



**GOLDEN RICE:  
Focused Group Discussion  
Results and Recommendations**

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Benpres Caseroom  
Joseph McMicking Campus  
Asian Institute of Management



# AIM Golden Rice Team



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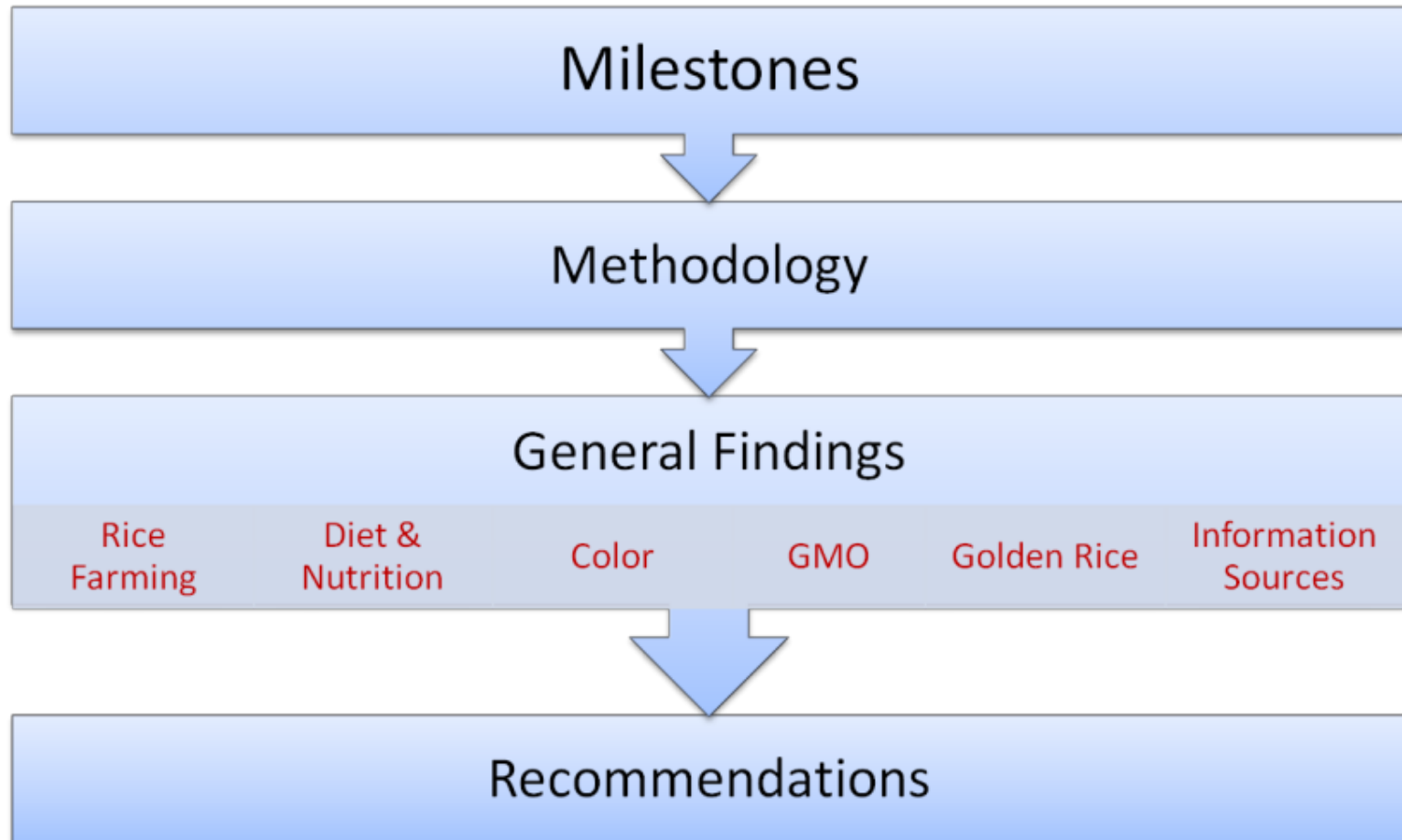


