

Can micronutrient training create women's demand for high-zinc rice? The case of Bangladesh

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CGIAR Gender Platform Seminar

19 October 2018



Discussion points

- Biofortification of rice in Bangladesh
- Micronutrient training among mothers
- Bidding process for zinc rice
- Knowledge of zinc deficiency and women's participation in decision-making
- Role of micronutrient training on zinc rice demand





IMPACT STORY 5 MIN READ

Sweet Potato Lessons: The Case For Homegrown Solutions

Robert Mwanga has spent a career converting the orange-fleshed sweet potato into a tool that can prevent blindness and save the lives of millions of children across Africa.

<https://www.mcknight.org/news-ideas/sweet-potato-lessons/>

Biofortification of rice in Bangladesh

Zinc rice

- High yield
- Short duration



Address zinc deficiency

- Growth stunting
- Risk of infections



Research questions

- Can micronutrient training create demand for zinc rice among mothers?
- How does this differ in terms of women's participation in decision-making?



Why important?

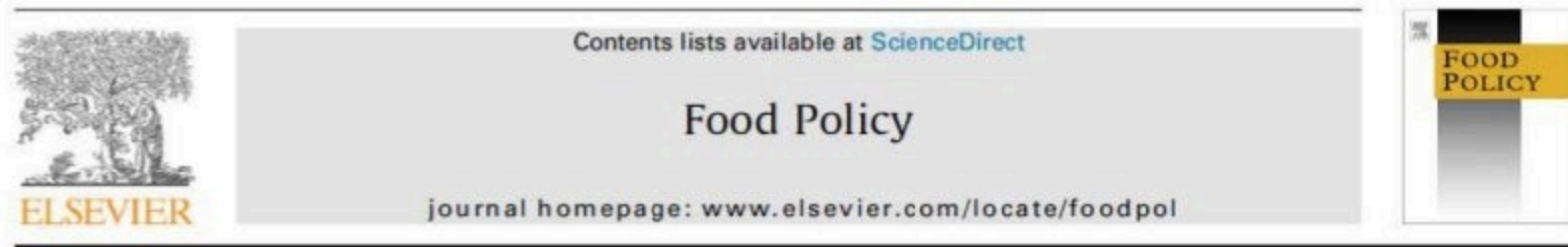
- Biofortification to improve human health
- Gender-responsive dissemination strategies
- Willingness to pay:
 - Women's valuation of children's and own health
 - Price and subsidy policies



So far...

- Little attention on willingness to pay for zinc rice; effects of micronutrient training and gender dimensions
- Methodological issues in eliciting willingness to pay

Food Policy 62 (2016) 133–141



Information, branding, certification, and consumer willingness to pay for high-iron pearl millet: Evidence from experimental auctions in Maharashtra, India [☆]



