FOCUS INTERVIEW TRANSCRIPTS
FOR ASIAN-AMERICANS'
PURCHASING, PREPARATION, CONSUMPTION
AND PREFERENCES
FOR AROMATIC RICE

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PREFACE: This report summarizes results of the focus interviews of the 1991 Texas A&M University Aromatic Rice Project funded by the USA Rice Council, Texas Agricultural Experiment Station, Texas Rice Research Foundation, and Texas Department of Agriculture, among others. Copies of the full technical report can be obtained by requesting publication CPM-1-94T entitled "Market Potential for Domestic Rice Varieties Among Asian Americans: Technical Report." Additional reports are being developed to assist in evaluating producer profitability associated with different varieties, structural considerations in developing new products targeted for Asian-American markets, methodological issues for Asian-American market analyses, and more rigorous econometric evaluation of the data associated with this report. For information on these reports or other aspects of the project, contact:

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The Texas Agricultural Market Research Center (TAMRC) has been providing timely, unique, and professional research on a wide range of issues relating to agricultural markets and commodities of importance to Texas and the nation for more than two decades. TAMRC is a market research service of the Texas Agricultural Experiment Station and the Texas Agricultural Extension Service. The main TAMRC objective is to conduct research leading to expanded and more efficient markets for Texas and U.S. agricultural products. Major TAMRC research divisions include International Market Research, Consumer and Product Market Research, Commodity Market Research, and Contemporary Market Issues Research.
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Commendations go out to Kerry Russ, who was responsible for tape transcription from all interviews and to Kristy McCollough and Doyle Koop for assistance in editing the final manuscript. Appreciation is extended to Asian-American leaders in College Station and Houston providing insights into interview structure and participation, and to staff and personnel of the USA Rice Council for their support throughout the project.
INTRODUCTION

The research project from which this manuscript is derived had as overall objectives to evaluate Asian American's acceptability of several domestic rice varieties, and to assess potential competitiveness of these varieties with imported Thai Jasmine rice. An initial and integral part of the research included a multi-phased interview design whereby important insights into consumer behavior and eventual market performance might be obtained. This manuscript relates both summaries and detailed accounts of the interview design, which included one-on-one in-depth interviews and a series of focus group interviews. Project design and results of the full analysis are related in the research report document "Market Potential for Domestic Rice Varieties Among Asian Americans: Technical Report," a Texas Agricultural Market Research Center Consumer and Product Market Report, CPM-1-92T.

Building on proven research methodology for consumer food products (O'Mahony), the initial research phase involved focus interviews, including one-on-one and group panels. Focus panels are integral to well-conceived consumer food product test procedures (Kinnear and Taylor). Focus interviews were utilized to gather information necessary to design subsequent sensory test phases (laboratory and household panels). The purpose of these interviews was to assure the test factors included in the laboratory panel tests accurately reflected consumer decision-making factors. Additionally, insight was sought as to the kind of participant households that should be included in the panel of target populations. Overall target population, food purchase, and consumption behavior were also reviewed.

At the time this study was conducted, none of the Houston field market research services, nor several national ones headquartered either in Dallas-Fort Worth, Chicago, or Kansas City had any experience with research among the Asian-American market segments.
Even a Houston market research firm located in an Asian-American shopping mall had no experience.

The Asian-American population has not been targeted by U.S. food processors (Miller). Several factors appear responsible for the lack of market research among Asian-American ethnic groups. First, a substantial language barrier exists among recent immigrants, particularly Vietnamese, Thai, and Cambodian. Second, a sense of caution and distrust pervades this population. Many are from countries subject to intense internal political strife; therefore, extreme caution and privacy come naturally. Third, many Asian Americans work long hours and hold multiple jobs. Fourth, the 7 million Asian Americans are only about 2.7 percent of the U.S. population versus 9 percent for Mexican Americans (U.S. Department of Commerce, Bureau of the Census). The latter group has only recently been targeted by some of the major food processors. All of these items are negative factors cited by research firms as reasons for not working actively among Asian Americans.

Because of the lack of market information, it was especially critical focus interview sessions be conducted with Asian Americans. Initially, ten in-depth personal interviews were conducted with Chinese, Vietnamese, Thai, and Filipino graduate students at Texas A&M University, regarding their rice preferences, rice cooking experience, and any related knowledge of the rice industry in their respective country. Their backgrounds varied from restaurant cook to biochemistry major. The family of one student was in the rice business in Asia before political instability in the area forced them out of operation.

