

# REUNIFYING OUR TRADITIONAL VALUES AND CULTURE THROUGH SLOW FOOD: A CASE STUDY OF PUNJAB

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## Abstract

The slow food movement was undertaken to counteract the increase of fast life and encourage the interest of people in local foods. Ancient methods of preparing food were slow and rich in nutrients that help in avoiding multiple health issues. The slow food movement is a global initiative that focuses on encouraging people to avoid the consumption of fast food and switch to locally stored food. Culture and heritage were the prime concern of this movement along with focusing on nutritional values. Slow food increases the local food production with the sustainable development of farmers and local people. The study is focused on the analysis of slow food in Punjab that helps in providing the connection with the traditional values and culture. The cultural biodiversity of Punjab is the major concern of local people that improves with the adoption of slow food.

**Keywords:** Slow food, Traditional values, Culture, Punjab, Sustainable development

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India is a place that shows diversity in culture, traditions, customs, language, food, and many more things. The culture and tradition of a place could be acknowledged with the food cuisine yet the objectives of all foods are to provide essential nutrients that are required for the development and energy of the body. The life of people with the involvement of technologies become so fast, so the eating habits that result in various health issues. Slow food movements are run for preventing cultural and traditional food while counteracting the rise of the fast life. The study is objected to evaluate the connection to traditional values and culture through the adaptation of slow food with the aspects of Punjab. The study acknowledges the connection between slow food and the traditional values of Punjab. Regaining the cultural values with the adoption of slow food is well illustrated in the literature. The authenticity and quality of the study are well maintained with the selection of positivism research philosophy. On the other hand, proper and effective interconnection is noticed among traditional values of Punjab and development of slow food, which is also included in this study. providing good, clean and fair food are main and effective principle of this slow food, which can play a crucial role in maintaining development of slow food. This study can provide effective information about slow food movement, which directly has an impact on farmer the all aspects are included in this study. Slow food development is conducted by maintaining traditional values of community.

## Objective of the study

- To evaluate traditional and cultural aspects of slow food.

This study can provide effective information about traditional and cultural value of slow food in Punjab. On the other hand, an effective interconnection is also noticed among traditional and cultural value of community and slow food.

- To justify few effective aspects of Slow food in Punjab

This study can provide essential information about effective benefits of slow food. Mindful production is treated as an effective advantage of slow food, which is explained in this study. Good, clean and fair production is treated as a main and effective aspect of slow food.

- To analyze proper and effective method in development of traditional food in Punjab.

Analyzing proper information about development of traditional food is treated as an effective factor of this study. Proper initiatives are also taken to maintain growth of slow food.

- To analyze connection of traditional values with slow food in Punjab.

This study can provide all essential information about interconnection between traditional values of community in Punjab and slow food. Proper and effective interconnection is present among this aspect, which are also analyzed successfully in this study.

## **Hypothesis**

- An effective connection is present between traditional values of Punjab and slow food
- There were no connection between traditional values of Punjab and slow food.

## **Literature Review**

### **Returning To Traditional Values Connecting With Slow Food**

The slow food movement was an initiative to encourage people to avoid eating fast food and prevent the disappearance of local cultural food and traditional values (Di Gregorio, 2017). Selecting slow food in daily life is not only beneficial for health yet it connects to the traditional values and preserves the culture of the nation. India is a diverse country and the diversity could be seen in various things such as culture, tradition, soil quality, food culture, weather, etc. The soil varies from place to place so does the variety of crops and food patterns. Punjab is a state that has a strong agricultural base and the major occupation is farming for the local people. Including the growth of cash crops, Punjab comprises 1.5 % area of India that contributes 26.8% rice along with more than 45% wheat to the central pool as per the survey data of 2015-16. Rice, maize, and sugarcane are the major food crops that grow in Punjab. The traditional values of Punjab are well known for the traditional foods of Punjab that include dal makhani, chole, aloo, Sarson ka saag, Makki ki roti, naan, phulka, lassi, rabri, etc.

