

## Evidences

### Study #3039

**Contributing Projects:**

- P335 - Monitoring and learning for biofortification

**Part I: Public communications**

**Type:** Program/project adoption or impact assessment

**Status:** Completed

**Year:** 2020

**Title:** Consumer acceptance study for zinc rice in Bangladesh

**Commissioning Study:** HarvestPlus

**Part II: CGIAR system level reporting**
**Links to the Strategic Results Framework:**

Sub-IDs:

- Increased availability of diverse nutrient-rich foods

Is this OICR linked to some SRF 2022/2030 target?: Too early to say

Description of activity / study: The objectives of this study were to answer two questions: (1) what are consumers' acceptance and demand for low-milled and biofortified rice? and (2) does sharing nutritional (zinc) information -- its importance, benefits, and availability in zinc biofortified and low-milled rice -- impact consumers' acceptance and demand? Findings suggest Bangladeshi consumers are willing to pay a 4-5% premium for the two strategies that increase nutrition (zinc) intake -- biofortification and low-milling, if they are given appropriate information. However, of the two strategies, addressing zinc deficiency via high zinc rice appears to be the optimal way forward. Full results are unpublished.

**Geographic scope:**

- National

Country(ies):

- Bangladesh

Comments: <Not Defined>

**Links to MELIA publications:**

<Not Defined>