

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 CONCLUSION**

The development of Sunflower Yogurt Pudding and Vla from Sunflower Milk demonstrates the versatility and nutritional value of sunflower seeds as an alternative to traditional dairy products. By leveraging the nutrient-rich composition of sunflower seeds, including proteins, unsaturated fats, and vitamins, alongside the probiotic benefits of yogurt, this product offers a wholesome solution for consumers with dietary restrictions or preferences for plant-based foods. The product caters to diverse consumer groups, such as those who are lactose intolerant, adhere to vegan lifestyles, or prioritize healthy eating. Through innovative fermentation techniques and the use of sunflower milk, the product achieves a creamy texture and tangy flavor while preserving the essential nutrients of sunflower seeds. This innovation aligns with the rising demand for sustainable and plant-based alternatives, contributing to economic value and environmental sustainability. Additionally, the product's extended shelf life and thoughtful packaging design enhance its safety, quality, and convenience for consumers.

#### **5.2 Suggestions**

To Further enhance the potential of Sunflower Yogurt Pudding and Vla from Sunflower Milk, several recommendations can be made. First, product development efforts should focus on diversifying flavors and textures to attract a broader consumer base and incorporating functional ingredients, such as chia seeds, fruits, or fortified nutrients, to enhance health benefits. Second, market expansion strategies should emphasize targeted campaigns that highlight the product's health benefits, sustainability, and compatibility with plant-based diets, alongside collaborations with health-focused retailers and vegan communities to build brand visibility. Third, process optimization is necessary to improve production efficiency, particularly in fermentation and packaging, while exploring

cost-effective and sustainable packaging materials to reduce environmental impact. Fourth, consumer engagement initiatives, such as surveys, focus groups, and educational sessions on the nutritional benefits of sunflower-based products, can strengthen consumer relationships and trust. Finally, sustainability initiatives should include sourcing organic and sustainably grown sunflower seeds and promoting the environmental benefits of plant-based diets compared to traditional dairy products. By addressing these suggestions, the innovation of Sunflower Yogurt Pudding and Vla from Sunflower Milk can achieve greater sustainability, marketability, and consumer acceptance. To enhance the texture and appearance of the Sunflower Yoghurt Pudding, it is recommended to filter the mixture after combining the pudding and yoghurt. This step will help remove any coagulated particles or grainy residues, resulting in a smoother consistency and a more visually appealing final product. Implementing this filtration process can improve both the sensory experience and the overall presentation of the pudding.