On the other hand, local gastronomy related aspects are maintained properly with the involvement of traditional slow food. Services and the atmosphere of society are maintained with the help of slow food. These are effective aspects of slow food. Along with this, featuring local cuisine of restaurant is maintained with the involvement of slow food technology. However, satisfaction related issues are also increased due to this slow food technology.

As per El Bilali (2018), the international slow food movement was started in 1989 in Paris, France through a delegation of 15 other countries. The prime objective of the slow food movement was to promote local food that connected with traditional gastronomy and the production of local food crops. India is primarily known for agriculture while the emerging fast-food system tries to vanish the local and ethnic dishes of local areas. Slow food adoption encourages crop production could be beneficial for the farmers economically. People are attracted to fast food as it takes less effort and comes in pre-packed boxes. At the same time, slow food movements were run to acknowledge people the advantages of slow food for their health and tradition. The concepts of slow food are envisioned for a food system that is based on the principles of social justice, environmental sustainability, and taste (Alexander & Cano, 2020). The major focus of slow food is to provide a food system that is clean, good, and fair.

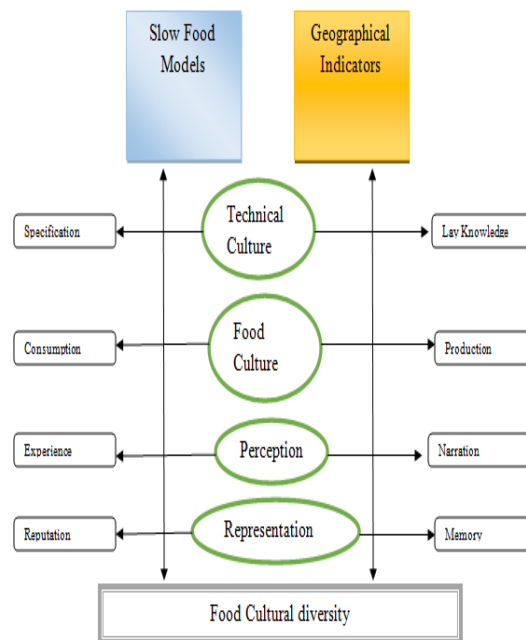
Food patterns connect the people with their cultural or ethnic group and it provides a means of returning to the cultural identity. Slow food is important for maintaining health as it is based on the traditional food habit that helps in avoiding multiple health issues such as asthma, digestive, cardiovascular diseases, and allergies. People in ancient times used to eat what they grow or found in nearby areas that take time to prepare and contain nutrients and essential components. Major health issues such as obesity, diabetes, and auto-immune disorders like fibromyalgia, lupus, and many more are caused by the consumption of fast food (Rauch, 2018). Slow food is based on traditional food that is tastier in comparison to other healthy food and contains fewer calories or saturated fat. Slow food promotes the growth of local crops and traditional cuisine along with the cooking methods to the next generation. Therefore, adopting slow food in feeding habits provides a way to return to traditional values.

### **Impact of Slow Food Models in Protecting Food Culture Biodiversity Of Punjab**

According to Stancheva, (2018), the culture of Punjab is one of the richest and oldest in the world. The cultural diversity and uniqueness could be observed in Punjabi philosophy, education, poetry, architecture, traditions, history, values, and many more things. The food culture of Punjab is world-famous and includes unsaturated fat such as Makhan (Butter) and spices. Punjabi cuisine is the most important part of the Punjabi culture and traditional values as food play a connecting role in any festival or tradition. The traditional food cuisine and the history of taste and traditional methods of food preparation are still in knowledge with the influences of slow food models. The major objective of slow food models is to form a healthy body with the

help of farms. The principle of slow food models or SFM is formed to support and properly compensate the local farmers and consumers for their sustainability (Ahlawat, Sharma, & Gautam, 2019). The slow food models not only objected to the healthy and traditional food while it helped in protecting the food culture and biodiversity of Punjab through geographical indicators and heritage.

