

Beating Cravings Naturally: The Rise of Eco-Friendly Proteins

Eco-friendly proteins like cricket powder offer a natural way to curb cravings, build muscle, and support sustainable, clean nutrition.

AUSTRALIA, April 29, 2025

/EINPresswire.com/ -- As the world embraces healthier living and sustainable choices, a new frontier in nutrition is taking centre stage: eco-friendly proteins. Leading this movement is an unexpected but powerful ally — cricket protein — offering a natural way to beat cravings, maintain muscle, and nourish the body, all while protecting the planet.

With the rise of popular appetite-suppressing medications like Ozempic, health experts are warning that focusing solely on weight loss

overlooks a critical factor: muscle preservation. "Rapid weight loss without attention to protein intake can lead to significant muscle loss, which negatively impacts metabolism and long-term health," says Dr. Jamie Kane, Director of Northwell Health's Centre for Weight Management.

This growing awareness has ignited interest in high-quality, sustainable proteins. Cricket protein, in particular, has captured attention for its superior nutrition profile. According to Dr. Aaron T. Dossey, biochemist and founder of All Things Bugs, "Cricket protein contains all nine essential amino acids and is rich in iron, vitamin B12, and fibre, making it a highly nutritious and sustainable food source."

Research backs this up. Studies from *Frontiers in Nutrition* (2021) and *Nutrients* (2022) show that cricket protein not only matches beef in complete amino acid quality but also offers easier digestibility and natural prebiotics that support gut health.



Hoppa Cricket Protein Powder

But the benefits don't stop at human health. "Edible insects are extremely efficient at converting feed into protein, requiring less land and water than traditional livestock, and emitting fewer greenhouse gases," reports the Food and Agriculture Organisation of the United Nations (FAO). Compared to beef, crickets require 12x less feed, 15x less land, and 2,000x less water to produce the same amount of protein.

One Australian brand helping to mainstream this solution is [Hoppa](#), known for its innovative range of [cricket-powered protein powders](#) and [snack bars](#). Each Hoppa product delivers over 60% protein content, a full amino acid profile, gut-friendly prebiotics, and key nutrients like vitamin B12 — all without added sugars, dairy, or common allergens.

For those coming off Ozempic or seeking to manage cravings naturally, proteins like those found in Hoppa products offer a distinct advantage.

"High-protein diets, particularly those with complete proteins, have been shown to increase satiety hormones and help regulate appetite effectively," according to the Harvard T.H. Chan School of Public Health.

Consumers today are increasingly looking beyond calorie counts toward sustainable, long-term health solutions. Eco-proteins, especially cricket protein, offer a unique opportunity: better health, stronger bodies, fewer cravings, and a lighter impact on the Earth.

As clean eating, muscle maintenance, and climate-conscious choices take centre stage, one thing is clear: the future of nutrition is sustainable, complete, and surprisingly powerful.

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Hoppa Cricket Protein Energy Bars

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