

THE ROLE OF CONSUMER KNOWLEDGE AND ATTITUDES IN THE ADOPTION OF INSECT-FED POULTRY

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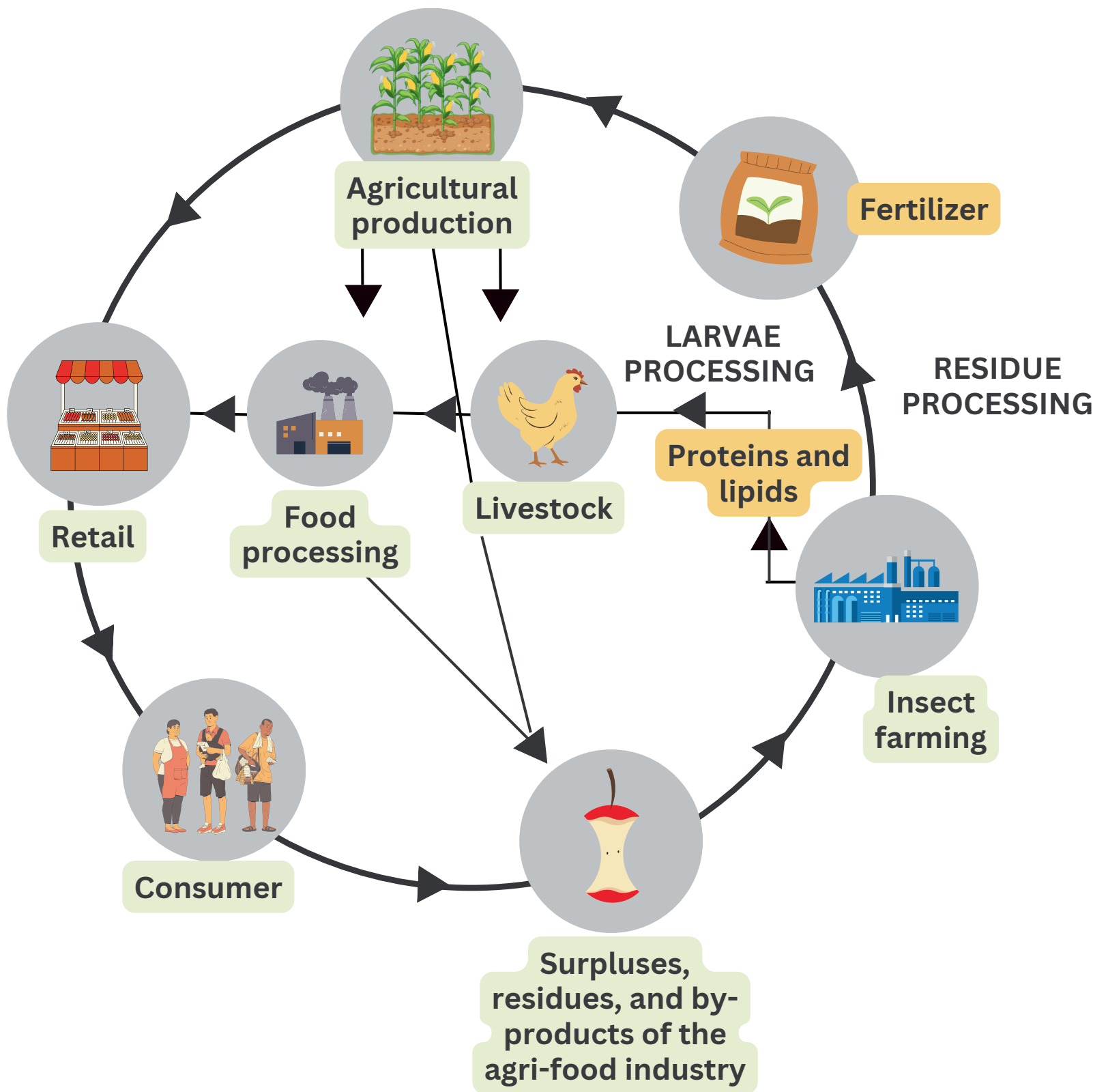
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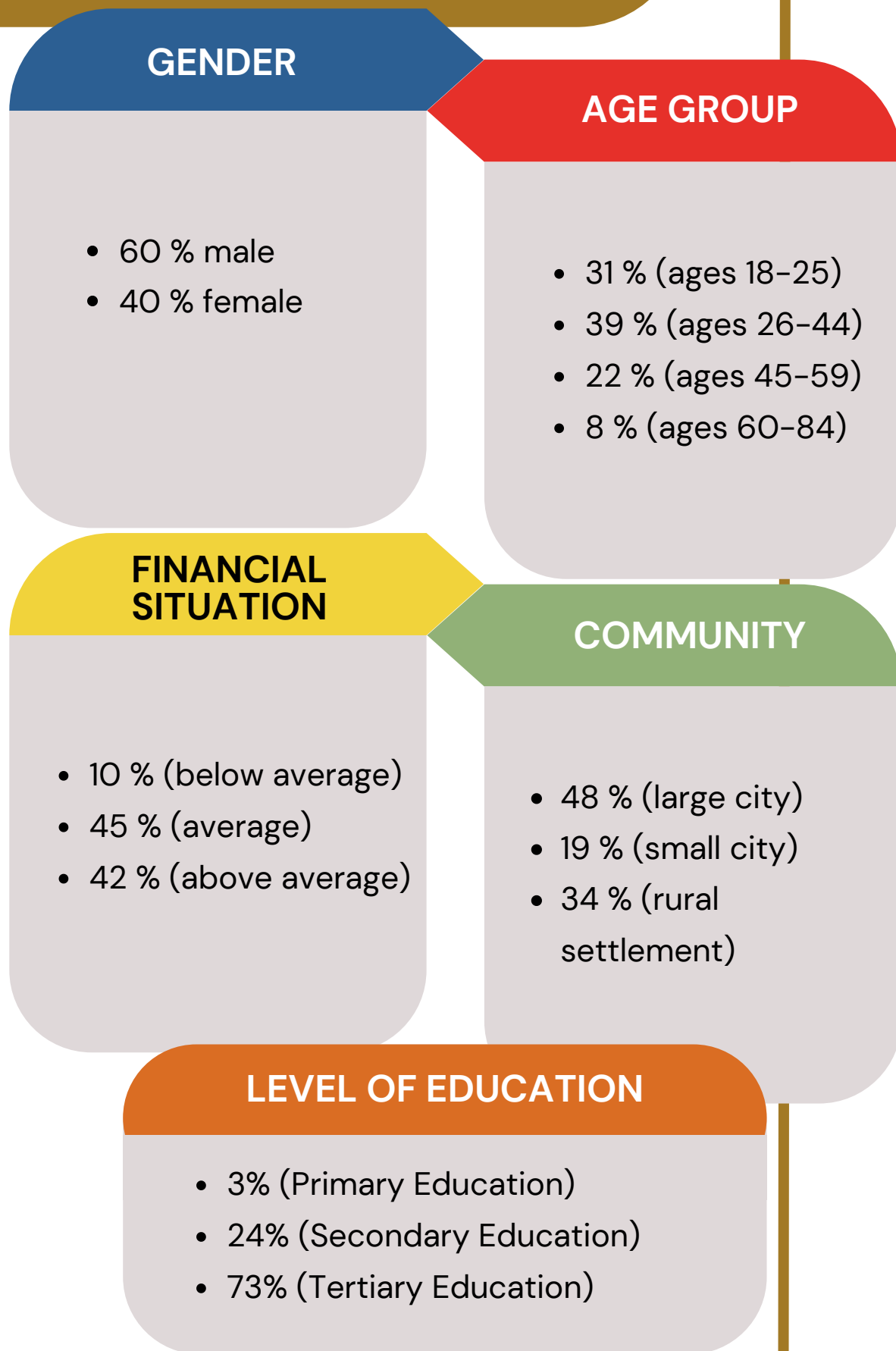
INTRODUCTION