OFS or Origin Food Schemes are the geographical indications for the slow food models that concern determining two major factors that are: (i) modalities of institutionalization and (ii) knowledge dynamics. Graphical indicators could be classified into two parts first is PGI or protected geographical indicators and the other is PDO or protected designation of origin (Liu, Anirban, & Nirvikar 2021). The culture, history, and geographic origins could be the major elements to determine GI (geographical Indicators) to form a slow food model that protects the culture and biodiversity of Punjab. The GI characterizes some crucial points that have an economic scope with the adaptation of slow food techniques or models. Production of food is directly connected with the food habits of local people and thus the production is locally rooted. The connection between food production and place helps in detecting the form of specific production helps in culture embodying production, increasing local knowledge, and consumption habits. The process of food production in Punjab is a collective heritage that belongs to the community of local crop producers.



**Figure 1. The connection between slow food models and food cultural diversity**  
 (Source: Mariani et al., 2021, p. 265)

Figure 1 represents the associated link between the slow food models and food cultural diversity. Technical culture, food culture, perception, and representation are four major areas that are included in the slow food models. Food cultural diversity is an important factor to represent the culture, traditional values, and history of the place and people. Food is the basic thing that shows the culture and diversity of the place with its taste and cooking methods. Slow food models are implemented based on geographical indicators such as lay knowledge, production, narration, and memory. According to Kumar et al., (2020), institutionalization and knowledge dynamics could be determined with the help of OFS or origin food schemes that are included in the slow food models. Slow food models include the specification for the technical culture, improve consumption with food culture, provide experience in perception, and are represented through the reputation. Therefore, slow food models play an important role in protecting the food culture and biodiversity of Punjab.

### Impact of slow food on traditional and cultural values of Punjab

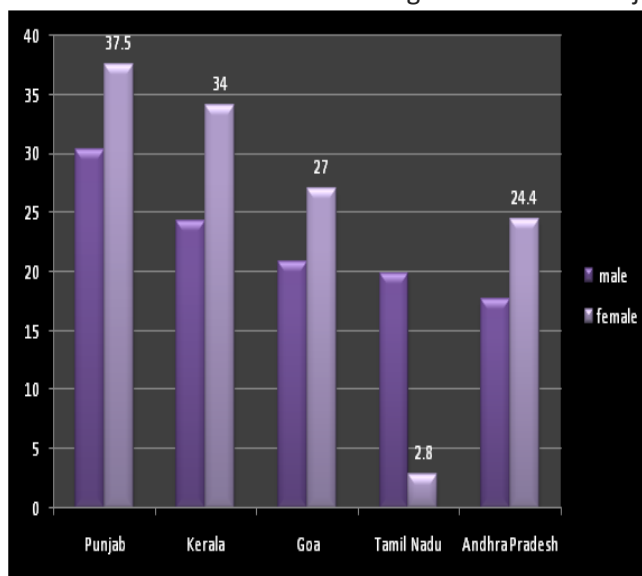
Across the country, traditional Indian foods have become more popular due to their taste as well as several health benefits. Indian foods are not only tasty, however; the processing of food, preservation techniques, and therapeutic effects provides a lot of benefits as they are organic. Punjab is one of the Indian states that is known for providing a variety of health and hygiene foods. Traditional foods of Punjab are considered Ayurveda foods as they help in protecting people from various diseases. In the era of globalization, people are focusing more on western food items and forgetting their traditional foods. To collect data 100 people of Punjab are approached that can provide information about consumption of fast foods, which is illustrated in table 1. In the present time, people are following unhealthy lifestyles with bad food habits that put them in adverse health conditions (Ahlawat, Sharma, & Gautam, 2019).

