

Possibility of Value Addition on Traditional Rice Liquor in Cambodia

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Introduction:

- Traditional rice liquor faced low quality and low profitability due to low sales price, low productivity, and high frequency of the production failures.
- Quality improvement of rice liquor was expected to add value and improve profitability. Modified techniques have been identified through the production trials and consumer tests.

Objectives: To assess the possibility of value addition on the traditional rice liquor in Cambodian markets.

Methodology

- Structured interviews with questionnaires to the consumers: to identify the consumption trends and preferences on the rice liquor and other alcoholic beverages in 2008 and 2009.
- Consumer tests of the quality liquor: to evaluate its quality and sales price in 2008 and 2009.
- Trial marketing and sales of the quality liquor: to identify the possibility of adding value on the products in the markets at Phnom Penh from mainly 2010 to 2011.



Fig.1 Surveyed areas

Results and discussions

Rice liquor is as popular as beer for male. Male consume rice liquor more than female. Female consumer Medicinal rice liquor

Table 1 Consumption of rice liquor products comparing with beer during Water Festival in 2008

Consumption (Frequency)	Rice liquor (RL)				Medicinal rice liquor (MRL)				Beer			
	Male (%)	Female (%)	Male (%)	Female (%)	Male (%)	Female (%)	Male (%)	Female (%)	Male (%)	Female (%)	Male (%)	Female (%)
No drink	17	15.3	76	63.9	41	37.0	63	52.9	23	20.7	38	31.9
Drink	94	84.7	43	36.1	70	63.0	56	47.1	88	79.3	81	68.1
Total	111	100.0	119	100.0	111	100.0	119	100.0	111	100.0	119	100.0

*Most interviewee (94%) were from provinces out of Phnom Penh

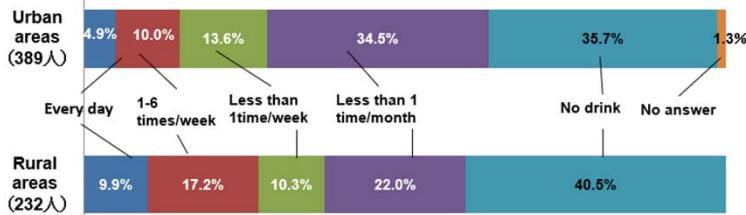


Fig. 1 Rice liquor consumption comparing between rural and urban areas during One Province and One Product Exhibition in 2009

Rural people tend to drink rice liquor, however, urban people also consume certain amount.

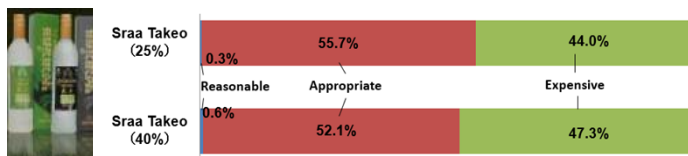


Fig. 3 Consumer test on price at trial sales of quality rice liquor (Sraa Takeo)

*Retail price: 25% alc/vol: USD5/500ml, 40% alc/vol: USD8/500ml

High quality liquor may be able to set higher retail price (13 times of local liquor). Ensuring safety and sanitary condition with bottling and labeling is important as well as taste quality.



Fig. 5 Quality check during the rice liquor productions

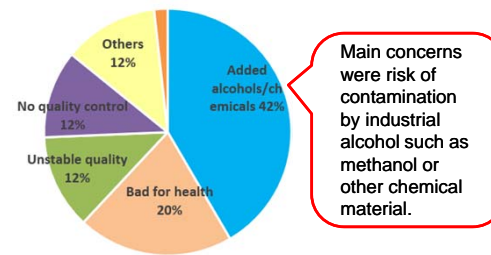


Fig. 6 Commercialization, marketing and sales

Table 2 Impression or rice liquor quality in general during OPOP in 2008

	No.	%
High quality	76	22.6
Low quality	116	34.4
No idea	122	36.2
No answer	23	6.8
Total	337	100.0

Consumers recognized the low quality of rice liquor.



Main concerns were risk of contamination by industrial alcohol such as methanol or other chemical material.

Fig. 2 Reason for low quality

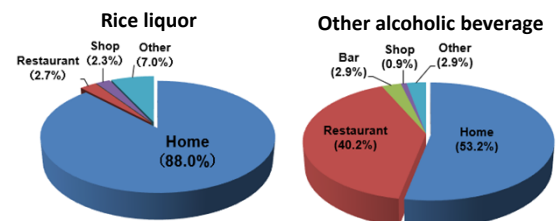


Fig. 4 Drinking place/opportunity of alcoholic beverage

High quality liquor can have rooms to gain the market shares in restaurant, bar, and shops.

Production system including process and quality checking is principle for commercialization to ensure high and stable quality and safety.

The trail sales could gain the market share with high value markets; restaurant, bar, supermarkets, and souvenir shop.

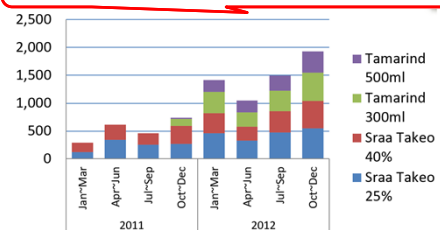


Fig. 7 Sales (bottle numbers) trends

Conclusion: These results showed the possibility of the traditional rice liquor to gain the market share in domestic and international customers with value addition by ensuring the quality and safety.