

RAWISM: Scope & Challenges in Hospitality

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ABSTRACT: Raw foodism or 'rawsim' is preparation, presentation and consumption of raw food. Raw food has been part of our lives since the early times, but has surged popularity in recent years. Adapting to such lifestyle simply promotes eating more real food in their natural state. Its supporters are backed by scientific evidences that consuming raw food is ideal for health and has significant benefits. It has also been proven that cooking food above 40-48°C, destroys the enzymes that aid in digestion of raw food and also reduces its nutritive values.

This research study highlights the scope and challenges of incorporating raw food or 'rawism' not only in the industry of hospitality but also in the daily lives of each and every individual.

I. INTRODUCTION

In an ever-changing world, there are new trends emerging every now and then. Cruising through different ages, one thing that has always been relevant for humans is food. Many trends have emerged in the 21st century and one of very recent ones is 'rawism'. Rawism is the consumption of uncooked fresh fruits, vegetables, nuts, seeds, fish & some dairy products. With the invent of modern machinery facilitating mass productions of food stuffs, the nutritive value of food has diminished and people are slowly realizing this fact. This is major driving force behind rawism.

II. OBJECTIVES

- To highlight the advantages & Disadvantages of consuming raw food
- To understand the importance, scope and challenges of incorporating rawism in the hospitality industry

III. LITERATURE REVIEW

There is lot of research is already done on the Raw Vegan food but only vegan is not really new avenue of culinary industry but neglected definitely from research point of view offcouce in preventive & social medicine dept research must have taken but in hospitality industry it very fresh concept . In rawism, the food is not cooked. This has many advantages as well as host of disadvantages. Let's discuss the advantages. Cooking food causes the death of enzymes which actually aids digestion. Added to that cooking also results in nutritive loss of the food. Some vitamins and minerals in food are lost when it is subjected to heat above 48°C. For example, garlic is very good for health as it is known to protect the body from various types of cancers but when it is cooked, these helpful properties of garlic diminish. On the other hand, there are disadvantages to consuming raw food. First and foremost, raw food might carry certain bacteria, for example, meat. When consumed uncooked, it can result in various gastro-intestinal problems. Food when cooked is fairly easy to digest as it soft and chewy. This can be a problem for children who have less developed digestive tracts and they might find it hard to follow a raw diet.

Perhaps, a fine balance must be maintained when it comes to following a raw food diet when it is clear that most of the food that makes it to the market shelves is highly processed. It is only when that discussion about these trends will be done; more research will go into it. Necessary awareness will help masses to pick a diet that better suits their tastes and needs. While arguing, there are various advantages and disadvantages of consuming raw food:

Advantages

- Eating raw food requires less body's fluid for digestion
- It promotes better hydration for body
- Reduces blood pressure
- Reduces constipation
- Strengthens immune system
- Reduces fatigue
- Improves skin tone
- Reduces the risk of Osteoporosis
- Aids in weight loss
- Reduces risks of heart or cardiovascular disease

What to eat raw?

Soaked or sprouted beans, grains and legumes, dried fruits, raw nut butters, fresh and raw fruits and vegetables, fresh fruit and vegetable juices, milk from young coconut, nut milks, raw nuts and seeds, fermented foods like kimchi and sauerkraut.

Disadvantages

- Increases risks of food borne illnesses
- Infants and elderly with weak digestive system are most vulnerable to food borne illnesses
- Most greens contain toxins when raw
- Reduces nutritive values of food
- If inorganic, may contains chemical pesticides.
- All Raw Food is edible. All raw food is not reliable to provide complete nutrition.
- Since Combination of more than one or two ingredients are difficult so we may not be able to create delicious recipes

What not to eat raw?

- Buckwheat; contains fagopyrin which can trigger photosensitivity and other skin problems.
- Kidney beans; contains phytohaemagglutinin which is toxic
- Alfalfa sprouts; contains toxin called canavanine
- Apricot kernels; which contain amygdaline which contains cyanide
- Milk, eggs, fish, meat; which may contain mycobacteria and can cause non-pulmonary tuberculosis.

The above mentioned advantages can be correlated to scopes, like helping for weight loss, reducing the risk of cardiovascular diseases, reduces blood pressure, but raw food has significant challenges as well. As the nutritive values of raw food add up to its scope but also elates the risk of food borne illnesses due to not being cooked. **What is cooking?** Cooking refers to basically changing the texture, taste, color of the food to make it more appealing and better to digest. There are also various nutrients like proteins, carbohydrates and calcium missing in raw food items and for the intake of balanced diet raw food are not totally reliable. The disadvantages as discussed above are also possible challenges. For example, there are not much raw food dishes as options to choose from for consumers. Raw food dishes are not appealing for consumption and hence processing raw food plays a significant role to make it appealing. For entrepreneurs, raw food is a possible scope for business, but only if they come up with innovations to provide enough options in the market. To include raw food into the menus of restaurants, the innovation plays significantly vital role.

Other challenges being availability of raw food depending on the geographical location and seasonal availability.

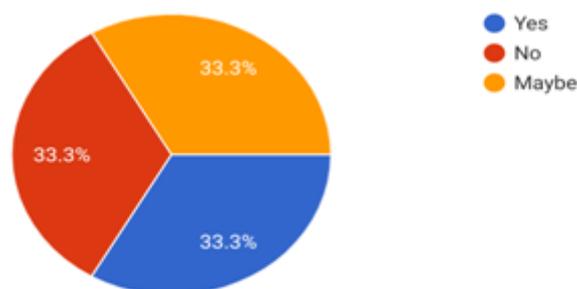
IV. RESEARCH METHODOLOGY

This research is descriptive and research has been carried out in survey method. Data was used from primary as well as secondary sources. This primary data is collected from the top level management of various industries in different sectors. Descriptions are based on the secondary data and literature review. Respondents are from all over India of the primary data.