# Golden Rice FGD Objectives

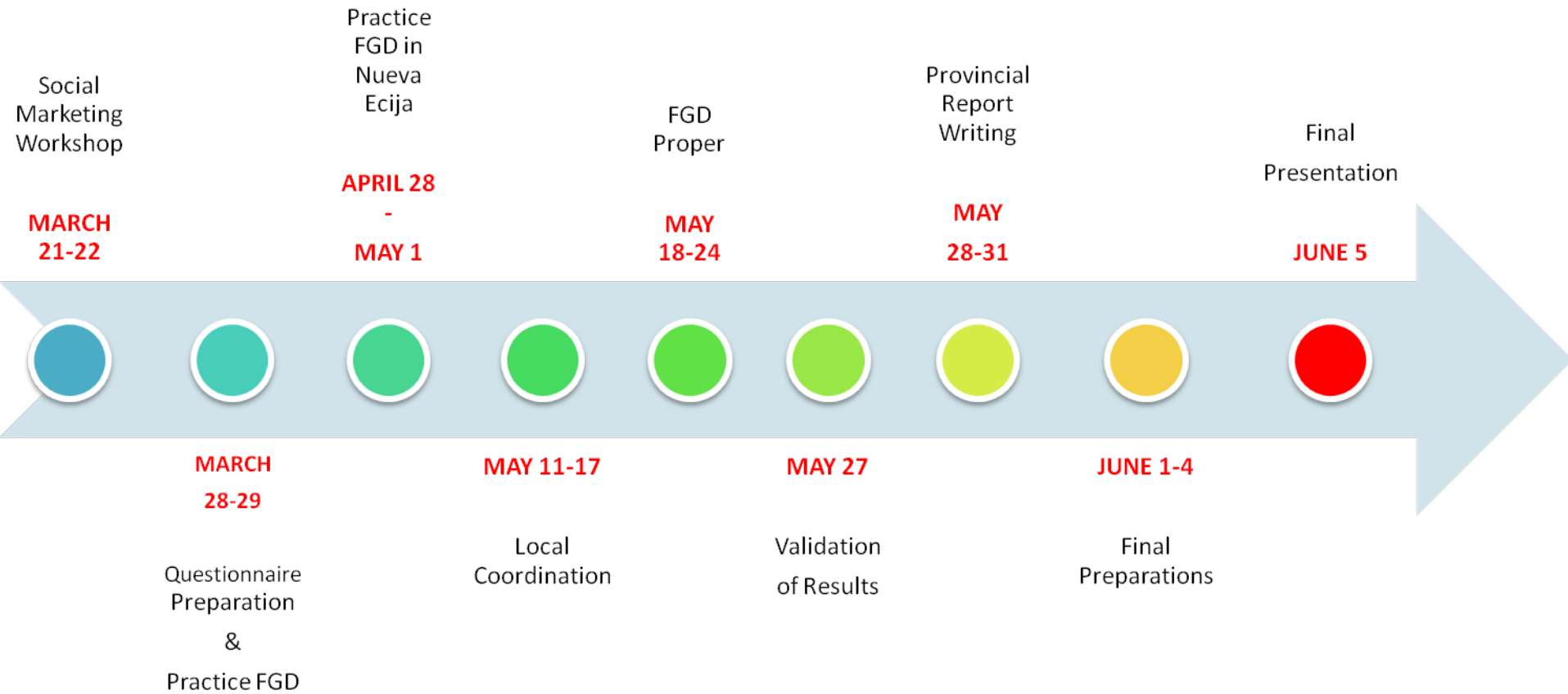
- Conduct Focus Group Discussions within four provinces of the Philippines where VAD is prevalent.
- Extract the following information from the FGD groups:
  - Attitudes, interest and concerns of household food decision makers
  - Attitudes, interest and concerns of subsistence rice farmers
  - Attitudes, interest and concerns of commercial rice farmers
- Recommend appropriate communication channels based on the information gathered from the FGD discussions and other information from local government units within the selected province.



# Flow of Presentation



# Milestones



# Methodology

**FGD questionnaire development** by IRRI with AIM students

**Questionnaire translation** to different dialects  
(*Bicolano, Waray, Hiligaynon, & Filipino*)

**Courtesy call** to local officials

**Communities needed for 9 FGD's :**

3 subsistence farming households, 3 commercial farming households & 3 non-farming households

**Communities needed for 9 FGD's :**

8 to 12 respondents, 50% should be males and 50% females





# Methodology

**Community identification** with the help of DA and local coordinator. Contact and schedule FGD's based on general profile of barangays