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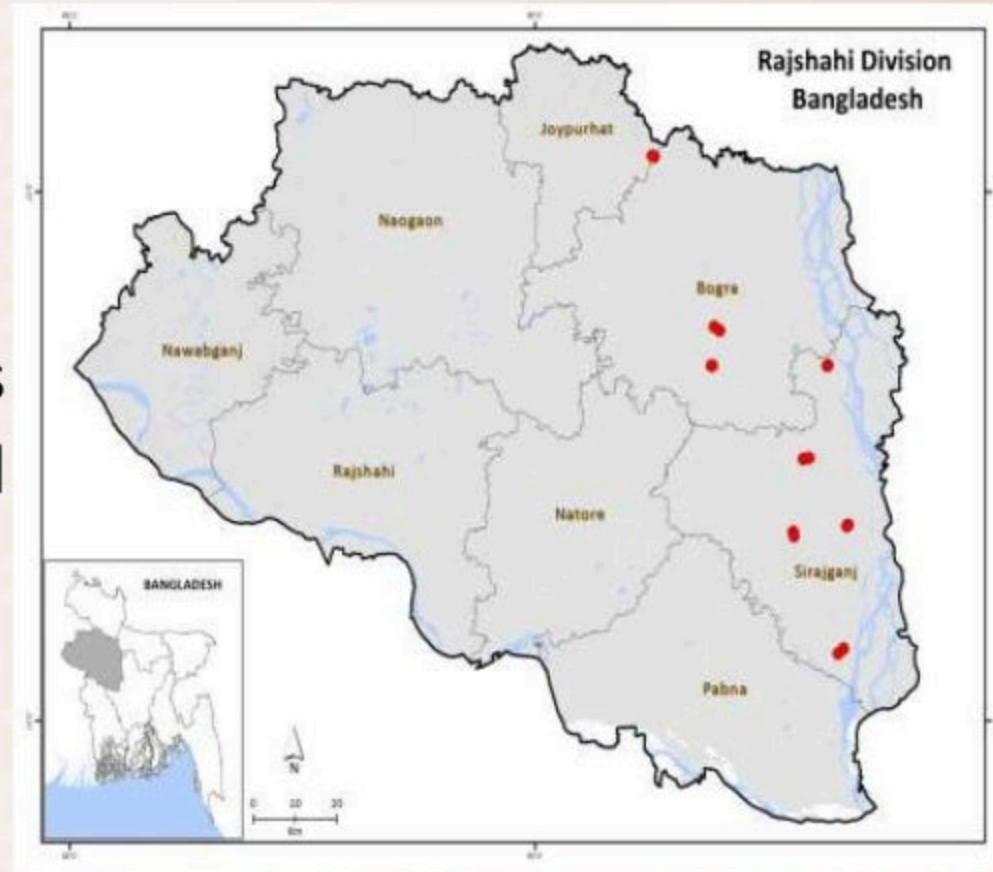
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Experimental design

- Micronutrient training sessions among mothers
- Rajshahi division
 - Bogra and Sirajganj districts
 - 200 treatment; 200 control



Bidding process

- Phone bidding survey one week after the training
- First stage: asked if interested in buying 2.5kg seeds of zinc rice
- Second stage:
 - If bid price $>$ our price, sold the seeds
 - If bid price $<$ our price, disclosed price and asked if interested in buying at our price
- Seeds were delivered to successful bidders



During the phone bidding survey

- Reached 328 women farmers
- More than half from Sirajganj
- Included trained women



