

CHAPTER 1

INTRODUCTION

1.1 Background

Health Benefits of cassava leaves haven't been popular in Indonesia although it has been popular through the world, and it's very tempting cuisine. The existence of Vitamin A and B1 as well as essential amino acids making cassava very valuable in the world of health. Importance of cassava fruits in human diet is well recognized . it contain a load of fiber, Magnesium, Vitamin C, and Gluten – Free. Even the cassava leaves have totally different contains from the fruit, Cassava leaves are very low on calories, its better than the cassava fruits because the fruits contain twice calories than potatoes. That's makes the leaves are better option for diet. However, not a little people refuse to eat the cassava leaves because not familiar eating it.

To overcome the problems above, we present a new innovation to help people that want to eat jerky but vegetarian or prohibited by religion, it is "Cassava Leaves Jerky" ,Cassava leaves contain Fiber, Vitamin A, Vitamin B1, Carbohydrate, essential Amino Acids, and Protein. Cassava leaves Helps body metabolism from the Vitamin B1 and protein, the content of various proteins and essential amino acids in cassava leaves help to contribute useful energy for the body. Essential amino acids is one important source cells regeneration, amino acids are protein that can help in the growth of damaged cells and provide updates to body's cell to keep functioning normally. It can cure diarrhea, and threatment for rheumatic as well.

In this product , we try to merge the benefit of Cassava Leaves and the curiosity of people who never eat any Jerky. In addition to being a snack, jerky are also good for fillings in any sandwich.

1.2 Objective

The purpose of making “Cassava leaves Jerky“ :

1. Presenting a new kind of jerky.
2. Our product will be served without, artificial taste, high fibre content and hygienically packed, so it can be compete in food industry in indonesia.
3. To give a creative solution for people likes snack but on diet.
4. Promoting Cassava Leaves so it will be well known in Indonesia.
5. Encourage development of culinary industry to produce a healthy food with profitable bussines prospects.