

CHAPTER I

INTRODUCTION

1.1 Background

Over the past 7 years, the number of vegetarian in this world keep increasing over time, approximately 21.8% of this world population (*Wikipedia,2017*). People choose vegetarian diets for many reasons, including personal preference, health concerns, dislike for meat or other food from animals, or they believe a plant-based diet is healthier. Some adopt a vegetarian lifestyle for ethical reasons. Many vegetarians, for example, avoid meat because they do not want animals killed or harmed. These individuals may object to the treatment of animals raised on industrial farms. Many people make the switch to a vegetarian diet because of the potential health benefits. Vegetarian eating patterns have been associated with improved health outcomes including lower levels of obesity, a reduced risk of heart disease and lower blood pressure. Also, vegetarians tend to consume a lower proportion of calories from fat and fewer overall calories, and more fiber, potassium and vitamin C than non-vegetarians. These characteristics, plus lifestyle factors, may contribute to the health benefits among vegetarians (*anonymous,2016*).

By looking at the number of vegetarian population in this world, the variety of vegetarian food is very needed during this age, this is where “the Veg’s” takes part. We provide a delicious floss made from a banana flower, suitable for vegetarian. Now vegetarian people can have a taste of vegetarian floss similar with the meat floss, because the banana flower itself has a texture similar with a meat. The banana flower also contain a lot of benefits for the one who consume it, for example it contains lots of vitamin and minerals, reduce anxiety, anti-ageing power, lot of antioxidants for cancer, curing infection and a lot more.

1.2 Objective

1. Provides “ready to eat” food for the vegetarian people in a healthy way (no preservatives)
2. Substituting meat role in vegetarian meal, so vegetarian can have a taste of “meat” in their meal.
3. Introducing the benefit of banana flower to common people.
4. Making the product easy to get anytime anywhere. (supermarket)