Following the individual in-depth interviews, four focus groups in College Station and two in Houston were conducted (Goodwin et al.). The purpose was to further explore the factors influencing rice purchases, preparation methods, and consequential levels of rice...
consumption. The College Station focus groups, conducted in April 1990, included one group each of Vietnamese and Chinese, and mixed focus groups of Filipino/Thai and Anglo/Hispanic. Participants were paid $20 each for their participation. Each session was about 90 minutes in duration. Houston focus groups were comprised of Asian Americans only. Asian-American community leaders suggested that men and women be interviewed separately to promote open discussions. Participants in these focus groups were presented with tokens of appreciation at dinners held for their recognition.

INDIVIDUAL INTERVIEW FINDINGS

Personal focus interviews took from 20 to 45 minutes each. All aspects of rice use were explored, including purchasing, cooking and serving methods, and menu planning. Attributes related to consumers' acceptance of individual rice varieties and eventual market selection were discussed. Personal interviews revealed the variation in preparation and consumption methods that were followed by the targeted ethnic groups. Rapport was established before questioning began so the person felt at ease during discussion of his/her personal situations.

Rice was purchased almost exclusively in 25-pound bags. All ethnic groups preferred imported Thai rice. College Station residents made trips to Houston, if necessary, to obtain Thai rice. A few of the brand names were frequently mentioned, although Thai rice was the most important selection factor. "New Crop" rice was strongly preferred to "Old Crop" rice, with "New Crop" explicitly identified on the bags of each brand. "New Crop" rice generally arrives around January and is considered best from then until late summer.
Use of an electric automatic rice cooker was universal. Methods of washing rice were revealed as well as the quantity cooked per person and quantity of water placed in the cookers. Freshly cooked rice was always served as a separate dish; rewarmed, leftover rice could be stir-fried with vegetables and meats.

Attributes looked for in rice were explored at length and are noted in "Rice Selection Attributes," page 8. Individual focus interviews in Houston reinforced the findings in the College Station interviews. A complete account of the 7 usable one-on-one interviews is presented in Appendix A. All interviews were transcribed from interview tapes. Transcripts were edited for grammar and clarity. A notation in the transcript indicates where the interview subjects comments were undecipherable.

FOCUS GROUP INTERVIEW FINDINGS

Factors discovered in the individual focus interviews were the subject of the group focus sessions. There were six essential categories of information: (1) deviations in consumption levels, (2) influences of cultural mores, (3) shopping behavior patterns, (4) variations in rice preparation, (5) attribute evaluation, and (6) preferences for rice attributes. Each category is discussed in turn, and then summarized.

Rice Consumption Levels

All focus group participants revealed that rice is a separate dish at each main meal, served in individual bowls to each person. In effect, rice is served much as bread is in Anglo meals. Only the stir-fried (leftover) rice is used in the casserole-style customary with Anglos.
General consensus was that two cups of cooked rice are eaten per person per day. This amounts to just over 150 pounds per person annually.

Cultural Mores Influence

Interviews revealed cultural mores, opinions, attitudes, similarities, and differences among the four Asian-American ethnic groups (Chinese, Vietnamese, Filipino, and Thai). Questions centered on perceptions, either positive or negative, of various colors, numbers, shapes, letters, symbols, and words or phrases. The purpose was twofold. The first purpose was to avoid any inadvertent biasing signals during the laboratory or household testing procedures. Every effort should be made to label rice samples in a neutral manner. That is, the research team did not want any unrelated social or cultural factors influencing the panelists' perceived acceptability of the rice samples. The second purpose was to gain preliminary insight into possibly favorable package designs, assuming the rice varieties evaluated proved to have acceptable ratings.

There was no widespread concern among focus group panelists that either lettering or numbering the rice sample would inject bias in the resultant ratings. Results of the focus group interviews revealed a plain white label with a three-digit nonrepeating code in black ink should be used on the rice packages for the household consumer tests. Repeating digits in the code (e.g., 333 or 777) were considered unfavorable. Elephants and water buffalo were among the favorable images for retail packages as were depictions of pagodas. Shapes, designs, and letters that varied in connotation depending on the ethnic group were not used. Indications showed package label designs should be carefully researched. In general, shapes with curves or rounded edges were preferred to pointed shapes (except for stars and a crescent...
moon), especially among Vietnamese. Even numbers were preferred to odd, except for the numbers 1 and nine; nine was a generally favored number among Vietnamese and Thais.