Primary Data Analysis and Interpretation

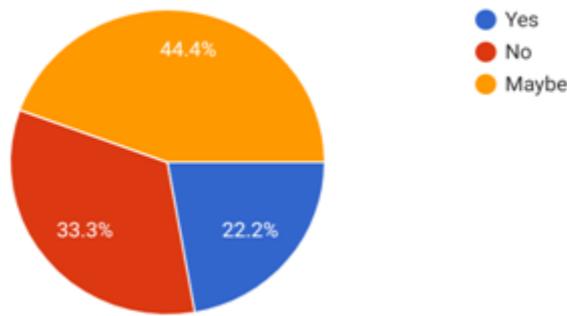
• Are you aware about Rawism?

Following statistical data shows that most of our respondents were unaware and confused when they came across the term 'rawism'. This shows that there is a need to spread awareness on rawism.



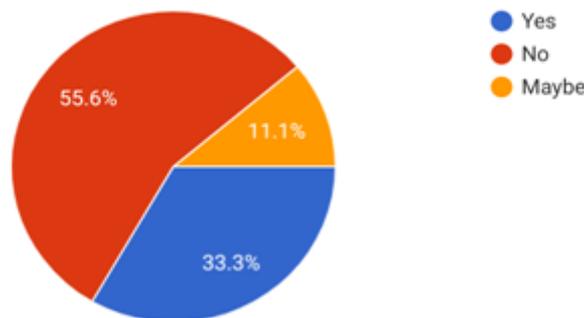
Should rawism be practiced and sustained?

The following gathered data through primary source being survey, we understand that majority of people want to indulge in practice of eating raw food and want to sustain the practice.



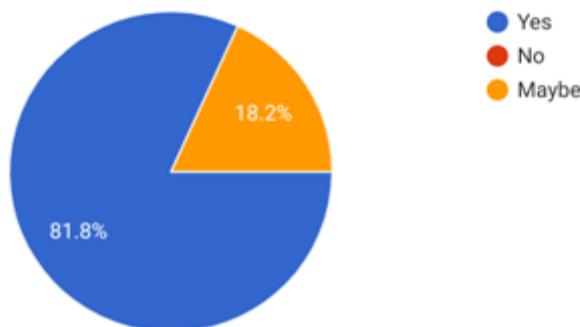
- Is rawism trending?**

During our research we collected following data through survey, stating that most of them are willing to practice rawism, but are being pulled off as they did not find it trending.



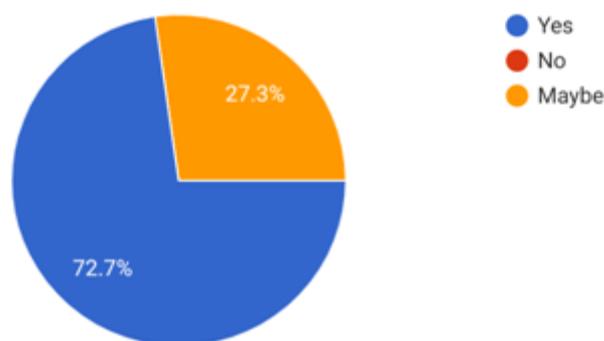
- Should awareness be spread regarding rawism?**

Majority of our respondents understand that there is a need of spreading awareness and promoting rawism. This will encourage people to incorporate and practice the consumption of raw food which will be beneficial for their health?



- **Should restaurants start including raw food dishes in their menu?**

The statistical data below shows that majority of people are getting health conscious and are willing to consume raw food considering the health benefits. They want restaurants to start providing them with options of raw food dishes in their menus.



V. ANALYSIS AND OUTCOME

The statistical data gathered during research study on rawism, helps us to understand that there are various advantages and disadvantages of consuming edibles raw as discussed above. Consumption of organic raw food should be promoted as it is much more beneficial than consumption of inorganic raw food or processed food. The cultivation and consumption of organic raw food should be practiced.

VI. CONCLUSION

Talking about preferences for consuming edibles raw, majority are confused if it will benefit their health or will it be a cause for their illness. During this research study, we came across people being doubtful about the health benefits of consuming raw food as there are many arguments about raw food being harmful due to pesticides, insecticides, rodenticides, bactericides, fungicides, and larvicides being sprayed for better yield during the vegetation. We received statistical data from various medical practitioners stating that people consuming raw food require medical attention more often than people consuming cooked food as cooking or processing food reduces the risk of food borne illnesses. This is a prime reason for hospitality industry to deny inclusion of raw food items to be served.

During our research study, we also found that raw organic food is extremely beneficial as it has no residues of any kind chemicals for yield purposes. Many medical practitioners understand and suggest practice of consuming raw organic food because of its high nutritive values and health benefits.

Recommendations

- Innovations in recipes of raw food combining various nutrients
- Spreading awareness about raw food diet with its advantages and disadvantages
- Changes in recipes according to the seasonal availability of raw food
- Using organic raw ingredients
- As all the necessary nutrients are not present in raw food, there should be a balanced consumption of raw as well as cooked food for better health benefits.
- Hospitality sector should not focus only on addition of raw food into the industry but should focus on preparations, presentations and consumption of dishes that are combination of raw as well as cooked food and should maintain the balance between both.