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Rice Consumption Exceeds Local Production

Milled Rice Production

Milled Rice Consumption

Source: United States Dept. of Agriculture. In thousands of metric tons.
Overwhelming Preference for Local Rice

**Favored Rice Type?**

- Broken Gambiaka: 79%
- 100% Full Grain Gambiaka: 6%
- Imported Asian Rice: 5%
- 60% Full Grain Gambiaka: 4%
- Parboiled Rice: 2%
- Other: 4%

**Daily Consumption?**

- Twice a day: 48%
- Once a day: 49%
- Not every day: 3%

Source: Malô Survey of 1,495 residents of Bamako, Mali (April 2012)
Willingness to Purchase Fortified Rice

Source: Malô Survey of 1,495 residents of Bamako (April 2012)