

## **FOOD SECURITY POST-PANDEMIC: A COMMUNICATION STRATEGIC OF CATALYST BUSINESS TRANSFORMATION AND INNOVATION**

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### **ABSTRACT**

Food is a source of energy to all living beings, as food gives energy through chemical changes that produce ATP (Adenosine Triphosphate) and ADP (Adenosine Diphosphate). Food energy comes in different types of reactions, there are 3 main types of sources of energy carbohydrates, protein, and fat. Meat is one of the main food that many people feed on. This common meat mostly contains mainly protein and fat.

This activity is an early step to introduce the scope of performance allocated to companies that will later be appointed to accompany the development of both product and marketing innovation.

The product innovations from this activity are revolutionizing the steak industry through dry-aging and home preparation, igniting the grill: innovating the steak experience through T-bone grilling, elevating the burger experience: a novel approach to grilled dry-aged burgers, rediscovering the versatility of top round: a proposal for promoting roasted top round, the sous vide revolution - a twist on traditional boneless beef short ribs, spicy hanger steak pizzaiola; and the marketing strategic communication innovation resulting from this activity is the culinary revival: reimagining recipes with food tech students.

Keywords: communication strategies, food technology, product innovation, marketing

### **INTRODUCTION**

The global spread of COVID-19, initially identified in Wuhan, China, in December 2019, led to a global health crisis now known as the COVID-19 pandemic (Peeri, 2020). This event presented unforeseen challenges and induced a profound impact on various aspects of human life, from health to economics, from local enterprises to multinational corporations. This activity aims to provide a comprehensive understanding of how the COVID-19 pandemic has shaped the business landscape (Gukaysan, 2022).

The onset of the pandemic led to an immediate global health crisis, affecting all aspects of human life. Businesses faced a significant and sudden disruption due to worldwide lockdowns, travel restrictions, and changes in consumer behaviours. Traditional ways of conducting business were no longer feasible. Global supply chains were disrupted, businesses experienced financial losses, and numerous people lost their jobs. However, the new

challenges also brought about innovative solutions, forcing businesses to transform and adapt to the new normal (Rubio-Tomas, 2022).

Although many businesses like concert, party, and event become harder because of safety policy, which forbids people to touch other people, this help people to be more aware of health issue. Due to the policy, many events, concerts and parties become stricter, like wearing face masks, body temperature maximum 37.5 degree Celsius, and vaccine needed, which make it hard for people to meet the demand. Due to the demand, fewer people are visiting event, concert, and party which make business harder (Khan, 2020).

The pandemic causes many businesses to bankrupt, especially those related to the visited entertainment business, this is due to the safety of policy, which forbids people to touch others due to contagious viruses. Although business quantity decreases, the effectiveness of business creativity and advances rises through virtual communication, this advancement increases speed and many opportunities in the digital world. This pandemic helps pressure people to become more responsible, cautious and keep on advancing (Sigala, 2020).

During COVID-19, many vaccines have been made and many variants of the virus evolved which cause the need for a different vaccine. The whole pandemic has caused many problems, but not all effect is bad, some of the effects help progress in the human health division, some of which help with discovering the importance of sanitation and hygiene, how to act and respond faster when another pandemic arrives, and to keep patience with the rules that have been set. During the pandemic, people's lifestyle changes, especially their appetite, some people eat more than normal, while others eat less, but some are common among the effect, which is many foods become less fresh. Because of the pandemic, a lot more people start to order food online, which causes the food to become stale and less healthy (Yang, 2021).

Throughout the pandemic, many schools become more submissive to online study, due to online study, many students become more comfortable and relaxed, which increases the effectiveness. While online study is effective, most of students become more idle and resistant to doing homework, assignments and more likely to cheat at a test, which is poorly teach the students to improve (Ali, 2020).

Economically many goods increase in price, in instance increase of tissue and mask demand, which causes panic toward people to buy an excessive amount of stuff. The excessive purchase leads to a shortage of commodity which further increases the economy expenses of a family. This further increases the panic of the family to buy excessive amount of stuff, which then repeat it self and cause a loop of infinite problem, that causes a problem household.

One notable shift brought by the pandemic was the rapid transition to remote work. To curb the virus's spread, governments around the world encouraged businesses to implement work-from-home strategies. Consequently, many organizations underwent digital transformation, investing in technologies and infrastructure that facilitated remote work and digital collaboration. This transformation was not without its hurdles. It necessitated changes in organizational policies, work cultures, and necessitated a new level of trust and flexibility in management styles.