Types of fast foods	everyday	3-4 times a week	1-2 times a week	Hardly	Never
French fries	62%	7%	17%	11%	2%
Pizza hut	6%	10%	7%	29%	40%
Soft drinks	3%	7%	9%	42%	37%
Chips	54%	11%	20%	54%	7%
Chocolate	2%	2%	1%	5%	1%

**Table 1: Consumption of fast foods among the people of Punjab**

(Source: created by author)

From the above table 1, it has been cleared that 62% of the people less than 25 years are habituated to eating fast foods that include French fries, pizza, soft drinks, chips, and chocolate. As per the sources, it has been found that eating fast foods is the main reason for having bad habits in Punjab.



**Figure 2: Obesity in India**

(Source: created by author)

The above figure 2 shows the rate of obesity in India for which it has been cleared that obesity is a maximum in men and women in Punjab concerning other states. The reason found behind obesity is eating fast foods in a large amount. In the above table, it has been seen that 62% of the people in Punjab intake French fries daily. 2% of people are the only ones who never eat fast foods. As compared to fast foods, slow foods are more nutritious, healthy as well as organic that improves the metabolism of the body. As per Bose, Ellewna, Rachele, and Lyrham (2017), slow food contains the traditional values that help the people in keeping them active and energetic all the time. Slow food is related to our tradition and culture as they are not being prepared through chemical processes; however, they are prepared by local farmers.

No preservatives are used during the preparation of slow foods and customers directly get fresh food. Thapliyal and Kumar (2018) stated that, India's traditional foods are based on Ayurveda and slow foods also possess the quality of Ayurveda as they are organic and environmentally friendly as they are free from pesticides and chemicals. Slow food is needed to preserve our traditional foods and culture by countering the effects of fast food on the body of people. Slow food provides positive energy to the people that help them in keeping their mind active and improve their other body activities.

The research is based on the case study of Punjab for slow food that helps in regaining the cultural and traditional values of Punjab. The researchers of the study use the food production and consumption data from published newspapers. Cultural history and geographical representation are taken to observe the food production of Punjab (Umair, Muhammad, & Arshad, 2017). The materials obtained for the cultural values of Punjab with few elements such as symbols, norms, values, artifacts, and language. Materials required for conducting the study that evaluates traditional values of Punjab with the traditional food habits, customs, and Punjabi cuisine, methods for preparing foods, festivals, and bicultural diversity.

The impact of the slow food is determined by the materials available in the theories of the slow food movement and the objective of this movement. Researchers of the study used Indian heritage as the materials to determine the link between slow food and traditional values. Concepts of slow food are explained with the help of data related to environmental sustainability and food quality that have a taste.

According to Nayak and Singh (2021), research methodology could be defined as the specific techniques or procedures that are used to identify, select, analyze, and process information related to the subject of the study. The appropriate selection of research methodology allows the reader to evaluate the study critically to verify overall reliability and validity. The research methodology of the study includes research philosophy, research design, data collection, and data analysis. The belief and assumptions about knowledge expansion are referred to as the research philosophy. The research philosophy is of four types: Positivism, Realism, Interpretivism, and Pragmatism. Positivism research philosophy is selected by the researcher of the study as it provides factual knowledge that is gained from observation. Selecting positivism research philosophy the role of the researchers is limited to the collection and interpretation of data objectively (Bloomfield & Murray, 2019). The framework of research methods and techniques selected by the researcher is referred to as the research design. Research design is of various types such as quasi-experimental, correlation research design, descriptive research design, and few others. This study is conducted with the involvement of primary data, development of study is maintained properly with the involvement of this data collection process.

