Table 1: Interviewees: Background Details

	Sex	**Age range (average)**	**Farming background**	**Higher education**	**Entomology qualification**	**Employment status**
EU (n=11)	M = 9 F = 2	27-61 yrs = 39 yrs	Yes = 3 No = 8	Degree = 10 Masters = 9 PhD = 4	Yes = 3 No = 8	Full time = 8 Part time = 1 Self emp = 2 Insect work = 10
NA (n=6)	M = 5 F =1	33-48yrs = 38 yrs	Yes = 0 No = 6	Degree = 6 Masters = 1 PhD = 0	Yes = 1 No = 5	Full time = 5 Self emp = 1 Insect work = 6

Table 2: Interviewees: Food and Lifestyle Interests

	Current Diet	**Eat insects travel**	**Eat insects home**	**'Foodie'**	**Top 5 social \ environmental concerns[1]**	**Top 5 hobby pursuits[2]**
EU (n = 11)	Eat meat = 8 Vegetarian = 2 Vegan = 1	Yes = 8 No = 3	Yes = 8 No = 3	Yes = 6 No = 5	Recycle waste (11) Sustainability (11) Ecological (10) Conservation (10) Environmental (9)	Gardening (5) Grow veg (5) Amateur naturalist (4) Hunting/shooting (4) Hobby livestock (4)
NA (n = 5) (*=1)[3]	Eat meat = 5	Yes = 4 No = 1	Yes = 4 No = 1	Yes = 2 No = 3	Recycle waste (5) Local food (5) Sustainability (4) Conservation (4) Healthy lifestyle (4)	Ecotourism (4) Gardening (3) Amateur naturalist (3) Volunteer abroad (3) Grow veg (2)

Table 3: Rearing Insects: Time, Reasons and Species

	Time rearing insects?	**Reason(s) for rearing insects?**	**Time rearing edible insects?**	**Species of edible insect(s) reared?[4]**
EU (n= 11)	None - 1 yr = 1 Over 1 yr – 2 yrs = 3 Over 2 yrs – 4 yrs = 3 Over 4 yrs – 6 yrs = 1 25-30 years = 3	Fish bait = 2 Feed exotic pets = 6 Supply pet shops = 4 Supply zoos = 2 Personal consumption = 5 Supply food sector = 3 Design technology = 4 Profit = 5 Academic research = 1 Food ecosystem = 1 Pets = 1	1 week - 1 yr = 1 Over 1 yr – 2 yrs = 3 Over 2 yrs – 4 yrs = 2	Black soldier fly = 1 Crickets = 4 Mealworms = 4
NA (n = 6)	None[5] - 1 yr = 2 Over 1 yr – 2 yrs = 1 Over 2 yrs – 4 yrs = 3	Fish bait = 1 Feed exotic pets = 1 Supply pet shops = 1 Supply zoos = 2 Personal consumption = 1 Supply food sector = 5 Design technology = 2 Profit = 3	1 week - 1 yr = 1 Over 1 yr – 2 yrs = 1 Over 2 yrs – 4 yrs = 3	Caterpillar = 1 Crickets = 5 Mealworms = 2 Wax worms = 2

Table 4: Overview of Productive Contexts, Experiences and Scales of Rearing Insects[6]

	Productive context Personal **(p)** Commercial business **(c)** Academic **(a)** **Role in above contexts** Founder (f) Director (d) Manager (mg) Business partner (bp) Advisory (ad) Research (r) Design (d) Public outreach (ed)	**Hands on insect rearing** Previously (pr) Currently (cu) Less so now (ln) About to (at)	**Feeder insects** (e.g. exotic pets, zoos)	**Food insects** (e.g. people)	**Feed insects** (e.g. farm animals, recycle waste)	**Other insect use** (e.g. public outreach, pets)	**Number of people involved**[7] a = 1-2 b = 3-5 c = 6-10 d = over 10 ? = unclear
1[8]	**(c)** f; **(a)** r	Yes (cu)	Yes	Yes	No	No	b
2	**(c)** f; **(a)** r/ed	Yes (pr/ln)	Yes	No*[9]	No	Yes	b/c
3	**(c)** mg	Yes (cu)	Yes	No*	No	No	d
4	**(c)** f	Yes (pr/ln)	Yes	No	Yes	No	b
5	**(p)**; **(a)** r	Yes (cu)	Yes	Yes	Yes	No	a
6	**(p)**; **(c)** ad/d	Yes (cu)	No	Yes	No	No	a; ?
7	**(c)**; **(a)** r	Yes (cu)	Yes	No*	No	No	d
8	**(c)** f	Yes (cu)	No	Yes	No	No	a
9	**(c)** f/d	Yes (pr/ln)	Yes	No*	No	No	d
10	**(p)**; **(c)** f/d; **(a)** r	Yes (cu)	No	Yes	Yes	No	a; c
11	**(p)**	Yes (cu)	No	Yes	No	Yes	a
12	**(c)** bp/ed	Yes (cu)	Yes	Yes	No	Yes	a
13	**(c)** f/ed	Yes (pr/ln)	Yes	Yes	No	Yes	a
14	**(c)** f/ad	Yes (pr)	No	Yes	No	No	c
15	**(c)** f/d/ad	Yes (pr/ln)	Yes	Yes	No	No	c
16	**(p)**; **(c)** f/ad	Yes (pr)	No	Yes	Yes	No	a; d
17	**(p)**	No (at)	No	No	No	No	a

Table 5: Interviewees: Perception of Insects and Insect Roles

	Perception of insects	**Insect farmer?**	**Entrepreneur?**	**Promote entomophagy?**
EU (n = 11)	Pets = 0 Working animals = 5 Commodities = 4 Sentient beings = 4 Food = 1	Yes = 9 No = 2	Yes = 6 No = 5	Yes = 8 No = 3
NA (n = 6) * no response	Pets = 0 Working animals = 3 Commodities = 3 Sentient beings = 2 'My children' = 1 * =1	Yes = 4 No = 1 * = 1	Yes = 5 * = 1	Yes = 5 No = 1

[1] Each issue (n=11) was rated in terms of personal importance (i.e. 0 = not at all to 5 = extremely important). Issues rated 4 and 5 were combined and how many prioritized that issue is in brackets.

[2] People doing this activity listed in brackets.

[3] * One contact did not complete survey.

[4] Some rear multiple species and non-human grade edible insects have been omitted.

[5] One contact reared insects for 1 month in completed profile. It transpired during their interview they would start the next day. As a would-be insect rearer they remain relevant.

[6] Some contacts are in the same context.

[7] Numbers refer to personal **(p)** and commercial **(c)** contexts.

[8] To maximise anonymization contacts have not been listed under EU or NA.

[9] *Denotes those farming edible insects but not to food-grade (i.e. feeders). Such contacts may transition into food sector.