**During the FGD**, the recorder is tasked to observe and take down important insights.

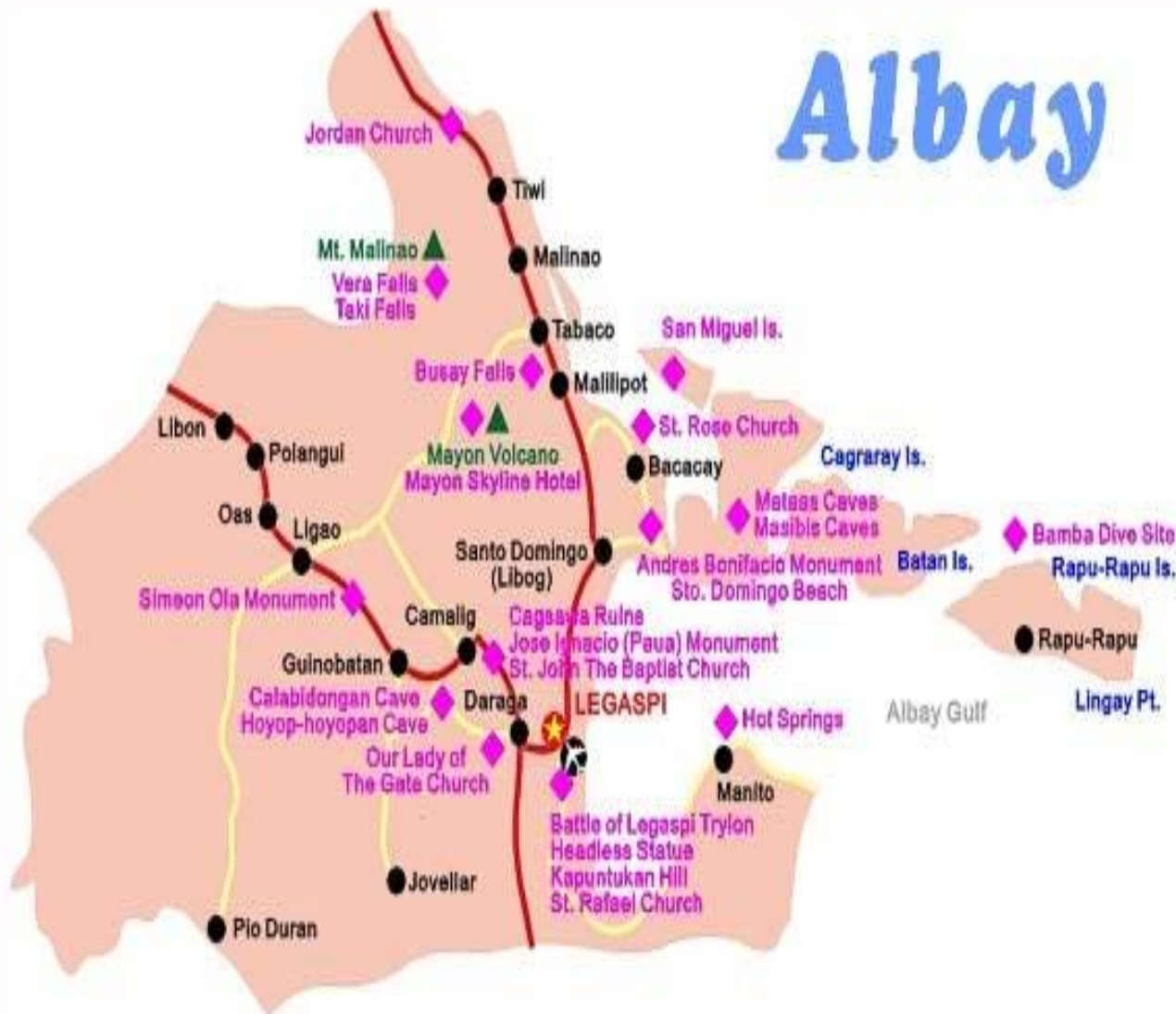
With the help of translators, discussions were **recorded and translated to English.**

**After the FGD**, profiles of respondents was recorded.

**Validation of answers** in at least 2 barangays



# Modification: Albay



- Not all barangays have a list of barangay residents
- Local coordinator hired selected the respondents
- FGD started earlier due to scheduling constraints
- Sometimes there are more than 12 participants
- No courtesy call to LGU





# Modification: Leyte-Samar



- The recorder function was assigned to local coordinator due to language barrier
- No courtesy call to LGU, only directly to the barangay



# Modification: Iloilo

## ILOILO



- Only one town was selected due to lack of time (border town of 3 provinces)

