**Abstract of elevator pitch by Karin Andersson**

**Play with your mind: Save the planet**

Global warming is an expression that many people are aware of nowadays. Our planet is about to go through big changes in the years to come and this is primary a result of the human lifestyle. To prevent the big catastrophe and slow down the process we are constantly told by media to minimize the use of fossil fuels because it is the biggest reason to the environmentally instability. Thou this is true and a very important commitment there is still one thing destroying our planet, namely cows. Recent studies show that cows contribute to up to 30% of the greenhouse gas emissions, 2800 grams of gases per 1 kg produced cow to be more specific. These emissions are released when the cows shew their food, farts and poops. Other environmentally disadvantages with cows is that to produce 1 kg cow meat it is needed 10 kg of plant-based food and 300 m2 of land area which contributes to demolishing of large areas of the worlds forests. So is there something we can do about this big environmental problem but still get the same amount of nutrition and protein as we get from meat? To begin with the human being, homo sapiens, is originally an herbivore and our bodies isn’t even made for eating meat. Nevertheless, we have become used to get the protein and nutrition in our food and in order to exclude meat from our diet we would have to come up with a substitute for protein in other nourishments. Something that we actually originally are made to eat, besides vegetables, are insects. One insect that is very similar to the cow’s nutrition and protein content is crickets. In comparison to the cow industry, the production of crickets is very friendly to the environment. To produce 1 kg crickets 2 kg plant-based food is needed, 30 m2 of land area and it only emits 20 grams of greenhouse gases. Thou this sounds like a great deal, the biggest problem with insects as a provision is the mental approach from people. Most people find it disgusting and unappealing, but if this could be a solution to stop the global warming it could be worth to play with your mind: and *save the planet*.