

# Bugs For Breakfast at Danhostel



## Our Friends

Engaging guests



## Summary

Danhostel would like to make a difference regarding the environment, climate and natural resources. The world continues to face major challenges, which include issues with the environment, climate change and misuse of natural resources. By 2050 it is estimated that more than 800 million will lack enough food and that over 1 billion people will be without clean drinking water (Source: Technological Institute). It is against this backdrop that three Danhostels have chosen to introduce a selection of dishes prepared with insects.

## Objectives

At Danhostel, we are interested in making a difference regarding the environment, climate and use of natural resources. We hope that we can inspire others to do the same and share in renewing the debate on these issues.

## HI Association

**Danhostel – Danish HI Hostels**

## Hostels involved

**Copenhagen City,  
Copenhagen Amager,  
Copenhagen Bellahøj**

## SDG Contribution



## Economic

Value for guests

## Social

Alternative consumption

## Environmental

Sustainable eating

Reduced water and energy



## Methodology

### Which steps did you follow to implement this initiative?

- Marketing meeting with the hosts of the 3 participating hostels about sustainability
- Discussion of seminar with the Buglady (a professional in nutrition and health)
- Working relationship developed between Danhostel and the Buglady
- Contact was then made with Danhostel's Main Office for assistance with marketing
- Staff at the three hostels were informed of the project after permission was granted by the Main Office
- Cooking course held by the Buglady for the marketing department, hosts and kitchen staff to show how to make the insect dishes
- Bug pins and signs were made and an invitation was sent to the TV press at the premier giving them exclusive rights to the project
- Press release was sent to the media by Danhostel. Articles were posted on our websites, Facebook pages and HI's Workplace. Other hostels were then alerted so they could respond to the press regarding the project

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### Moving towards more sustainable eating

*"We've always placed a lot of importance on sustainability. Insects for breakfast is a good initiative, and now we're going to find out if it hits the spot with the public and whether we can extend it to more hostels," Ole Andersen, the chief executive of Danhostel, told TV2 Lorry.*



Referring to the specific project, Nina Askov added: *"We've said for a long time that we should eat insects because it is good for the environment, climate and animal welfare. Now we are moving on from talking and writing about insects to using them in our everyday life."*

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### Why should we as consumers and businesses focus on the use of insects in our cooking? Insects are called "superfoods" because:

- The protein content is the same as meat and fish
- They contain essential fatty acids, Omega 3 and 6
- They contain a large quantity of fibre
- They contain minerals such as calcium, zinc, iron, potassium
- They contain B12 vitamin

**The four dishes included in the breakfast buffet at the three Danhostels are:**

- Super muffins with apple-apricot-almond and lesser mealworms
- Crispbread prepared with mealworm flour
- Baked wax moth larvae
- Chapulines - Mexican grasshoppers prepared with, for example, lime

[The three Danhostels](#) will purchase frozen insects from two suppliers who are approved by the Danish Veterinary and Food Administration. They are:

- Kalu A / S imports grasshoppers, mealworms, wax moth larvae and lesser mealworms from farms in Belgium.
- Dininsektbutik.dk imports insect flour and freeze-dried insects, crickets, mealworms, lesser mealworms and grasshoppers.

**Fancy some? Check out the [recipes](#).**



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**Would like to know more about this initiative?**

**Contact: [Georgette Myler, Content Manager](#)**

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## Technical details

**Duration of the activity:** Ongoing

**Frequency:** Daily

**Reach:** Local/Regional/National/International

### Target audience:

- HI Members
- Guests
- General Public
- Staff
- Differently abled people
- Children
- Families
- Other - Write In: School classes

**Partners involved:** Buglady.dk; Kalu A/S;  
Dininsektbutik.dk

### What are the environmental impacts of the project?

- Kg of CO2 emissions saved: Significantly lower (>100) production of CO2 emissions and ammonia as result of cattle and pig production
- Estimated amount of water saved: Low water use (>1000x) and energy for production
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### How is the activity funded?

- % by the NA: 5%
- % by the hostel: 95%

### Communication plan:

#### How did you communicate this initiative to find participants?

- NA eNewsletter
- Posters in the hostel
- Press release
- Partners
- Web page
- Email to members
- Social media
- Hostel staff promoting among guests
- Information given when check in the hostel

#### How did you communicate this initiative to your members/stakeholders?

- eNewsletter
- Email
- Press release
- Social media

**Risks:** Allergies. Guests who are allergic to shellfish may also be allergic to insects.

**Partners' satisfaction:** 100%

**Participants' satisfaction:** 100%

**Hostel/Association's satisfaction with the activity:** 100%