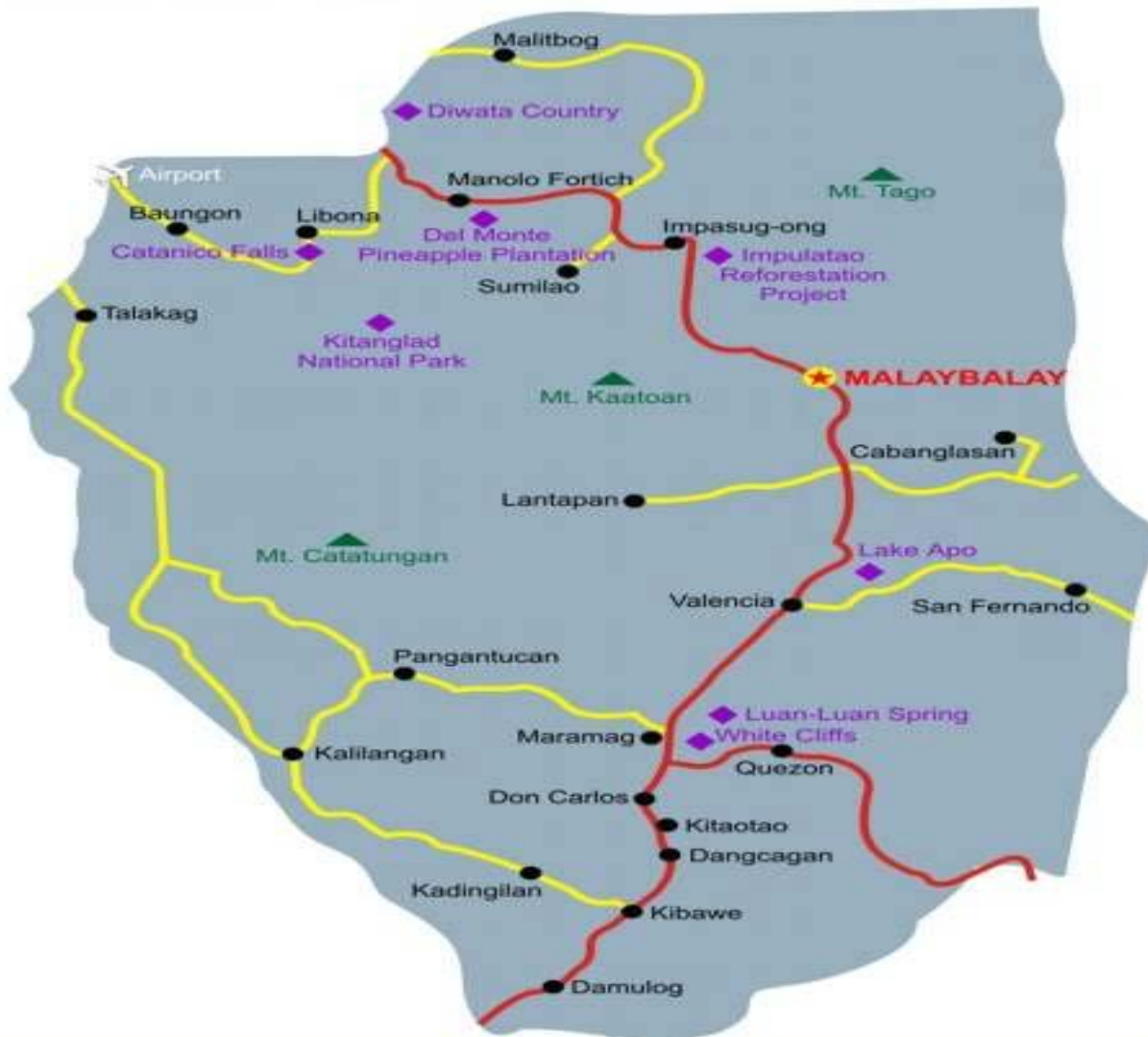
- Difficulty in distinguishing subsistence and commercial farms

- 9/12 FGD's were a mix of subsistence and commercial farmers



# Modification: Bukidnon

## BUKIDNON



- Subsistence farmers were reclassified to farmers who do not plant on their own land
- Advised by DA Acting provincial officer to avoid “MBA” in the introduction to LGUs
- Only one town was selected for the FGD due to security concerns

# General Findings: Rice Farming

## Reasons for Rice Farming

- Source of income
- Consumption
- Only job known by farmers

## Source of Varieties

- Good seeds from own harvests
- Exchanged seeds from other farmers
- Subsidized certified seeds from Department of Agriculture

## Common Rice Varieties

- RC82, RC10
- RC18
- RC128, RC122



# General Findings: Rice Farming

- Not particular with what variety to plant for each season
- Prefers varieties that can work well for both dry and wet season
- Male farmers decide what variety to plant

## Common Rice Farming Problems

- Financial Constraint
- Pests
- Weather/Climate
- Not enough rice seeds from DA
- Late arrival of seeds from DA

- Farmers are interested in trying new rice varieties.
- Only few are familiar with Bt corn
- Major source of information are technicians from Department of Agriculture.



