



Prevalence of brown and white rice varieties among consumers

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DESCRIPTION

More than 4 billion people around the world eat rice as a main diet. It provides roughly 21% of the consumed energy and 15% of the consumed protein for populations for which rice is a staple meal. Australia produces aromatic rice with Thai jasmine origin and non-aromatic rice, both of which are of good quality. Due to the presence of 2-acetyl-1-pyrroline, aromatic rice types have distinct flavour notes that resemble popcorn. Additionally, the milling method can be used to categorise rice. Despite the fact that white rice is more popular, brown rice is thought to be healthier since it contains lipids, proteins, dietary fibre, and polyphenols. Consumer acceptance of rice is significantly influenced by product selection, consumption, and buying decisions. It is also influenced by other qualities including physical appearance (i.e., uniformity, cleanliness, brightness, glossiness, and translucency of the rice grain), taste (e.g., sweetness, bitterness), and scent (e.g., floral notes) (Buttery et al, 1986).

Furthermore, it has been asserted that the consistency and softness of the rice texture play a significant role in the acceptability of rice by consumers. According to a previous study, people preferred the textures of different varieties of brown rice differently and that the texture of brown rice was less liked than that of white rice. In a similar manner, it has been suggested that a decrease in customer acceptability is related to a rise in rice hardness. The milling technique (e.g., white vs. brown rice) changes the nutrient composition and characteristics of each rice type. For instance, as compared to white rice, brown rice has larger lipid content. Due to lipid oxidation in the bran layer of brown rice, the lipid context influences the profile (Combris et al, 2009). Lipid oxidation causes the production of off flavours, which may affect how consumers may perceive and accept a product. In other words, variations in profiles, which are connected to variations in nutrient composition, are likely to be the root of

variations in the acceptance of white and brown rice. Similar to the patterns of rice consumption around the world, 90% of the rice consumed in Australia is white, while just 10% is brown rice. It is crucial to look into the distinctions between brown and white rice in order to understand what influences the consumption of each type.

Their awareness of the differences between brown and white rice kinds may have an impact on how they feel about it, leading to a biased assessment of the rice's qualities. To predict the choice of Australian brown and white rice types, the sample (participants) for future research might be gathered from various geographic locations. Future research should concentrate more on the characteristics of brown rice's texture. For a better knowledge of the texture characteristics of brown and white rice types, instrumental examination (using a colour and texture analyser) can also be taken into account (Huang and Kurata, 2012).

The most crucial quality is texture, which explains why people prefer brown rice to white rice. Therefore, by creating new rice types with a soft texture, the qualities of Australian brown rice varieties can be enhanced. Future studies are required to determine whether improved brown rice texture may be achieved through improved water absorption, the milling process, packing, and storage. This would increase consumer acceptance (Park and Kim, 2010).

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