The color black was associated with death or bad occurrences by all ethnic groups. Red was generally considered a "warlike" or "power" color, primarily so among those of Chinese background. Filipinos were less sensitive to such differences than any other ethnic group. "A" was associated with top, first, or best by virtually all panelists, but there was not a similar interpretation of "Z" being last. Clear plastic bags were perceived to be an acceptable container for the household tests, facilitating visual inspection of the uncooked rice and reducing any mystique or a priori apprehension.

**Shopping Behavior**

Shopping for rice was usually performed by the person preparing the rice. In many homes, the grandmother or an elderly female prepares the rice, particularly with recent immigrants. Price was not an issue so long as the price was within reasonable bounds ($8 to $10 per 25-pound bag). Shoppers definitely preferred rice packaged in 25-pound white, woven polyethylene bags with plastic liners; some expressed a preference for bags with handles. Although considerable brand loyalty is present, there is no dominant brand among those most prevalent in Houston and Dallas-Fort Worth (Elephant, White Elephant, Buddha, ITC, Water Buffalo, Royal Fan, Sailboat, Victorian Elephant, Phoenix, Scales, Twin Dragon, Green Dragon, Three Sisters, and San-Pa-Tang).²

A typical family of four or five will purchase rice about two times per month; shopping may be done at this same frequency by about one-third of the group. Weekly shopping was indicated by about one-half of these ethnic households. There is some
indication that rice may be purchased in large quantities early in the new crop season (January - February for Thai Jasmine) and stored at home rather than being purchased evenly throughout the year. This strategy is pursuant to the belief some have that home storage will better preserve the aroma in Thai rice than commercial market storage.

Rice Preparation

During the focus interviews, Asian Americans revealed rice typically is washed two to three times before cooking. Washing removes dust remaining on the rice after milling, as well as other undesirable residue, e.g., minor insects and dirt particles. Washing also allows the uncooked rice kernels to soak up water, which contributes to achieving the desired moisture and texture in the cooked rice. Color in uncooked rice appears to be associated with perceived cleanliness or sanitation.

Most Asian Americans use an automatic electric rice cooker, adding water and rice in the approximate proportion of 1:1.3. Automatic rice cookers also have a water mark which may be used in determining the water level used. Most persons said they used the first joint of their index finger or the palm of their hand to measure the appropriate depth of water over the top of the rice. The amount of water used is often adjusted after the cooking from a new bag because of moisture differences and absorption variations by age of the rice, variety, etc. All focus interview participants agreed one cup of uncooked rice yields approximately two cups of cooked rice.

Rice is prepared fresh for each meal. In many households, families eat together only during the morning or possibly at the evening meals because of rigorous work schedules. About one cup of uncooked rice is prepared per adult. Opinions were that rice may be kept
warm in the cooker for up to two hours without damaging the quality if the rice is left covered. Quality deteriorates after that or if the cooker is opened. Leftover rice typically is stored under refrigeration, either in the cooker or in a sealed container. Stored cooked rice is generally served as fried rice and is usually consumed during the morning meals.

Rice Selection Attributes

Because freshly cooked rice is generally eaten as a separate item or dish, the inherent characteristics of the rice become evident as it is eaten. Seven key attributes surfaced as important to Asian Americans in judging rice quality. In no order of preference or importance, the attributes are:

1. Color - the degree of whiteness of the kernel (uncooked and cooked);
2. Aroma - the fragrance associated with the rice (uncooked and cooked);
3. Stickiness - the degree to which the kernels adhere to one another after cooking;
4. Moisture - the level of surface and internal moisture of the cooked kernel;
5. Texture - the degree of softness or firmness of the kernel;
6. Flavor - the taste stimulus of the rice; and
7. Aftertaste - residual taste sensation after eating.

Attempts within each ethnic focus group failed to find a consensus rank order for the attributes. Nonetheless, color, aroma, and texture were among the top attributes. Also, raw (uncooked) rice color and aroma were important in preference decisions. That is, the raw appearance is associated through experience with eating quality. All brands of Thai Jasmine currently on the market are sold, however, in opaque plastic bags which prevent visual
assessment of the rice. In accordance with the culture, most Asian Americans depend upon personal recommendations or assessments from those they trust in making initial purchase choices. As a result, opinions of Asian store managers may have undue influence on purchasing patterns in comparison to other ethnic groups.