Key variables

2-stage procedure

- Bidding participation
- Bidding price



Knowledge of zinc deficiency

- Children stunting
- Risk of diabetes
- Risk of infections
- etc

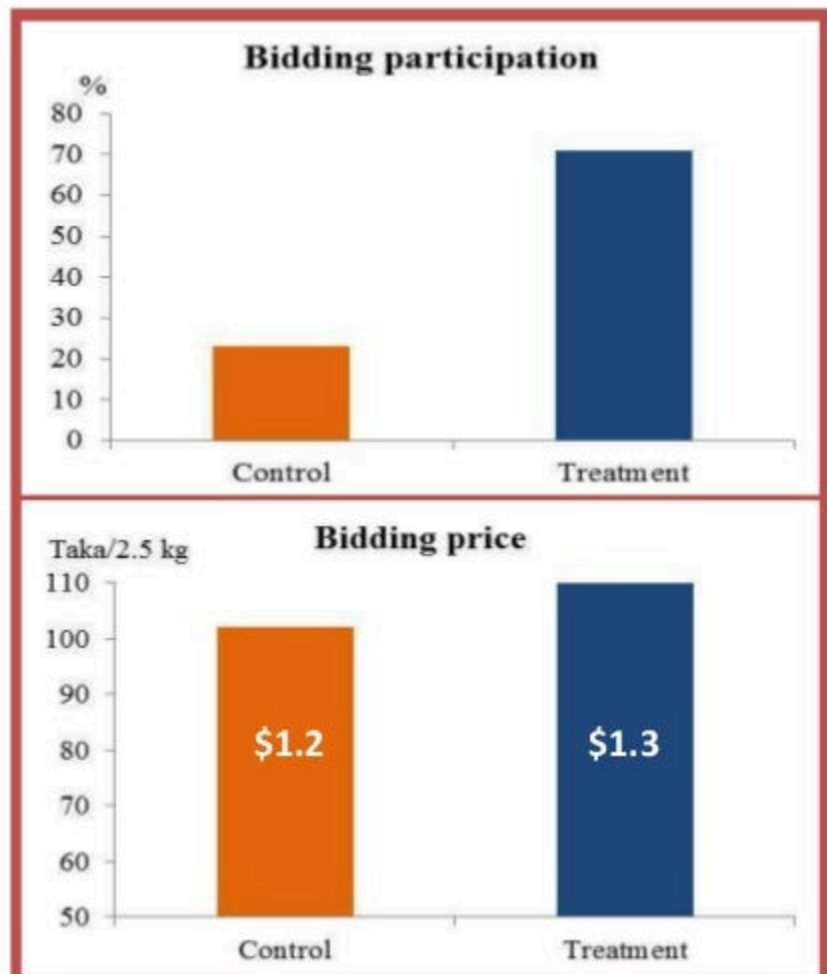


Explanatory variables

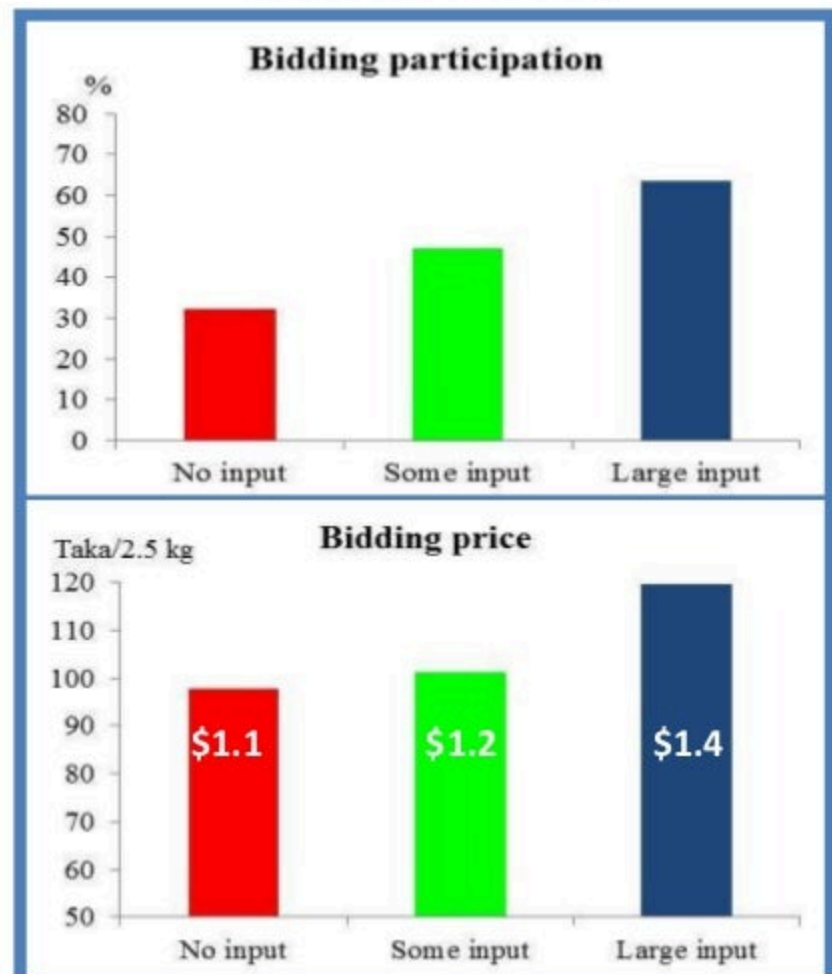
- Micronutrient training
- Women's input in decision-making



All sample women farmers



Women's participation in decision-making



Key Message

- Understanding of zinc deficiency is higher for trained women
- Positive impact of micronutrient training on bidding participation and price: short term effectiveness



Key Message

- Higher bidding participation and bidding price for women who are actively involved in decision making
- What's next?
 - Gender-responsive dissemination strategies
 - Assessment of short term gendered outcomes of zinc rice use
 - Long-term effectiveness of micronutrient training



Acknowledgments

- IRRI, CGIAR Gender Network, HarvestPlus
- Ranjitha Puskur and Takashi Yamano