# General Findings: Diet & Nutrition

- People are **budget conscious**
- Health concerns for adults, children & pregnant women are similar, that is, **to eat a balanced diet**
- Aware that balanced diet is **available and inexpensive**
- Pregnant women should minimize rice consumption to avoid Caesarean delivery
- For some, DRIED FISH as viand is **healthy**, for others, it is classified as **junk food**
- Most are **not aware** on which **vitamins** are present in their food





# General Findings: Medical Services

- Medical services are given by Local Government Units
- Frequency of services is subject to the availability of funds
- Women are more aware of these services than men

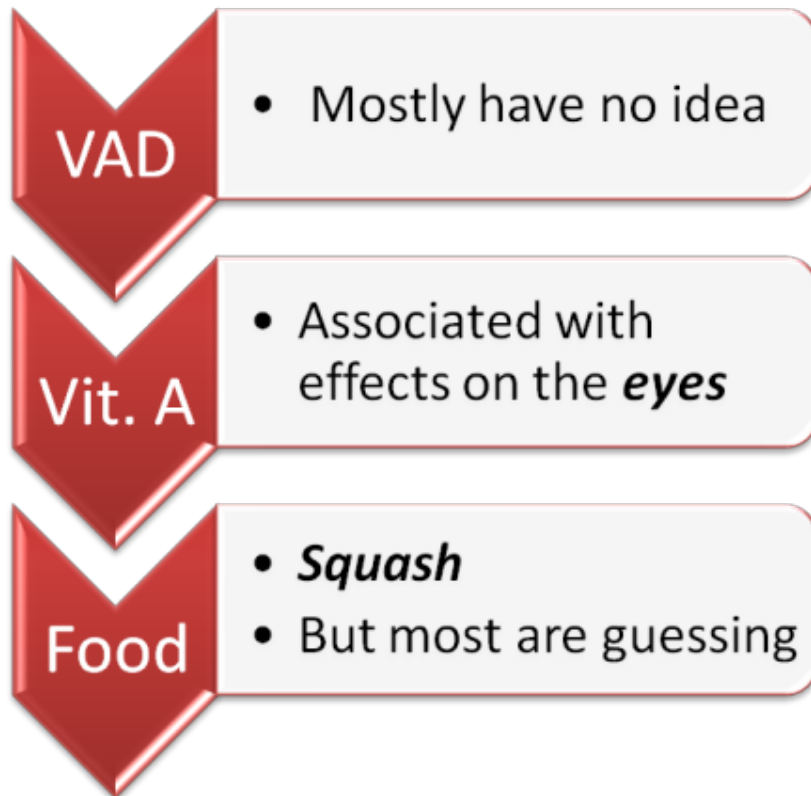
## Barangay Health Center programs

- Immunization and Vaccination
- Circumcision
- Deworming
- Pre-natal check ups
- Dental check ups
- Feeding
- *Patak Pinoy* (house to house)
  - Only LGU-sponsored
  - Carried out by a doctor or nurse
  - Barangay Health Worker (BHW) and/or
  - Barangay Nutrition Scholar (BNS)



# General Findings: Vitamin A Deficiency

- Lack of information on Vitamin distribution and how it benefits their kids



In general, respondents are **not familiar** with VAD

Interchanged VAD with iodine deficiency

Associate VAD with cataract

*Patak Pinoy* Program is offered **house-to-house**

Consumption of food with vitamins are subject to **the budget**



# General Findings: Color

Top 3 characteristics people look for in rice:

