Abstract

The Missouri Rice Producer's Association are looking at countries, such as Uzbekistan, Kazakhstan, etc., to market various varieties of rice that is acceptable to the populace in that region. The ethnic populace in that region. The ethnic population of that region in Asia consumers rice in form of pilaf called Osh, which is usually cooked with mutton or beef and carrots. The objective of this study was to determine the overall acceptability of 7 varieties of rice used in Osh through consumer hedonic panels at 4 different locations in Uzbekistan. Around 90 consumers in each of the Uzbek's cities of Tashkent, Fergana, Namangan, and Andijan participated in a consumer hedonic test involving overall acceptability of the rice varieties Avangard, Bengal, Chinese, Calrose, Dezira, Long Grain, and Rice Tech in Osh. A 9-point hedonic scale (1-strongly dislike and 9-strongly like) was used to record preferences of the participants. Analysis of variance, least square means and Fisher's least square means and Fisher's least square difference values were used to statistically analyze the data. Internal preference mapping was also performed on the consumer data. There was no effect of location on acceptability of the various rices. Dezira, a local variety, which is used during special occasions, was liked the most by consumers. Mean separation showed that liking for Long Grain rice was not different from Dezira ($P>0.05$). Long Grain, Rice Tech, and Bengal varieties were liked more than Calrose (a California Variety), Avangard (another Uzberk variety) and Chinese varieties, all 3 of which are main competitors in Uzbekistan for rice varieties produced in the Mid-west (Long Grain, Bengal and Rice Tech). In conclusion, Uzbekistan is a promising export market for Long Grain rice. Bengal and Rice Tech, although less liked as compared to Long Grain, can also find a market in Uzbekistan.