**Attribute Evaluation**

Both sensory testing and market research literature indicate use of a Likert scale instrument is most appropriate in product evaluations (Meilgaard *et al.*, O'Mahony, Dawson *et al.*, and Buchanan *et al.*). Although five- or seven-point scales are widely used in U.S. food product research (Hubbard, Graf and Saguy), nine-point Likert scales are more sensitive in separating true differences in consumers' opinions regarding products (Cox, Green and Rao). A nine-point scale was selected rather than a ten-point scale due to the existence of a midpoint, a characteristic desirable for this type of research (Babbie, Tull and Hawkins). In some instances, a 15-point scale is utilized to draw out very specific differences among products; however, this technique generally requires use of highly trained expert panels (Meilgaard *et al.*).

One objective of the focus interviews was to determine whether Asian Americans also could relate to these scales. A nine-point Likert scale with key words at each end of the scale at (1) and (9), and a neutral key word in the middle at (5) was the most easily understood by all focus panel participants. Discussions also confirmed that two scales were needed for each attribute, one to measure the perceived level of the attribute present in the rice and the other to record the panelists' desirability or preference for that attribute level. For instance, a high rating on level of stickiness might receive a low rating as to stickiness desirability, and so on
for the other selected attributes. An example of the scaling terminology finally employed in the study for the level of attribute present appears in Table 1. The "undesirable/desirable" terminology employed for overall preference was utilized for each individual attribute as well, and is therefore not shown herein.

Table 1. Attribute Scaling and Related Terminology, TAMU Aromatic Rice Project, 1992.

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Minimum Level</th>
<th>Maximum Level</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color</td>
<td>Brown/Yellow = 1</td>
<td>Very White = 9</td>
</tr>
<tr>
<td>Aroma</td>
<td>No Aroma/Scent = 1</td>
<td>Very Aromatic/Scented = 9</td>
</tr>
<tr>
<td>Flavor</td>
<td>No Flavor = 1</td>
<td>Flavor = 9</td>
</tr>
<tr>
<td>Aftertaste</td>
<td>No Aftertaste = 1</td>
<td>Aftertaste = 9</td>
</tr>
<tr>
<td>Stickiness</td>
<td>Not Sticky = 1</td>
<td>Sticky = 9</td>
</tr>
<tr>
<td>Texture</td>
<td>Soft = 1</td>
<td>Hard = 9</td>
</tr>
<tr>
<td>Moistness</td>
<td>Dry = 1</td>
<td>Wet = 9</td>
</tr>
<tr>
<td>Overall Preference</td>
<td>Undesirable = 1</td>
<td>Very Desirable = 9</td>
</tr>
</tbody>
</table>

Summary Assessments

Quite clearly the focus interviews, both with individuals and in groups, made an important contribution to the research design and the materials employed in this study.
Because of the lack of prior consumer market research among these groups, no guidance from other work was available. Reports are available that document mistakes in overseas marketing by U.S. firm because cultural differences are not recognized (Ferber).

The focus interviews definitely shaped (1) the kind of packaging used for the rice samples (clear plastic packages), (2) the coding of samples (nonrepeating numeric codes), (3) rating scales for the product (hedonic), (4) frequency of delivery samples (one per week), and (5) the set of questions included in the consumer survey questionnaires (cooking procedures, eating habits, etc.). Consequently, the ensuing research results reported in Goodwin et al., are considered to be well-founded, with minimal limitations.
1. The Houston Asian-American community leaders who participated in the focus interviews are identified in Appendix B of "Market Potential for Domestic Rice Varieties Among Asian Americans: Technical Report," (Goodwin, et al.) as are several Houston and Dallas Asian-American grocers interviewed during the study.

2. Asian Americans commonly identify brands pictorially by the emblem or symbol on the front of each bag. For example, Sun Lee of Westminster, CA, is the importer of "Buddha" Jasmine rice known by the picture of a Buddha on the front of the bag.

3. Traditional U.S. long grain rice is cooked in the approximate water to rice ratio of 2:1; therefore, the cooked to uncooked rice yield ratio for U.S. varieties is approximately 3:1 versus the 2:1 found for Thai Jasmine. These differences are due not only to the nature of the rices, but also to the typical preparation in the U.S. method (stove top or oven) versus the usual Asian method (electric rice cookers).
REFERENCES


APPENDIX A: INDIVIDUAL INTERVIEWS - COLLEGE STATION
9:00 a.m. A. M.-- PHILIPPINES MALE

How long have you been here?