Next, the pandemic expedited the growth of e-commerce. With the imposed lockdowns and social distancing measures, consumers turned to online shopping platforms, leading to a boom in the e-commerce sector. Small businesses to large enterprises responded by enhancing their online presence and capabilities (Zahoo, 2022). This change further led to

an increase in demand for last-mile delivery solutions, reshaping the logistics and transportation industry. Furthermore, the pandemic sparked an increase in demand for tech-enabled services such as online entertainment, virtual fitness, and e-learning platforms, altering these sectors' trajectories. Online tools for communication, virtual meetings, and project management saw increased demand as well.

In conclusion, the COVID-19 pandemic has redefined the business landscape, creating new challenges and opportunities. It accelerated digital transformation, highlighted the necessity for business resilience, and presented a chance for businesses to reassess their relevance and value in a changing world. As we introduce our business proposal in the following sections, we consider the COVID-19 pandemic as a catalyst for business transformation and innovation, focusing on how we can navigate this new landscape to build a business that is not just profitable, but also responsive and adaptable to global crises.

Food is a source of energy to all living beings, as food gives energy through chemical changes that produce what we call ATP (Adenosine Triphosphate) and ADP (Adenosine Diphosphate). Food energy comes in a different type of reaction, there are 3 main type sources of energy are carbohydrate, Protein, and Fat. Meat is one of the main food that many people feed on, meat has a lot of types, the most common meat is chicken meat, cow meat, fish meat and pork meat (Bergman, 1999). This common meat mostly contains of mainly protein and fat, while fish has higher fats than chicken, cow and pork meat, many fish has a lot of omega 3 which important to body which is a type of fat.

The meat that cow produce can be name differently depending on the place where the meat comes from, there are a lot of type but, the most common name is, rib, tenderloin, sirloin, and round. This type of meat comes with different flavour and mostly the difference of tenderness, which tenderloin is the most expensive part of the cow's meat because of the tenderness of the meat. Chicken meat part can be differentiate depending on the place of meat, the type of meat are breast, leg, thigh, wings, and drumstick. The taste and texture of each part produces is dependent on fat, skin, and muscle in the meat. Many people argue that thigh part of chicken's meat is the tastiest part of the whole part, because of the tenderness and juiciness of the meat when cooked (Devatkal, 2019).

Pork is a meat that comes from pig, it is especially popular with Chinese dishes because of its unique tasty flavour. The pork part can be distinguished from the placement of the meat, most common part of pork is belly, loin, leg, ribs, and ham. England country is known for its breakfast, which is bacon and egg, bacon come from belly part of the pork, which is high of it's fat content, which help with it's flavour (Devatkal, 2019).

Lastly fish meat, there are 2 types of fish depending on where the fish live, saltwater fish and freshwater fish. Saltwater fish contain a more briny or saltier taste than freshwater fish because saltwater fish live in the sea. Many people agree on saltwater fish is better than freshwater fish as the saltwater fish has the taste of the ocean. Most fish have both mercury and omega 3, which is both bad and good, as high concentrated mercury is toxic to people, while omega 3 is beneficial to humans as humans don't produce omega 3 on their own. Fish meat comes from 3 part which is lean, head, and tail, the lean is mostly used for sushi and sashimi in Japan (Devatkal, 2019).

## **METHOD**

The day started at early in the morning, when the contingent meet up and wait for the other to come. The activity used a bus as a transportation tool to visit the show house for

meat butchering. The bus began their transportation at more than 7 am, the elder start to brief for the preview of what the student will be doing at the product display house. The industry cultivates, mushroom, fruits and flower as a product and sell it to partners individually, most of their fruits cultivation began in 2022 and flowers cultivated early in 2000.

The first group which contain with 25 people enter the production house which the place meat butchered and smoked at around 8:15 am, and the second group, around 9:00. Inside the production house the butcher who responsible for meat production, smoking, taste, and safety of the product; explained about how to clears the silver skin separate the fat from the meat. The process of the meat production started in cutting the meat, separating silver skin, fat, marinating with a special seasoning, vacuuming the meat, storing at the cooler, and last drying or smoking depending on the buyer. The butcher also showed how to marinate the chicken. Most of the marination is using brine and berry for the flavour, and a particular wood for smoking to give it nice flavour.

