

2019-2020 Assistant Professor Excellence Speaker Series

*From “Ew” to “Wow”,
the gateway bug to edible insect consumption*

Dr. Tiffany S. Legendre

Conrad N. Hilton

College of Hotel & Restaurant Management

Wednesday, September 25, 2019

12:15 p.m. - 1:15 p.m.

M.D. Anderson Library

Room 306

(Light lunch will be served.)

The world cannot support current food production techniques, especially animal proteins and their detrimental effect on long term sustainability issues such as greenhouse gas emissions, water use, land use, and feed requirements. The United Nations (U.N.) finds the key answer lies in human consumption of edible insects. They are a sustainable, nutritious, and cost-effective food source already consumed across the globe. However, the question of how to encourage Westerners to eat insects as a sustainable long-term food source remains perplexing. While research in food science has examined edible insects from a sustainability, production, and health standpoint, it has neglected to examine customer psychology and business initiatives that can break the barrier to edible insect consumption. Dr. Legendre has done significant research in this area with the hope that she can see more consumers embrace edible insect-based food. She will showcase three of her recent publications and explain how to make edible insects more appealing to Western consumers, particularly what collaborative efforts are necessary for edible insect food businesses to be considered “cool”.

SPEAKER BIO: Tiffany S. Legendre, Ph.D., is an Assistant Professor in the Conrad N. Hilton College of Hotel & Restaurant Management at the University of Houston. Her research focuses on branding and sustainability, particularly on the use of edible insects as an alternative protein source. She has a wide range of industry experiences including hotels, restaurants, and consulting firms. She is currently the head of global academic research and foreign public relations at the Korean Edible Insect Laboratory (KEIL) and Papillon’s Kitchen, Seoul Korea. Her teaching concentrates on food and beverage management, innovative food management and sustainability, and research methods.

The Assistant Professor Excellence Lecture Series (APeX) is intended to showcase the breadth and depth of groundbreaking research, scholarship, and creative activity being undertaken by UH early career faculty across disciplines, as well as to offer opportunities for cross-disciplinary networking.



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