

Category	: International Rice Research Conference
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Keyword 1	: Consumer preferences and behavior
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Title of Entry	: Acceptability of parboiled rice by consumers in three West African countries with dominant consumption of non-parboiled white rice
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Select only one type of presentation	: 15 minute oral presentation

Abstract : The role of rice to contribute to food and nutrition security in West Africa has become important due to the continuous increase of its demand. Therefore, the increases of domestic rice production and quality to improve its market value are urgently necessary. Parboiling harvested paddy is a post-harvest practice which may improve milling yield resulting in more milled rice, grain quality and nutrition property of milled rice and contribute to the food security. In addition, there can be a possibility for small holders to have business opportunities with this parboiling process. Thus, parboiling may contribute not only to SDG3 (good health and well-being) but also to SDG1 (No poverty). However, consumers in the sub-region are more accustomed to non-parboiled rice (white rice) with an exception of a few countries such as Nigeria, where parboiled rice is widely consumed. Little information on consumers' acceptance of parboiled rice is available in these countries dominated by white rice consumption. This study assessed the drivers of preference and price premium for parboiled rice using a field experimental approach in Cotonou (Benin), Bo (Sierra-Leone) and Dakar (Senegal) where consumers have a marked preference for white rice. About 50%, 76% and 63% of consumers were willing to adopt parboiled rice in Cotonou, Bo and Dakar, respectively. Consumers' willing to pay estimation showed that parboiling increased the market value of milled rice by 9%, 33% and 12% compared to non-parboiled rice price in Cotonou, Bo and Dakar, respectively. Several factors such as age, household size, annual income per capita, taste premium, social interaction and rice origin were dominantly associated to the increase of the market value. However, parboiling makes the color of milled rice slightly yellowish so that consumers with strong preference to high whiteness in milled rice were not willing to adopt parboiled rice. The study suggests high feasibility to successfully introduce parboiling systems to countries where white rice has been mostly consumed to contribute to food security in these countries.

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