



PRESS RELEASE

PSA Approves Conduct of PhilRice Survey on Rice-based Functional Foods

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On 17 April 2018, the Philippine Statistics Authority (PSA) granted clearance to the conduct of Philippine Rice Research Institute (PhilRice) survey entitled Consumer Knowledge on Functional Foods and Acceptability of Rice-based Functional Food Products.

The survey will be conducted in view of the 2018-2022 PhilRice Strategic Plan in line with the Institute's aim to enhance the value of rice and the overall quality of rice-based products making it more marketable and competitive in the market.

The data items to be collected in the survey are as follows:

- Socio-demographic characteristics (age, civil status, educational attainment, occupation and income)
- Consumer awareness on rice-based functional foods
- Perception and purchase behavior toward rice-based functional foods
- Preferences for rice-based functional foods
- Acceptability for complementary rice-based food product and rice beverage

The survey will collect data from 151 parents of children aged six (6) months to 5 years among provinces with Rice Business Innovations Systems (Rice BIS) communities. These provinces are Ilocos Norte, Isabela, Nueva Ecija, Quezon, Albay, Negros Occidental, North Cotabato, and Agusan del Sur. A total budget of Php 149,000.00 will be utilized for personal services, maintenance and other operating expenses (MOOE) such as travelling expenses, supplies and printing of materials.

The results of the survey are expected to be released in March 2019.

The survey was reviewed and cleared for conduct under the Statistical Survey Review and Clearance System (SSRCS), a mechanism being implemented by the PSA by virtue of Rule 28 of Implementing Rules and Regulations (IRR) of Republic Act (RA) No. 10625 to:

- ensure sound design for data collection;
- minimize the burden placed upon respondents;
- effect economy in statistical data collection;
- eliminate unnecessary duplication of statistical data collection efforts; and
- achieve better coordination of government statistical activities.



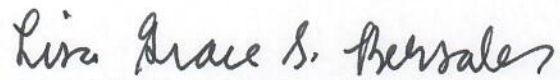
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In line with this, the PSA enjoins all covered to support the said survey.

For further information on SSRCS, please contact the Statistical Standards Division (SSD) of the Standards Service (SS) with telephone numbers (02) 376-1928 and (02) 376-1931, and email address: ssd.staff@psa.gov.ph or ssdss.staff@gmail.com.



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CJA/PARSB/MPR