Almost five years now.

Do you know why we're doing this? Has it been explained to you at all?

Yes, it's been explained to us, about the rice.

All of this is strictly impersonal, your name's not going to be hooked to anything. We're just getting facts about the information, O.K. What I'm interested in is before you came over here -- did you come from the Philippines to here?

Yes.

You did? O.K. In the Philippines, tell me generally what you typically had for your early morning meal, for your lunch, and for your dinner?

Breakfast was composed of either bread, hard grain with butter. Sometimes we had rice in the morning -- fried rice, sausage. Lunch...we always had rice, usually with vegetables and meat or fish.

When you have rice with a meal, how is it served? Are the other meat and vegetables placed over the rice?

Separate. Rice is usually steamed.

When is the rice cooked?

Cooked almost simultaneously with the other food.

So you're saying the rice is cooked separately at each meal?

Yes, separately at each meal.

Apparently some people don't do that. Some cook the rice in the morning and then heat it up.

Usually in our case, in the Philippines, it's cooked three times a day -- but there are exceptions, when the rice might be heated up in the morning. Or the fried rice might be cooked in the morning.
About how many cups of rice, cooked rice, would you say you normally eat when you were there? How much would you normally eat in a day?

I used to consume about 2 cups per meal. Two to four.

Where did you buy rice over there?

It's sold everywhere, in stores.

Do you still eat a lot of rice here?

Yes.

What kind of rice are you using here? Or where do you get the rice you're using here?

We get it from Houston.

You go down there and get the Asian rice?

Yes, exactly. Right now we're using Milagrosa, a rice from Thailand. Previous to that we were using Skaggs long grain rice. When we ran out of the other.

What is it that you like about the Thai rice?

[Thai rice] was introduced to us several months ago, and I noticed the smell, the scent. It smells good. It's less sticky and less hard, something long grain is bad about, especially when you reheat it. Sometimes we cook up a big pot and reheat it. The Thai rice doesn't get too tough or too soft.

Can you identify the aroma before you cook the rice?

Usually during the cooking or after.

In other words, you don't sniff the rice before you cook it?

No.

To see if it has any aroma? How do you cook the rice?

We steam it.

Is this one of these electric kind of steamers?

Yes, we use an electric. Two years ago we used an ordinary pot, just boiling it.
How much rice can you cook in a steamer?

We can cook up to ten cups of rice at one time, it's a really big pot.

You've said that you like the Thai rice because of the aroma as it cooks, also it's not quite as sticky, and it's a softer rice. The kernels are softer?

Yes.

What other characteristics or attributes of the Thai rice do you like?

It doesn't get very tough when you put it in the refrigerator. In some areas, like the outer part [top of refrigerated rice which often becomes crusty], it may be tough, but the inner part remains soft all the time. Not mushy, but soft.

Do you have any idea what makes it become tough?

No, no idea at all.

Do you notice a difference in the appearance of the Thai rice and the rice you buy at Skaggs?

Oh yes, definitely. The Thai rice is not very long. It's also white, kind of milkish white.

Kind of a pearl like color?

Yes, a luster. Yes.

In the Philippines, how often do they harvest rice?

Depends on irrigation. Once a year if you don't have irrigation. Now that irrigation is all over the country, it's usually twice a year.

Is there any difference in the quality of the rice from the time it's first harvested till the time just before the next crop is harvested? Does the aroma decrease any, or is there any detectible difference between -- let's say, old crop rice versus new crop rice?

We generally prefer the new harvested rice. We don't know which one is new [when the rice is purchased], but my dad used to be a farmer and I sort of grew up with the idea that new crop rice is always better. It smells fresh.

When you say it smells fresh, are you suggesting that it has more aroma?

Yes, more like that.
Are you talking about cooked aroma or pre-cooked aroma?

I guess both, pre-cooked aroma and cooked. Pre-cooked aroma I guess. Well, if it's stored for a long period of time, it develops a kind of smell from the storage room.

How is the rice stored over there? Do they keep it in ...

Well, I was there during the Marcos regime, and the government would buy the rice from a farmer and store it somewhere else in one region. There's one big rice mill where they store most of it, since it's scattered all over the country. So they took it from the farmer and they stored it there. I don't know how they do it now.