## **RESULT AND DISCUSSIONS**

### **PRODUCT INNOVATION**

#### **Revolutionizing the Steak Industry through Dry-Aging and Home Preparation**

There's a burgeoning strand in the world of gastronomy that's set to change the way we consume steak. While fresh steak has always been a popular choice, a significant segment of consumers and culinary experts have developed a preference for dry-aged New York strip steak due to its incomparable intensity of flavour (Peirce, 2015). Recognizing this trend, we propose to take it one step further. Our objective is to make high-quality dry-aged steak more accessible to the everyday consumer and home chefs. We aim to expand its popularity, making it a norm rather than a rarity in households across the country. This innovation can be done by following this plan: (1). Custom-Built Dry-Aging Room: To meet the growing demand for dry-aged steak, we plan to construct the country's largest dry-aging room. This room will facilitate a steady supply of quality dry-aged steaks to local butchers, markets, and direct to consumers. (2) Flexible Recipes: We'll offer versatile recipes that work with both dry-aged and fresh steak, ensuring that everyone can indulge in the steak cooking experience irrespective of their preference or what they have in their fridge. (3). Education & Awareness: We'll organize steak preparation workshops, distribute online cooking tutorials, and work with renowned chefs to educate consumers about the benefits and flavour enhancement that dry-aging provides.

Our project aims to democratize the consumption of dry-aged steak, making it an integral part of the culinary landscape. By introducing a wider audience to this intensified flavor profile, we believe it will lead to an increase in demand and a new appreciation for this specialized preparation method.

Chefs' opinions may vary greatly regarding the choice between a larger filet and the quality of the strip. However, with our proposal, we can assure that the quality of steak is never compromised, offering an enriching culinary experience for everyone. We believe our endeavor can revolutionize the steak industry, bringing the unique taste and texture of dry-aged beef to more households and steak lovers everywhere.

#### **Igniting the Grill: Innovating the Steak Experience through T-Bone Grilling**

Amidst the vast array of steak cuts available, the T-bone steak holds a unique allure. Positioned between the strip and the porterhouse, its characteristically wide T-shaped bone offers not just a striking presence on the plate, but an outstanding strip quality that will leave any beef connoisseur craving for more. Recognizing the untapped potential of the T-bone steak, we propose an innovative initiative to popularize its consumption and appreciation (Curry, 2021).

Our aim is to cultivate a broader appreciation for T-bone steak among consumers, leading to its widespread acceptance and incorporation in home grilling routines. We aim to elevate the grilling experience by presenting the T-bone steak as a gourmet yet accessible choice that carries with it a unique culinary charm. This innovation can be done by following this plan: (1). **Quality Assurance:** We will collaborate with local butchers and farmers to ensure the T-bone steaks available in the market have at least a half-dollar diameter of filet. By doing so, we ensure consumers receive high-quality T-bone steaks that deliver an exceptional flavor profile. (2). **Recipes and Instructions:** We will disseminate easy-to-follow recipes that guide home cooks on the optimal ways to grill T-bone steaks, including advice on choosing the best cuts and appropriate grilling temperatures. Our recipe guidelines will include tips for seasoning, grilling times for various levels of 'doneness', and rest times. (3). **Education and Awareness:** Through workshops, online tutorials, and food festivals, we will educate the public about the uniqueness of T-bone steak and how to distinguish it from other cuts like the porterhouse or New York strip. This will enable consumers to make more informed choices, leading to enhanced satisfaction with their steak purchases and grilling outcomes.

Our project's central goal is to democratize the T-bone steak grilling experience. By making this gourmet steak option more approachable and common in homes.

### **Elevating the Burger Experience: A Novel Approach to Grilled Dry-Aged Burgers**

A great burger can be the centerpiece of any casual or high-end dining experience. One of the secrets to an exceptional burger is the right blend of meat. As the pioneers of a special brisket blend that revolutionized the burger industry and established the famous Shake Shack burger, we propose a novel initiative to further popularize the use of dry-aged burgers. Our goal is to broaden the consumer appreciation and understanding of dry-aged burgers (Smith, 2013). By promoting the use of quality cuts in burger blends and educating consumers on the ideal grilling techniques, we aim to elevate the home-cooked burger experience. This innovation can be done by following this plan: (1). **Quality Assurance:** We will work with local butchers to ensure burger blends are made from real cuts of meat, such as brisket and chuck, rather than leftover scraps. This will guarantee consumers are purchasing blends that deliver a high-quality taste and texture. (2) **Recipes and Instructions:** We'll distribute easy-to-follow recipes guiding consumers on grilling the perfect dry-aged burger. These guidelines will include tips for seasoning, grilling time for preferred doneness, and rest times for optimum flavour. (3). **Education and Awareness:** Through cooking workshops, online tutorials, and collaborations with famous burger chains like Shake Shack, we'll educate consumers about the significance of using quality cuts, like brisket, in their burger blends. This knowledge will empower them to make informed purchasing decisions and enhance their home-cooking experiences.