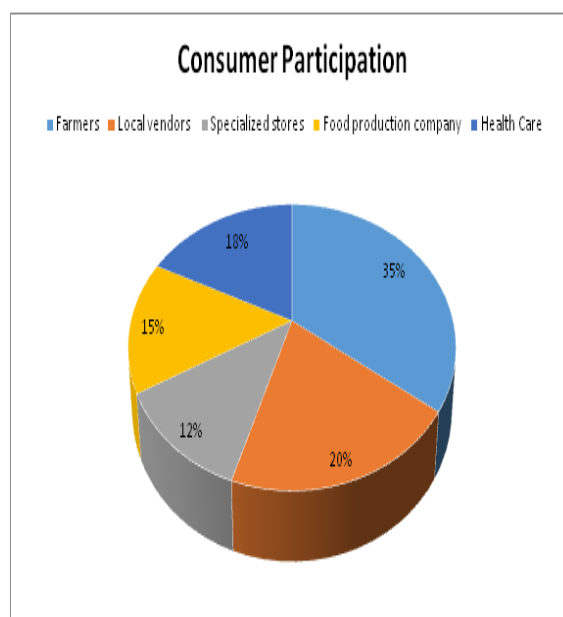
## **Result and Discussion**

### **Result**

#### **1. Impact of Slow Food on the People Living In Punjab**

<b>Serial Number</b>	<b>Areas that get benefited from the adaption of slow food</b>	<b>Consumer Participation</b>
1.	Farmers	35%
2.	Local vendors	20%
3.	Specialized stores	12%
4.	Food production company	15%
5.	Health Care	18%

**Table 2: Consumer participation in areas that get benefited with slow food (Source:Dimitrovski, Sladana, & Veljko, 2021, p.1-9)**



**Figure 3: Graphical representation of consumer participation for multiple areas in Punjab**

(Source: Created by author)

Table 2 shows the consumer participation rate in the areas that benefited from the adoption of slow food in Punjab. The farmers of Punjab show 35% consumer participation with the implementation of slow food. Local vendors that sell regional fruits and vegetables show 20% participation, 12% consumer participation is observed in specialized stores, food production companies' show 15%, and health care shows 18% consumer participation. Slow food not only provides health benefits it also provides profits to food production. Slow food is objected to provide clean, fair, and good food to everyone and for that the demands for the production of local crops (Taş Gürsoy, 2021). Production of crops provides benefits to local farmers of Punjab and helps in improving the economy of farmers as shown in the above graphical representation of figure 3.

Slow food habits are adopted by the ancient people of India that help in maintaining their health and avoid the risk of harmful diseases. The most important fact about slow food is that it is produced with lots of care through the local farmers. Slow foods help in avoiding various harmful diseases such as asthma, allergies, and auto-immune disorders like fibromyalgia, lupus, and many more. Slow food is so named because the procedure of food production and cooking is quite slow and has lots of health benefits. Essential nutrients that are required for the human body such as vitamins, minerals, carotene, iron, magnesium, antioxidants, etc are present in slow food (Wang & Wang, 2021).

## 2. Analysis of Nutritional Value Present In Slow Food Of Punjab

Serial No.	Product	Quantity	Carbohydrates	Calcium	Phosphorus	Iron	Protein
1.	Tomatoes	100 g	800	5	10	20	10
2.	Bananas	50 g	130	22	12	15	20
3.	Chapatti	50 g	250	1	5	5	5
4.	Lemonade and honey	300 ml	300	20	20	30	3
5.	Mozzarella cheese	30 g	1100	150	120	5	200

**Table 3: Chemical composition of Panjabi slow food**

(Source: Panicker, Vigneshwaran, & Manjusha, 2019, p.234)

Table 3 shows the chemical composition of slow food from Punjabi cuisine. Table 2 shows the availability of carbohydrates, calcium, phosphorus, iron, and protein in the various food items. The selected food items provided in the Punjabi cuisine are tomatoes, bananas, chapatti, lemonade with honey, and mozzarella cheese. The illustrated food items in table 3 are designed to be consumed at lunch which consists

of high nutritional values. About 50% of required daily energy and essential nutrients are included in the slow food of Punjabi cuisine. Thus, it is obtained that slow food is rich in nutrients and provides a high amount of energy (Sareen et al., 2020).

