

Category	: International Rice Research Conference
Select Theme	: Pathways to health and nutrition
Endorsement email	:
Keyword 1	: Biofortification
Keyword 2	: Nutrition security
Keyword 3	:
Title of Entry	: The Impact of Micronutrient Training on Zinc-rice Demand among Mothers: A Randomized Control Trial Study in Bangladesh
Presenting author	: Harold Glenn A. Valera
Presenting author email	: h.valera@irri.org
Co author 1	: Takashi Yamano
Co author 2	: Ranjitha Puskur
Affiliation presenting author	: International Rice Research Institute
Affiliation 1	: Asian Development Bank
Affiliation 2	: International Rice Research Institute
Select only one type of presentation	: 15 minute oral presentation

Abstract : Zinc deficiency is a serious problem in Bangladesh because its rural populations consume mainly rice-based diet with few animal-source foods. In Bangladesh, 41% of children under 5 are considered zinc deficient. To address the issue, a zinc-enhanced rice for Bangladesh has been developed by the International Rice Research Institute (IRRI) and the Bangladesh Rice Research Institute (BRRI). Developed conventionally in a process known as biofortification, zinc rice provides up to 60% of daily zinc needs. Although high-zinc rice varieties have been released in Bangladesh, the diffusion of high-zinc rice varieties has been limited. To measure farmers' demand for such varieties, we conducted a mobile phone-based bidding to obtain farmers' revealed preferences. Instead of using hypothetical methods, we used the Becker-DeGroot-Marschak (BDM) auction method, over phones, in which a single participant bids to a pre-fixed price. If their bidding price was higher than a pre-fixed price, the bidders were asked to buy a 10kg bag at the pre-fixed price when seed bags were delivered to successful bidders. By estimating the Probit model, we found that more than 70% of the treated female farmers participated in the bidding process, while only 23% did among the control group. After controlling for the bidding participation, we found a positive impact of the micro-nutrient training on the bidding price. Female farmers who self-claimed to be actively involved in decision makings participated more and bid a higher price than other female farmers did. The results suggest the effectiveness of the micro-nutrient training, at least in a short period immediately after the training. The long-term effectiveness of the training, however, remains to be examined in future studies.

[Read more»](#)

Uploaded Files »

No files found.

