

Novel value chain upgrading strategy for valorization of heirloom rice in Philippines

Project Title: P1572 - IRRI Contribution to RICE Flagship Project 2

Description of the innovation: To support the development of a segmented marketing strategy for heritage farming, we provide evidence on urban consumers' willingness to purchase heirloom rice. Findings further indicate that women, business owners, and consumers who buy packaged rice and eat pigmented rice are willing to pay more for heirloom rice. We propose several demand-side intervention strategies to support the valorization of heirloom rice to preserve cultural heritage and in situ biodiversity of rice landraces in the Philippines.

New Innovation: Yes

Stage of innovation: Stage 1: discovery/proof of concept (PC - end of research phase)

Innovation type: Social Science

Geographic Scope: National

Number of individual improved lines/varieties: <Not Applicable>

Country(ies):

- Philippines

Description of Stage reached: The proof of concept can be used by policymakers to develop strategies for valorizing heirloom rice through place branding, geographic indicators, product differentiation, and promotion of dietary shifts.

Name of lead organization/entity to take innovation to this stage: IRRI - International Rice Research Institute

Names of top five contributing organizations/entities to this stage:

- University of Arkansas

Milestones:

- Value chains upgraded at three action sites upgrading strategy expanded with lessons captured in three additional action sites
- Farm-to-market strategies for improved processing and novel rice products at six action sites

Sub-IDOs:

- 4 - Reduced market barriers
- 5 - Diversified enterprise opportunities
- 6 - Increased livelihood opportunities

Contributing Centers/PPA partners:

- IRRI - International Rice Research Institute

Evidence link:

- <https://doi.org/10.1007/s10460-020-10159-w>

Deliverables associated: <Not Defined>

Contributing CRPs/Platforms:

- Rice - Rice