1. Soft
2. Tasty/Smells goods
3. COLOR

## Why White?

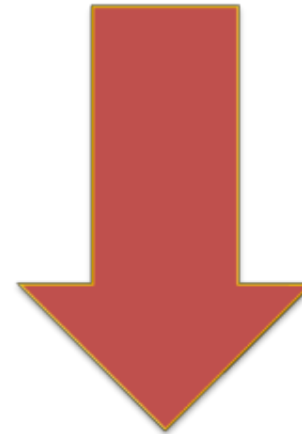
most preferred by children

widely available

appetizing



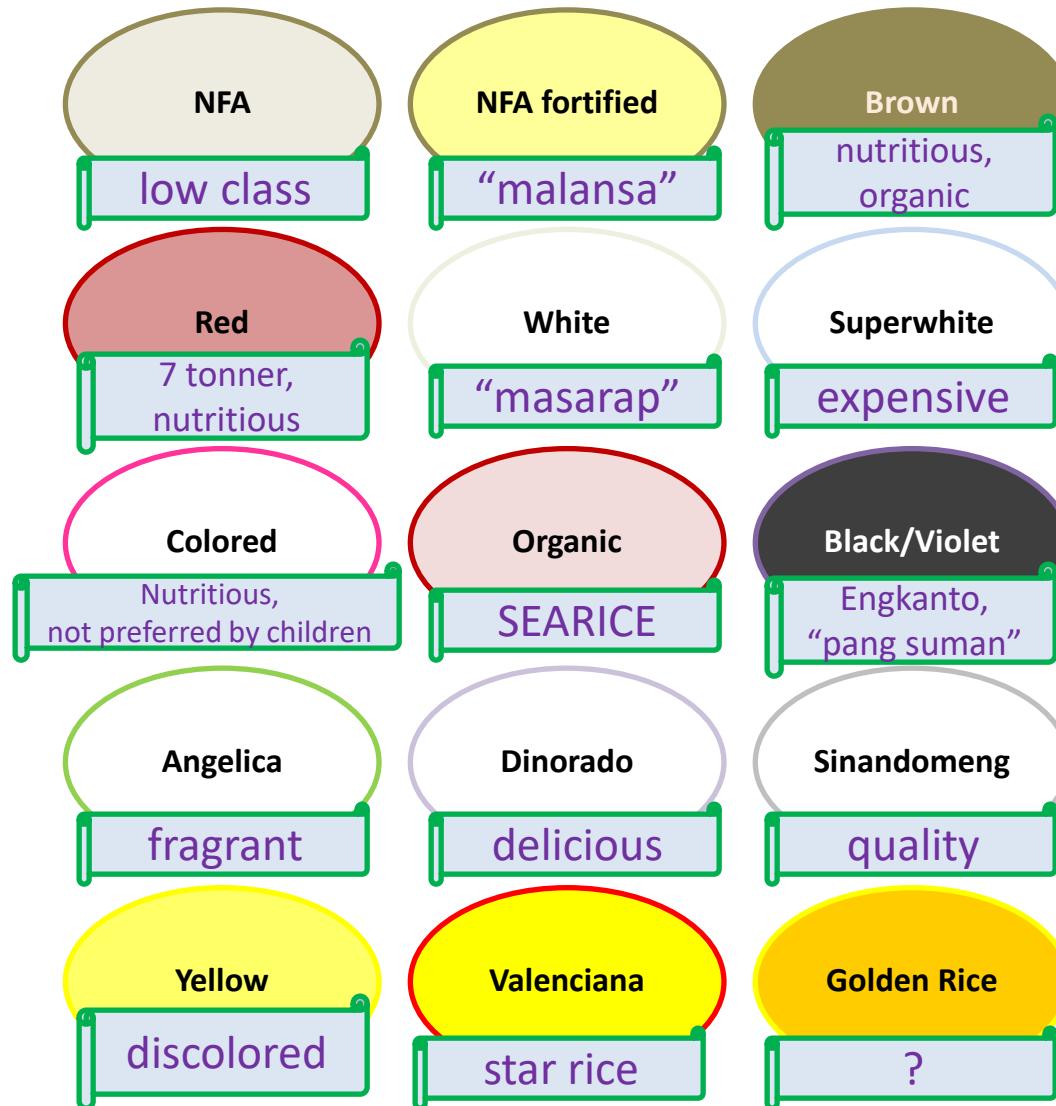
Nutritious  
Delicious



Authenticity is doubtful  
NFA rice  
Discolored  
Difficult to cook  
Hardens when cold  
Expensive  
"Engkanto"

