicious grasshopper tacos, I want to hear about it. So hit me up on Instagram @themusclemaven and we will share stories and yeah, it's just about expanding your mind and opening you mind and opening your mouth to new experiences.

That came out wrong, but you get what I am talking about. Moving on, because I love giving away free information I want to let you know that as part of a bit of a revamp that Paleo Magazine is doing with their website, they are now offering exclusive online content and articles as well as recipes and a bunch of other stuff that's for free online that is separate from what you're going to get in the magazine. So, if you are a subscriber, you get access to all of this stuff unlimited but even if you aren't there is a ton of free stuff up on the website for anyone to enjoy.

So, you can go get some pretty cool researched based articles, timely stuff, new stuff as well as some awesome recipes. So go to paleomagonline.com and check it out and you can of course subscribe there to the magazine either hardcopy or digital if you want to be really keen. All right, so next week I am interviewing NFL linebacker, Tim Hightower, as he heads into his training camp this season with the New Orleans Saints and we talk about his timeout from football. He

played for years before sustaining a pretty bad injury and how during that time off, he found paleo.

He found some perseverance to get back to training shape after a really bad injury and how eating a certain way combined with some intelligent training and recovery practices, helped him overcome that injury and get back to top shape. So we might also talk about Cheesecake Factory a little bit, so yes that is kind of a fun episode. I hope you listen to it. I hope you enjoy it and have some good feedback for me. As always, thank you for spending time with me today and have a great week.

[OUTRO]

[0:38:52.8] AV: Paleo Magazine Radio is brought to you by the Paleo Media Group and is produced by We Edit Podcasts. Our show music features the song *Light It Up*, by Morgan Heritage and Jo Mersa Marley, and on behalf of everyone at Paleo Magazine, thank you for listening.

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