Why not eat Insects?

Speaker Marcel Dicke gave a speech about introducing insects into our diet and it was filmed by TED Global on July 2010 in front of a live audience of roughly sixty people. He had a high number of people in the audience that had already eaten bugs but his audiences were the ones that had not experienced this delicacy and the rest of America whose mind sets are against consuming insects. Dicke uses different types of rhetorical appeals to get his point across the audience such as ethos, pathos and logos. Using pathos, the speaker tries to be funny in several occasions to get a positive feedback from the audience group. Dicke shows pictures of him eating insects to add to his creditability for ethos and uses a lot of facts of why it’s a good idea to consider insects in our diet for logos.

They are more than six million different animal species in this world, 80% of animals walk on six legs or more. Insects contribute roughly 57 billion dollars each year by helping us: pollinate our food, regulate pest, remove dung and feed the animals we eat. Most of the population of this world already eats insects, about 80% of the world’s population to be exact. They are more than 1,000 species of insects that people consume around the world, from grasshoppers, scorpions, caterpillars and worms. In America being an entomaphage is considered a social taboo. Our American society looks at insects as disgusting, slimy and gross.
Marcel Dicke tries to convey that insects are good and not that bad as we might think. Giving powerful arguments of why it’s a beneficial to eat insects.

As Dicke presents his ethos arguments, he shows the audience a series of pictures illustrating him and other people eating insects to boost his credibility. He states that he has gone to a restaurant in Lijiang, China where insects were the main focus. “Just like a fish restaurant where you can select what type of fish you want to eat, you can choose which insect you want to eat and they prepare it in a wonder way” (Dicke 3:06). Then you see a picture of him eating a plate of food that would you see in a three star restaurant filled with caterpillars, locus and bees. At the end of speech, Dicke brings about a serious of desserts; cake popsicles covered in chocolate and dipped in worms, a type of flan topped with whip cream and decorated with a grasshopper, three-layer strawberry cake bites with a grasshopper on the top, and some pudding cubes with caramel and drizzled with worms. A video is played to the audience where it shows a group of entrepreneurs from the Netherlands whose business is to grow insects for restaurants and a Dutch chocolate maker making desserts out of the insects. Bruno Guissani is asked from the audience to come to the stage, grabs a cake pop and eats it in front of the audience. “It’s all protein. That’s exactly the one you saw in the video and it looks delicious.” (Dicke 16:16). With live a demonstration and pictures of various people eating insects, to include the speaker, Dicke shows that he is not the only that is doing this but the majority or the world is and backs up his main point of why not have insects in our diets.

Throughout Dicke’s speech, he uses pathos to lighten the mood by being funny. Dicke gives four powerful arguments about why we should change our mindset and gives the insect a point after every argument. His arguments consist of human health, conversion factor, environment and food value, giving the insects one point for each winning argument. “So that’s
four points for insects” (Dicke 11:11). Giving insects a point for each winning argument and you can tell he is reaching out to the audience since they laugh every time Dicke gives the insects a winning point. Did you know that we eat an average of 500 grams per year of insects in our processed foods? “I predict that later this year, you’ll get them in the supermarkets not visible but in animal protein in the food. And maybe by 2020, you’ll buy them just knowing that this is an insect that you’re going to eat” (Dicke 14:00).

Logos has always been a useful tool for speakers and writers, as Dicke gives his audience numerous facts of the good attributes about insects. Dicke focus on four main points in his speech. The Food and Agriculture Organization of the United Nations projected that by the year 2050, our world population would sky rocket to 9 billion from 6.7 billion of today. They made an estimate that we would need to produce 70% percent more food by 2050 to feed the additional 2.3 billion people. “How are we going to feed this world” (Dicke 6:40)? As Dicke talks about the oncoming threat of over population, he starts to focus on his four arguments. Human Health is always going to be a concern for us and as Dicke explains that because we are so closely related to pigs that our diseases can combine with theirs and create a new virus. “This has happen in the Netherlands in the early 1990’s during the classical swine fever outbreak” (Dicke 9:03). Livestock can be harmful to the environment as we all know that cows release a lot of carbon monoxide and other greenhouse gasses into the atmosphere. One of the speaker’s arguments is that insect produce less manure. “If you produce insects, you have less manure per kg of meat you produce” (Dicke 10:10). Finally, the quality of insect meat is compared with livestock meat just in case anyone had any doubts. “And in terms or proteins, fats, or vitamins, it’s very good” (Dicke 10:50). These are only a few examples of logos the speaker uses in his speech.
The audience in the video responds very well to Marcel Dicke’s as he uses ethos, pathos and logos to convince or have the audience consider insects in their diet. Insects are thought as a delicacy in many countries and about 80% of the world’s population already eats insects. Let’s us not be afraid of something just because it’s different. We should try to change our mindsets a bit, not letting a taboo that was created by our society to hold us down in experiencing something great and beneficial to our survival and as the speaker states, “Without insects, we would not be in this room” (Dicke 13:28).
Works Cited