Our initiative aims to democratize the dry-aged burger grilling experience, making it a common practice in households. We anticipate an increased demand for quality burger blends

and a newfound appreciation for the unique flavour profiles that dry-aged burgers can offer. Whether you opt for our special 80/20 blend that delivers a flavour explosion with every bite, or choose to explore other quality blends at your local butcher, remember to add a touch of chopped brisket for that delectable buttery flavour. We believe our proposal can revolutionize the way consumers enjoy burgers, bringing the gourmet taste of dry-aged burgers to every home.

### **Rediscovering the Versatility of Top Round: A Proposal for Promoting Roasted Top Round**

**Historically, top round has been a popular choice for a variety of dishes, from sandwiches to the famed London broil. Despite its economical price tag, top round carries a rich and nuanced flavour profile that often goes underappreciated. With its roots in the family butcher shop and iconic beefsteak dinners of the late 19th and early 20th centuries, we propose a fresh initiative to bring top round back into the culinary spotlight (Piatti-Farnel, 2013). Our aim is to reintroduce the top round as a versatile and flavourful meat option for home cooks. By promoting its various uses and providing recipes for perfect preparation, we wish to renew the popularity of this beloved cut.**

This innovation can be done by following this plan: (1) Quality Assurance: We will collaborate with local butchers and farmers to ensure the top rounds available to consumers are of high quality. Our goal is to promote the choice or prime grades of top round, which provide the best texture and flavor due to their lean nature. (2) Recipes and Instructions: We'll distribute easy-to-follow recipes, including the roast top round recipe, and guide consumers on how to prepare the top round in a variety of dishes. Tips for seasoning, cooking temperatures, and rest times will be included. (3) Education and Awareness: Through cooking workshops, online tutorials, and food festivals, we'll educate the public about the history and versatility of top round. We will encourage consumers to experiment with this lean cut in their own kitchen.

Our proposal seeks to re-establish top round as a favorite amongst home cooks. By highlighting its versatility and the range of dishes it can be used in, we aim to increase its demand and usage. This can lead to healthier meals at home, given the lean nature of top round, and broaden the culinary horizon for many. Whether it is planning to prepare a heart-warming roast or indulge in a traditional beefsteak dinner, top round can be your go-to cut. Add thin slices of roasted top round to a fresh baguette and top it with horseradish cream for a sandwich bursting with flavor. This plan is a tribute to the rich history of top round and a call to renew its place in our hearts and kitchens.

### **The Sous Vide Revolution - A Twist on Traditional Boneless Beef Short Ribs**

In the dynamic landscape of the culinary world, innovation is the driving force that pushes the boundaries of traditional cooking. Today, we present an innovative proposition

that seeks to revolutionize a classic beef dish, the boneless beef short ribs, by employing the sous vide cooking technique. This method, although relatively new, provides consistent and unparalleled results, transforming the texture and flavour profile of the dish (Schafheitle, 1990).

Our primary aim is to redefine the preparation of boneless beef short ribs, also known as chuck flap tail. We strive to achieve this by fusing time-tested traditional flavours with modern cooking methods. The result is a succulent, melt-in-your-mouth experience that promises the perfect blend of tenderness and rich, deep flavours. We also aim to assist restaurant chefs in managing their food costs effectively without compromising on the taste by recommending the use of chuck flap tail, a more cost-effective cut of meat.

The sous vide method we propose involves a carefully crafted process. We begin by seasoning and searing the boneless beef short ribs to perfection. Then, the seared ribs are combined with a flavourful mixture of vegetables, aromatic herbs, and a hint of red and port wine. This blend is then vacuum-sealed in gallon zip-top bags and slow-cooked in a preheated water bath for 24 hours. This slow, gentle cooking process guarantees an optimal balance of tenderness and flavour infusion, resulting in a dish that stands out in taste and texture.

