

CHAPTER I

INTRODUCTION

1.1. Background

Consuming food is essential to any living beings in order to supply nutrition to the body to keep the metabolism going. In the past, food is just a necessary things to fulfil hunger, so, as long as the person is hungry, it is fine to consume just anything edible. But as the economic and science growing, so the trend of food is too. Food become a lifestyle, a way for people to be healthier, to live a longer live. So, there comes the trend of healthy food.

One of the diet is vegetarian diet that roughly means a person doesn't consume any animal products. In order to fill their craving on meat, vegan usually consume soy products, such as tofu or tempeh, which textured like meat. But the fact that 90% of soy are genetically modified, makes it dangerous to be eaten continuously. Genetically modified soy are resistant to herbicide which makes farmer use more herbicides, and mostly untested, on the soy plants. The use of uncontrollable herbicide makes it toxic to the environment as well to human body.

On the other hand, broccoli is a very popular vegetables nowadays. It is not necessarily cheap but nutritious and have antioxidant properties. Most only used the floral part and throw away the stalk part. The stalks is as nutritious as the floral, only higher in fibre and lower in beta carotene.

So, in order to satisfy the craving for meat but still healthier and definitely vegan, the writer present "*The Beanstalk Vegie-ball*", that was made of broccoli stalk, cowpea/black eyed peas, and mushroom. It is cheaper than the ordinary (meat/poultry/seafood) Vegie-ball, high in fibre, vitamin, but also contains good amount of protein. Based on the writer's calculation, the vitamin C content in "*The Beanstalk Vegie-ball*" reach 171 mg and the calcium content is 187mg. "*The Beanstalk Vegie-ball*" also free of chemical preservatives, MSG, and definitely healthier than the ordinary Vegie-ball.

1.2.Objective

1. Present a new innovative product, that was made of waste material, broccoli stalk, and unpopular but high in nutrients black eyed bean/ cowpea.
2. Create a vegetarian, high fibre, high minerals, and high vitamin vegetable that is affordable and good in quality.