## Discussion

Concluding the results of the study it is obtained that the people of Punjab are highly impacted by the adoption of slow food. Slow food improves the economy of the farmers of Punjab by encouraging local food production. Slow food focuses on growing the local food that is essential and good for health. At present most people are facing health issues such as obesity, allergies, diabetes, digestion-related issues, and many more due to the consumption of readymade fast food (Bains, 2020). Slow food adaptation provides a link between food and tradition as the main objective of taking food is to provide essential elements required for the development and energy of the body. Slow food not only provides benefits to the health of humans yet it provides benefits to economic growth and helps in reducing the case of food scarcity.

The traditional food of Punjab consists of unsaturated fats, multiple flavors, spices, and taste that gives energy and helps in fighting with the disease. The chemical composition of Punjabi slow food is rich in nutrients and minerals as obtained in table 2. Slow food improves the health of Punjabi people and recalls the cultural cooking methods. Punjabi traditional food is not only good in taste yet it helps in promoting the source of income for local people. Therefore, slow food adaptation plays an important role in maintaining a connection with cultural and traditional values.

Data analysis

Descriptive statistics

gender		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	86	57.3	57.3	57.3
	Male	64	42.7	42.7	100.0
	Total	150	100.0	100.0	

## Regression analysis:

This regression model can help to collect proper and effective information about traditional and culture al value of slow food. Linear egression can help to maintain analysis of slow food culture.

		Statistics													
		target	q1	q2	q3	q4	q5	q6	q7	q8	q9	q10	q11	q12	q13
N	Valid	150	150	150	150	150	150	150	150	150	150	150	150	150	150
	Missing	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Mean		3.0867	3.2267	3.1600	3.2733	3.1200	3.0800	3.1133	3.0600	3.2267	3.2933	3.1000	3.0733	3.2200	2.9933
Median		3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000	3.0000
Mode		3.00	5.00	4.00	4.00	4.00	5.00	4.00	4.00	5.00	5.00	5.00	4.00	4.00	5.00
Std. Deviation		.80215	1.42907	1.42405	1.37033	1.43270	1.44946	1.38320	1.36706	1.46157	1.44495	1.47348	1.45674	1.37020	1.52164
Skewness		-.079	-.225	-.188	-.268	-.228	.006	-.175	-.126	-.231	-.161	-.034	-.142	-.183	.046
Std. Error of Skewness		.198	.198	.198	.198	.198	.198	.198	.198	.198	.198	.198	.198	.198	.198
Kurtosis		-.045	-1.283	-1.290	-1.160	-1.302	-1.350	-1.214	-1.220	-1.335	-1.378	-1.407	-1.346	-1.249	-1.469
Std. Error of Kurtosis		.394	.394	.394	.394	.394	.394	.394	.394	.394	.394	.394	.394	.394	.394

## Conclusion

The study concluded that Punjab is rich in culture and traditional values that could be visible in the Punjabi cuisine. The conclusion of the present study shows that slow food is good for health and helps in improving the local food production. The source of income for local people such as farmers, field laborers,

local vendors, and food production increases with the adoption of slow food. Cultivation of plants and animals increases with the promotion of slow food that creates a sustainable food system for the economical, socio-cultural, and environmental points of view. Slow food implementation in Punjab shows the connection with traditional foods and food preparing methods. Cultural values could be regained with the adoption of slow food and it is beneficial from a health perspective. Awareness is still required for acknowledging the importance of slow food in Punjab. The study is helpful for the researchers and scholars to understand the aspects of slow food along with advantages on multiple factors (Ellena & Nongkynrih, 2017).

## Recommendation

The existing knowledge gap of the study could be fulfilled with the provided recommendation of the study. The following recommendation should be applied for the development:

- Researchers and scholars of further study related to food biodiversity, traditional food of Punjab, and impact of slow food on the traditional and cultural values could take help from the study.
- Awareness regarding the importance of slow food should be spread by the government of India and the State government of Punjab.
- The primary schools should add the impact of slow food on human health in textbooks to build good eating habits among children.
- Comparative analysis with the nutritional value of fast food and slow food could result in better impact and authentic data.
- The role of slow food could be better understood with the help of a comparative analysis of two different regions that vary in culture, tradition, and custom.

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