The growing global population and food security challenges drive the search for alternatives to traditional feeds like soybean meal and fishmeal. Insects, particularly black soldier flies (*Hermetia illucens*), offer a sustainable solution by converting organic waste into high-quality proteins and lipids. Despite their environmental and nutritional benefits, the adoption of insect-based feed faces barriers, including consumer acceptance. This study examines Slovenian consumers' perceptions of insect-based feed and factors influencing their acceptance.



SAMPLE & METHODS

- Online survey in 1ka platform.
- The questionnaire developed based on insights from existing literature and pre-tested with a small pilot group to ensure clarity and reliability.
- Participants were recruited through online channels, targeting Slovenian consumers aged 18 and older.
- 773 fully completed surveys** were collected, providing a substantial dataset, although the sample may not fully represent the broader population.



Descriptive analysis, frequency distributions, and inferential statistics were performed using SPSS.



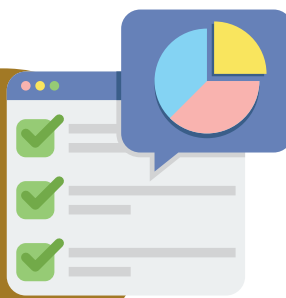
CONCLUSION

To enhance consumer acceptance of insect-based poultry feed, it's crucial to focus on:

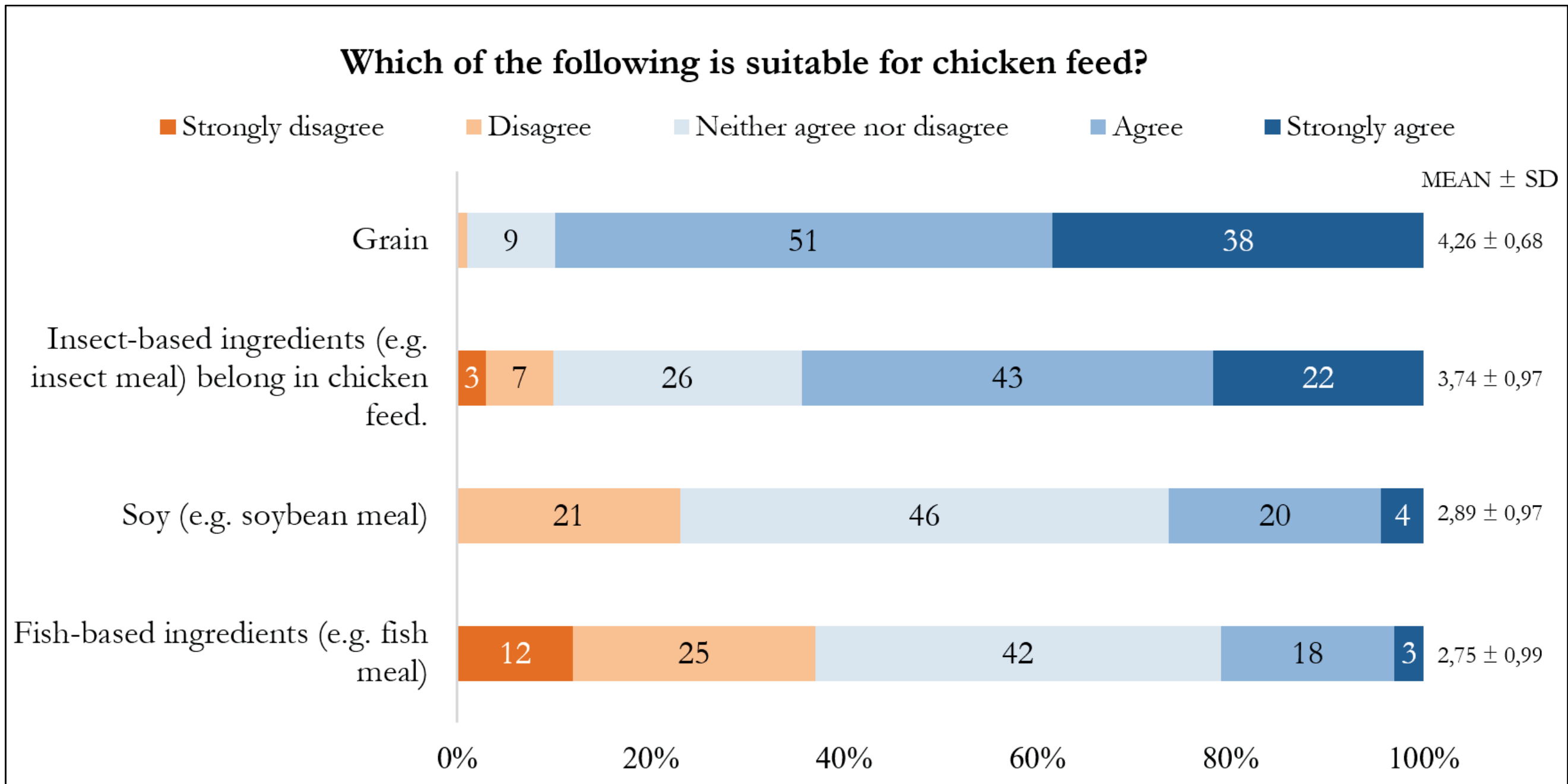
- Addressing Safety Concerns:** Build trust with clear safety standards and risk management.
- Raising Awareness and Knowledge:** Educate consumers on the feed practices and benefits of insect-based feed.
- Targeting Messaging:** Focus on younger, more educated consumers.