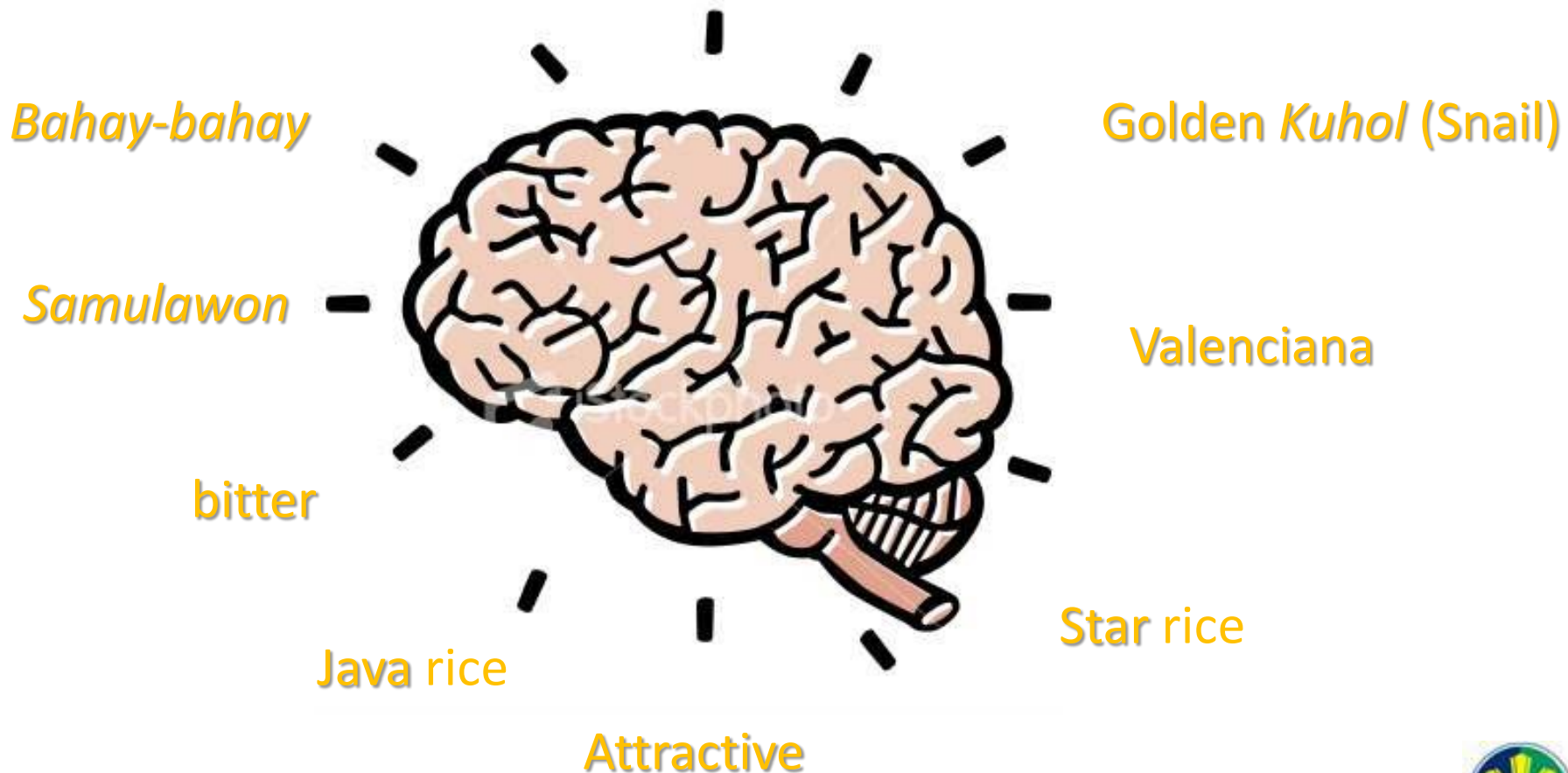


# Perception on Rice Color

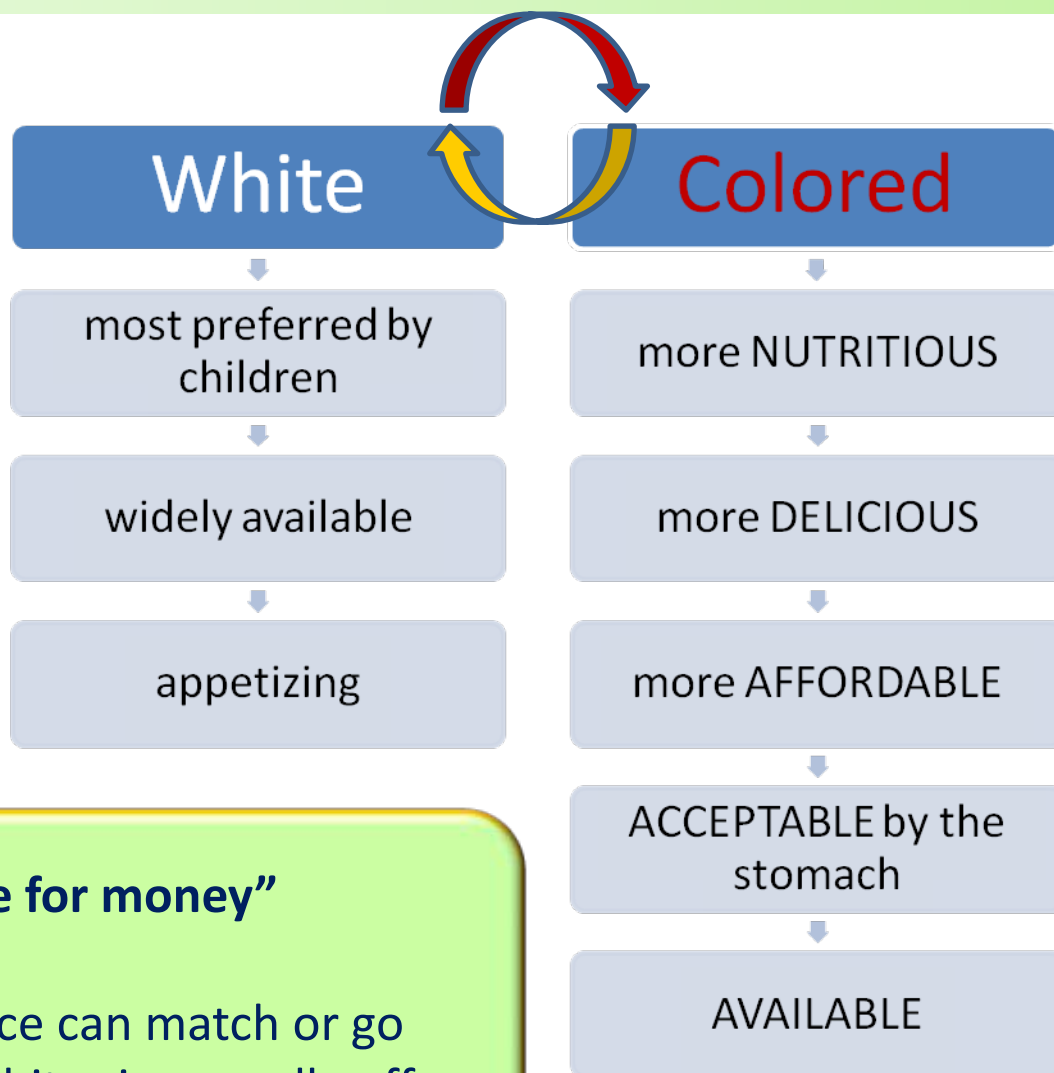


# Perception on Yellow Grained Rice

- Majority are not familiar with yellow rice



# General Findings: Color



**“value for money”**

If Golden Rice can match or go beyond what white rice usually offers





# General Findings: Yellow Rice

- Majority are willing to try Yellow Rice with SAFETY as the topmost consideration
  - Prefers government endorsement by organizations such as BFAD, DA, DOH, and barangay health workers
  - Majority do not consider celebrity endorsers reliable

## Willing to TRY if...

- Free taste and free samples
- DA certifies and approves the seeds prior to its release
- DOH certifies that the rice is good for children
- There are testimonials from those who have already tried it
- The Vitamin A content is already proven

Yellow Rice  
PLUS  
Vitamin A

Vitamin A content is the topmost reason for trying



# General Findings: GMO

- Most are not aware of GMO
- Few who are aware:
  - harmful for the body
  - cancerous
  - has caused stomach ache before
  - high technology
- Corn is seldom planted in most areas
- Few have heard of Bt corn



Hybrid  
Easier to maintain



Has built in  
bacteria  
Expensive to grow  
Can cause negative  
side effects



# General Findings: Golden Rice

- Majority never heard of Golden Rice
- Almost all are interested to know more about Golden Rice.
- Some respondents mistook Golden Rice with other yellow-colored rice
- Some heard about it but can't remember the details



## Comments & Reactions

- *Same color with honey*
- *Maybe egg yolk was added*
- *Contains Vitamin A because it is yellow*
- *Looks oily*
- *Golden rice is not the same as NFA rice since NFA rice is white with yellow spots*
- *Associated with Arroz Valenciana, a paella-like dish*



# General Findings: Golden Rice

- For those who heard about GMO, general reaction/perception is negative

## WILLING TO EAT GOLDEN RICE?

- After hearing that Golden Rice is a GM crop, majority are still willing to try it with the **Vitamin A content** as the topmost reason