In conclusion, we believe this innovative approach to boneless beef short ribs can potentially redefine the standards in the culinary industry. It combines the best of traditional and modern cooking methods, ensuring a flavourful, tender, and cost-effective solution. By incorporating this method into your menu, you can offer customers a fine dining experience that is truly unique and unforgettable. We are excited to see the impact of this proposal in your kitchen, as we continue to push the boundaries of culinary artistry together.

### **Spicy Hanger Steak Pizzaiola**

A vivid memory of childhood and a tribute to family traditions, the Spicy Hanger Steak Pizzaiola stands as a testament to the timeless essence of home-cooked meals. Passed down through generations and reimagined by renowned chef Rocco DiSpirito, this dish brings together the robust flavours of long hot peppers and hanger steaks, transforming them into a culinary masterpiece.

The objective here is to recreate a meal that not only satiates your taste buds but also kindles a sense of nostalgia and comfort. The goal is to infuse the heat of the peppers with the robustness of the steak, all melded together in a rich, thick tomato sauce. The recipe aims to provide an experience that allows you to reminisce about family dinners and simple pleasures.

The process starts by perfectly seasoning and browning the hanger steaks in a skillet. Garlic, onions, peppers, and tomatoes are then sautéed in the same skillet to capture the residual flavours, creating a thick sauce that carries the essence of each ingredient. The steaks are reintroduced to this mixture, cooked to medium-rare perfection, and then allowed to rest, allowing the flavours to mingle and mature. The sauce is reduced further for added thickness and layered over the steak for serving.

The Spicy Hanger Steak Pizzaiola is more than just a meal; it's a journey back to family dinners around a bustling kitchen table. Through this recipe, we hope to not just provide you with a delicious meal but also evoke feelings of warmth and nostalgia. Remember to choose Prime or Choice graded hanger steak for the best culinary experience, as this cut of meat can be tough if not sourced and prepared correctly. Relish the process, enjoy the meal, and create new memories as you delve into this unique dish.

## INNOVATION MARKETING

### **The Culinary Revival: Reimagining Recipes with Food Tech students.**

In a world increasingly propelled by innovation, the culinary domain finds itself ripe for transformation. We repackaging traditional recipes into a more engaging, immersive and enriching experience that appeals to both novice and seasoned chefs alike. Our primary objective is to redefine the way recipes are understood and presented. Traditional recipe formats offer a mere linear sequence of instructions, but with "Culinary Chronicles", we aim to add a multi-dimensional layer to it. Not only do we provide a step-by-step guide to dish creation, but we also embed intriguing stories and valuable tips straight from master chefs, all the while maintaining a strong focus on culinary knowledge and technique refinement.

This innovation can be done by following this plan, "Culinary Chronicles" will be based on a series of renowned and diverse recipes. Each recipe is converted into a more elaborate narrative that includes four distinct components: (1). Historical Introduction: Here, we shed light on the recipe's origins, how it evolved over time, and the unique anecdotes or cultural significance associated with it. This helps users connect to the dish on a deeper level. (2). Objective & Ingredients: This section details the primary goal of the recipe and the necessary ingredients. We aim to provide a comprehensive overview of the dish's taste, texture, and aesthetic appeal while preparing users for the culinary adventure they're about to undertake. (3). Plan & Process: This critical section provides a comprehensive, step-by-step guide to the cooking process, explained in a manner that is easy to understand and follow. We carefully weave in the best practices and techniques used by seasoned chefs, enabling users to refine their culinary skills as they recreate these recipes. (4). Chef's Tip & Presentation: The recipe narrative concludes with exclusive insights from master chefs, offering tips on how to enhance the dish's taste, appearance, and authenticity. We also share creative ideas for plating and presentation, helping users transform a simple meal into a fine-dining experience at home.

The world of gastronomy is about more than just consuming food - it's about celebrating culture, history, and creativity. With "Culinary Chronicles", we aim to capture the magic of this world and deliver it straight to your kitchen. This innovative platform not only makes cooking an enriching experience but also allows users to gain a deeper appreciation for the culinary arts.

This transformative culinary journey, as we bridge the gap between tradition and innovation, one recipe at a time (Scarpato, 2004). Experience the wonder of "Culinary Chronicles", where every recipe tells a story, every dish is an adventure, and every meal a celebration of gastronomic heritage and creativity

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