Implementing these strategies can drive positive change and increase acceptance of sustainable feed solutions like insects.

RESULTS & DISCUSSION



A. Respondents' level of agreement on the inclusion of various ingredients in chicken feed, based on Likert scale responses



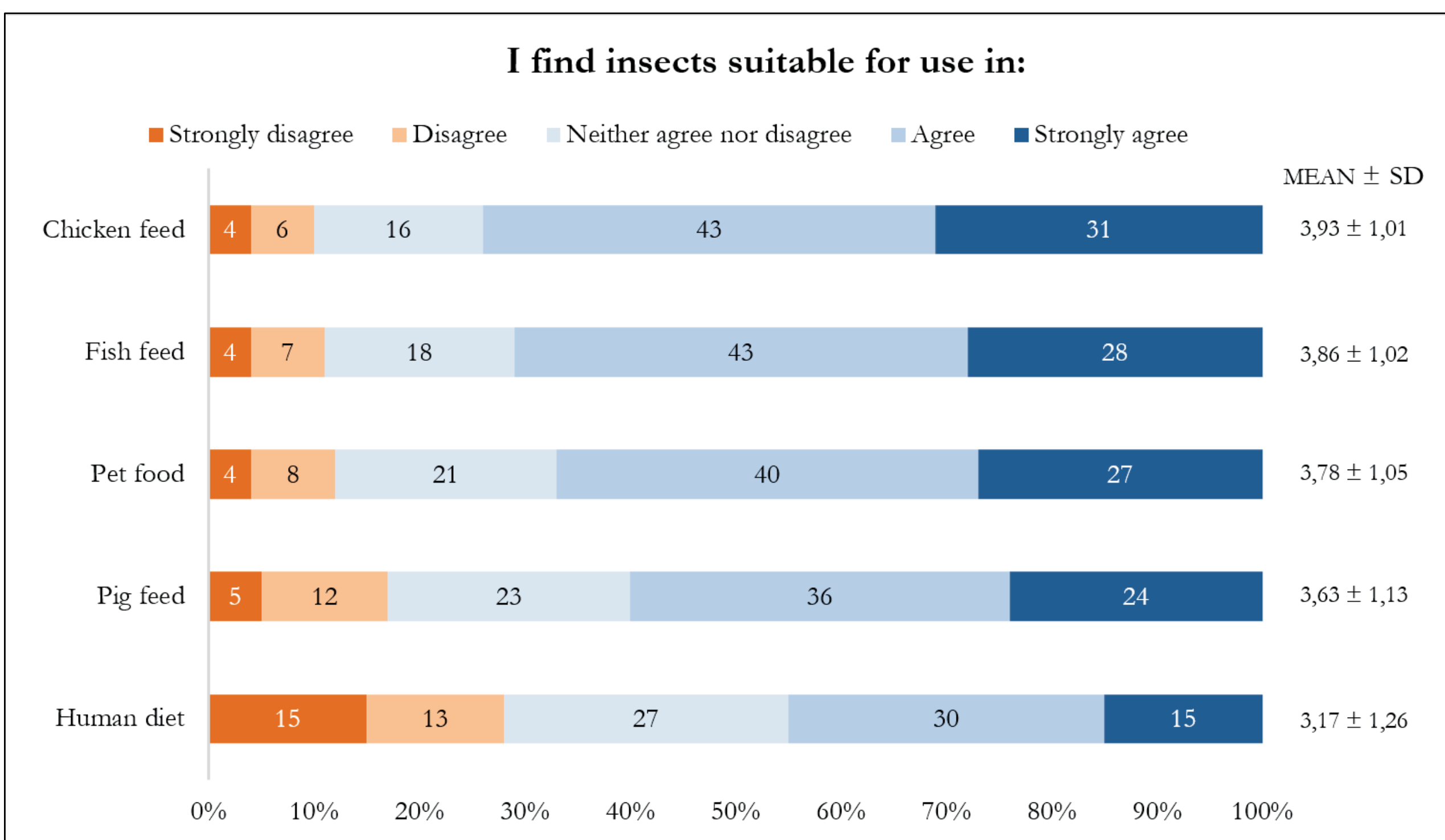
High approval for insects, low for soy

- Only 21% viewed soy as appropriate, which may reflect **health concerns, environmental impact worries, or a lack of knowledge** about its widespread use in animal feed.