- Common topmost consideration by both farming and non-farming households and consumers is **safety** followed by **taste**
- Major considerations prevailing for each household type on rice is **price** for non-farming consumers and **softness** for farming consumers

## WILLING TO PLANT GOLDEN RICE?

- Majority of the farmers across provinces and farming household types are interested to grow Golden Rice since they are **accustomed in trying new varieties**
- There only major concern is the **commercial viability** of the rice



# General Findings: Information Sources

## Usual Sources of Information

- Doctors
- TV
- Health Centers
- BHW and BNS
- Radio
- Newspapers
- Posters
- Schools



Most Popular TV Ad



Lactum

“Kapanatag Ka Na Ba?”



Knorr

“Sinabawang Gulay”

Most respondents do not prefer celebrities as paid-endorsers



# General Findings: Information Sources

Prefer information to be disseminated personally through...

- Persons of authority
  - *RHU, agriculturalist, doctors*
- BHW, BNS
  - *House-to-house*
- Seminars and lecture
  - *In local dialect*
- Actual demo
  - *e.g., cooking class*



because Doctors are...

- Convincing
- Experts
- Knowledgeable in that field
- *Salamat Doc* (famous TV program)





# Recommendations gathered from FGDs

Develop Golden Rice in RC10, RC18, and IR82 varieties

Modify, if not change, the Golden Rice name

Tie up with LGU's and local branches of the Department of Agriculture

Orient locals on genetically modified organisms and vitamin A deficiency

| Leverage on medical associations or professionals to endorse Golden Rice to adults.

Use doctors as endorsers for adults and fast food chains for children

Position Golden Rice as better than NFA Rice but at a similar price

Distribute first to local farmers (*through the local branch of the Department of Agriculture*) to be planted before the consumers

# Acknowledgement

International Rice Research Institute

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Philippines Rice Research Institute

Asian Institute of Management



**END OF PRESENTATION**

**Thank You!**