Well, is it stored in kind of a big bin and then packaged later?

I have no idea. Yes, I suppose that's how.

You said that your dad was a farmer, right? What did he do?

That was before I was born.

That was before you were born, he didn't tell you then?

They probably did it differently then.

If you were to make a list of the characteristics that you would judge the quality of rice by, what factors would you put on your list?

Aroma would be number one.

Aroma's number one.

The smell, yeah. Of course the texture, whether it stays soft or gets sticky. Before it's cooked, we usually look for the shape, we look at color sometimes.

Now...you said aroma, then you're talking about firmness, then you said that's firmness after it's cooked, and then also after it's kept in the refrigerator for a while it stays soft. Then you mentioned color, I believe?

Yes.

Anything else?

I guess that's it, the aroma.

Now you mentioned the shape of the grain?
Yeah, that's true. I just noticed since I got here that longer grains are not as good as the stubby ones. That's more my personal opinion.

So you associate these desirable qualities with the long, thin grain?

Long, thin grain.

How many persons are in the household where you are now?

Two.

Two, O.K. How much rice do you buy at a time, if you go to Houston?

We buy the big one, about 10 kilos. Depends on how often we go to Houston. We go once or twice a month.

O.K. Trying to think of some of the other factors that may influence... How much do you have to pay for the rice in Houston?

It's about $9 per sack.

The sack has, you think, about ten kilos in it?

Yes, about ten kilos.

How does that compare with the price you pay when you buy it at Skaggs?

I think it's definitely cheaper. It's about $1.75 per small box.

So you don't buy much at a time? How much of a ... If this ... let's go back now, I don't have this firmly in mind ... This bag has about 10 kilos, which would be, say, close to 25 pounds. How much did you say a bag costs?

About, well precisely, I think it's $8.95.

Do you think there is enough difference between the Thai rice and the regular rice that you get a Skaggs that you would pay, if necessary you would pay a price difference for it?

Yes, definitely quality and tastewise.
The rice you're buying Houston I guess is somewhere right around 35 cents per pound. Do you have any idea how much more you might pay for it...would you pay 45 cents a pound, if you had to? Well, it's now 9 dollars, would you pay 12 dollars?

No, I wouldn't. If it went up to $12 I would find something else, settle for something else.

You'd settle for U.S. rice for $12 [if Thai rice cost $12]?

Yeah, just because we don't have enough money to buy ...

O.K. Well, let's assume you have a reasonable amount of money. You're not a student now, you're out of school and you're working somewhere. So you're just a regular consumer, and you can buy -- let's say you can buy U.S. rice for $9 and you can also buy the Thai rice for $9, but let's suppose for some reason the crop fails and the price of the Thai rice goes to $12, or to put it in other terms, how much more would you be willing to pay for Thai rice before you'd switch and go to the U.S. rice?

Twelve dollars. I suppose if it goes up to $15, I would shift to U.S. rice. $12 is comparable.

All right, would it make any difference ... let's suppose that the rice was $12, the Thai rice, and the U.S. rice was $9, would you ... and so you're a little bit concerned about what to do. Would you use the Thai rice for certain meals or certain dishes, and switch to the U.S. rice for other dishes?

What I'd probably do is mix them.

You'd probably just mix them together?

I'd probably cook the Thai rice at night, and the U.S. rice for lunch, something like that.

Is that because the Thai rice will keep soft and the U.S. rice will not?

Well, it's because I like to eat good food at night.

You like having your premium meal at night?

Yes.

You've been here five years?

Yes.

Are you eating as much rice now as you formerly did?

Yes.
Do you expect to continue to eat about the same amount of rice?

Yes, I suppose.

What I'm concerned about, are other people who have come here from the Asian area going to continue to eat rice as they have before, or after ten years or so, are they going to begin to change. And you of course haven't been here ten years yet, you can't answer exactly ...

I think it's the availability. As long as [Asian rice] is available [immigrants will continue to eat as much as they did in Asia].

What kind of meals do you usually have with the rice?

It varies. Now, since beef and pork are cheaper here, we usually mix them with vegetables, the way the Chinese cook theirs, so it's usually beef or pork.

How are you cooking the vegetables?

We usually stir fry.

O.K., you stir fry them in a Wok?

Yes.

So...but the meat you're using now, since the meat isn't as expensive as over there. You're cooking the meats with it too ...