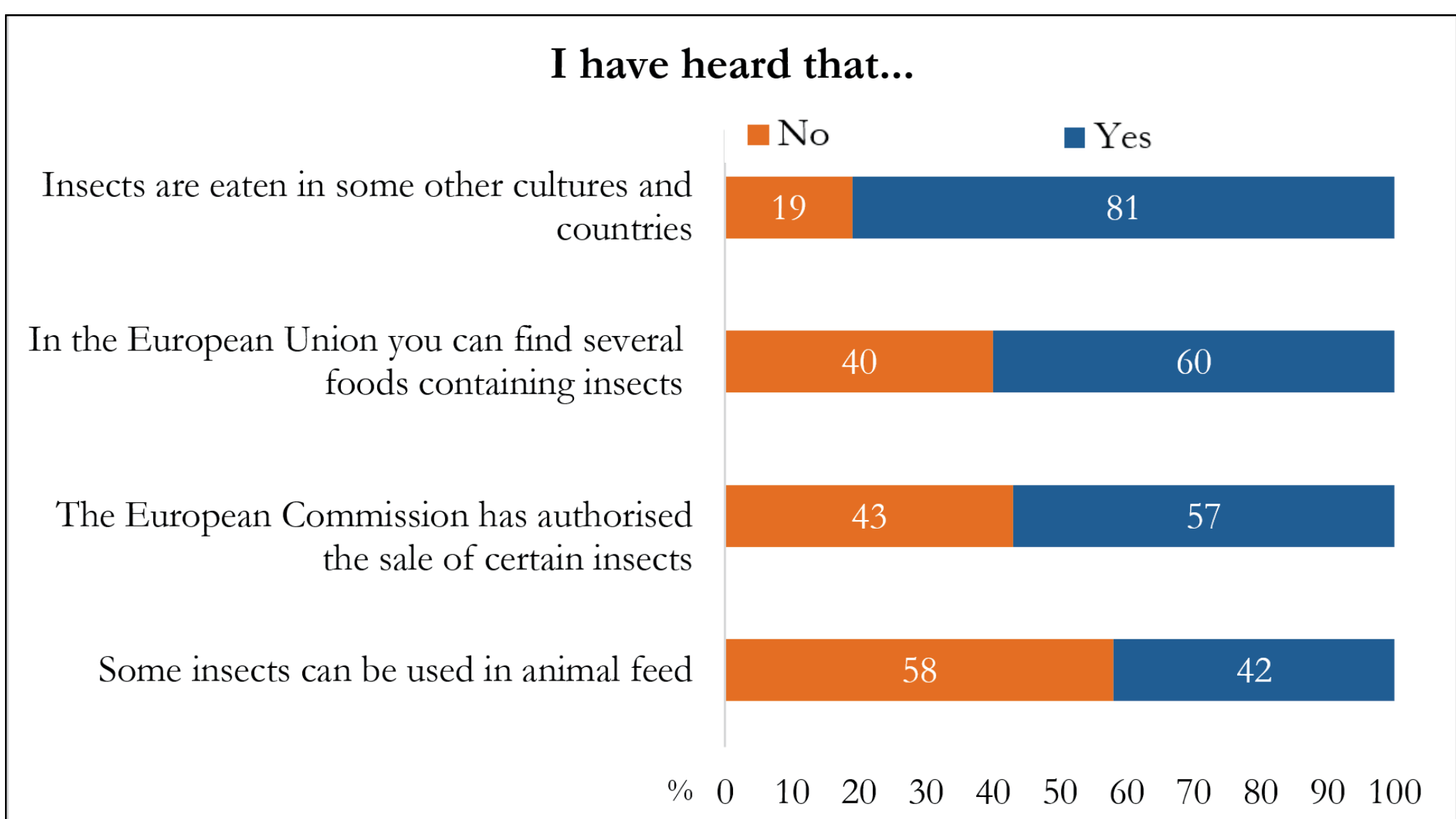
Positive Perception of Insects for Animal Feed

- A majority of participants (**60–74%**) see insects as suitable for feeding **chickens, fish, pets, and pigs**.
- 45%** also consider insects appropriate for **human consumption**.

