

# **SURVEY TO DETERMINE RICE CONSUMER PREFERENCES IN THE KANDY DISTRICT**

**S. Abeysekara**

*(Statistical Unit, Colombo Campus)*

**and**

**Breckenridge, M. Thillai Nadesan & S. Hussein**

*(Central Agricultural Research Institute, Peradeniya)*

Assessment of the quality of rice is difficult unless one knows what is meant by quality and the important quality criteria in relation to rice consumption in Sri Lanka. Nutritive quality, storage quality and consumer preference are some factors that contribute to the value or quality of rice. While some of these factors can be determined by objective measurement, others such as consumer acceptance and preference for cooking and processing qualities must be determined by consumer tests and surveys.

In this survey, preferences for different types and varieties of rice, and for certain processing conditions, were studied. The results reveal most popularity towards underpolished, red-parboiled rice with a medium sized grain, while reasons for particular preferences appear to be centred largely around 'taste'.

Some differences were found with respect to preferences for certain types and varieties of rice shown by farmers and non-farmers.