B. Respondents' opinions on the use of insects in animal feed, pet food, and the human diet, based on Likert scale responses



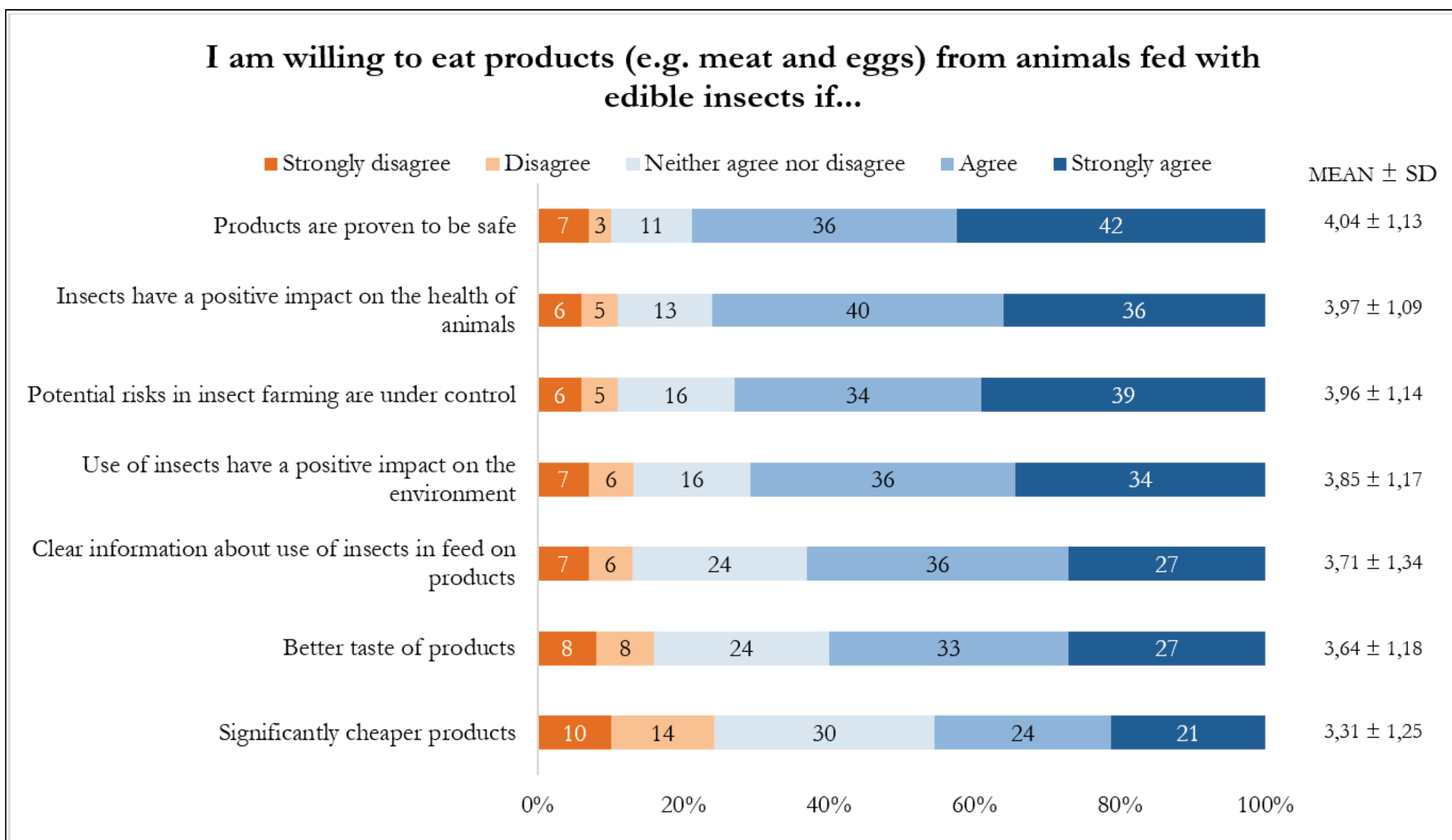
C. Respondents' knowledge of edible insects.



Knowledge Gap

- 60%** know about the EU's authorization of edible insects, only **42%** are aware they can be used in animal feed.

D. Respondents' willingness to consume products from animals fed with insects under various conditions, based on Likert scale responses.



Awareness and Familiarity

- 92%** of respondents are familiar with edible insects, **24%** have tried them before.
- Male, younger and more educated** participants showed significantly stronger support for using insects in chicken feed.



INSECT-IMP



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