The fish and seafood is cheaper over there, so we usually mix them with the vegetables.

Are the meat and the vegetables all stir fried together or separately?

Together.

So you're stir frying these while the rice steamer is going over here cooking the rice?

Exactly.

What you're buying...this Thai rice at the present time, in these sacks, 10 kilos or so, how would you really prefer to buy that rice if it were available here in Bryan/College Station? Would you want it in... what kind of sack would you want it in?

I like the big ones rather than buying them in the small packages.

You still want the large size?
Yes.

But you can still have a large size bag. Some of it may be paper, some of it may be ply-film, or some kind of a plastic film. You know there are different kinds of material you can make a bag with, so I'm saying do you have any preferences?

I prefer what they have now. What they have is a plastic sack. I prefer it that way for safety reasons.

Is this the woven plastic?

Yes.

Woven outside, with a plain plastic sack on the inside?

Yes.

So you like the woven thing just because of the strength.

Yes.

We're going off into a labeling area. Are there any particular kinds of symbols, numbers, or anything like that, you or other Filipinos consider to be favorable or any that you consider to be unfavorable? You know over here we've got a lot of people who think the number 13 is bad luck. What about Filipinos? Do they have any particular numbers that they think are poor luck?

I guess 13, or well, we don't talk about it. I guess out of habit we call 13 a bad number. To me, I don't care. Or 666, something like that.

Well, 13's my lucky day, so I don't go with that theory. You know people differ, so I'm just wondering. Are there any numbers that are considered to be lucky numbers?

Well no, we don't have any. It's more of a personal thing. I guess to me, I like 7.

A lot of people think seven is a lucky number. I don't know why, maybe it's from shooting craps, I don't know. What about...so some may think number 13 is bad, but no others?

Well, we call 666...

Oh yeah, the 666 thing. O.K., any others?

No.
What about matters of colors? What's the mourning color in the Philippines?

Black.

Black is the mourning color in the Philippines. Are there any other non-favorable colors or colors associated with bad situations?

We put symbols...like red is considered a sign of war, but then people wear red anyway.

That's what I'm talking about. What are the most favorable colors?

White.

White's the most favorable color?

Yes.

Why is white a favorable color?

They always tend to associate white with purity. Especially Filipino women.

All right, what are some other colors that are favorable? Are there any colors associated with weddings or birthdays?

White is still associated with weddings.

Are there any other kind of celebration colors? Sometimes people have a liking for different kinds of, well, I hate to call them animals, but anyway, different kinds of pictures on a package. Maybe it's a bird or maybe it's a fish, you know. Are there any particular associations that Filipinos have with any particular thing of that kind? What I'm thinking of is...I'm looking for those things you would find if you were going to design a package and you were going to put some kind of identification on that package. What kind of an animal or symbol would be favorable?

Well, caribou, I guess, since we also tend to associate caribou with fields. That's what we use for planting.

That's the kind of oxen you use?

Yes.

See, the reason I'm asking this question is there were some people in Mexico who could not speak English very well, so they couldn't read brand names. But this package had a picture of a parrot or something on it, and they were buying what they called "bird rice". Just like Camel cigarettes, you know? You associate the camel with Camel
cigarettes. And I'm just trying to see if you have any packaging like that, that would be an influence.

I guess it would. The caribou is associated very much with planting rice in the Philippines -- the animal for planting rice.

But would people in cities associate that?

Probably not all of them, a few percent would not. I think almost everybody would know a caribou.

Do you have in the Philippines...like the Chinese have the year of the ox, or the year of the horse, or whatever?

No, we don't.

How often do you, in the normal course of events, how often do you shop for groceries? Here or in the Philippines?

Both.

Twice a month, we usually go shopping twice a month here. In the Philippines, we do it every weekend.

Is the twice a month here because you go to Houston to get some of these things?

As far as the rice is concerned, we do that once a month. Normal Skaggs shopping is twice a month.

If someone were going to advertise the type of rice we are in the process of developing here, how do you think would be a useful way to advertise it? I'm talking about radio, t.v., you know, newspapers.

I would say TV would be the best. Everyone watches TV. Newspapers would be second best.

Do you use coupons?

Yes.

So if we introduced this new rice and put a coupon in the newspaper, you'd probably use it?

Yes, I'm into the habit of collecting coupons now.
On the rice usage, is it the same year round or does it vary any by the season of the year?

I don't think so. I don't think there is any variation through the year.

The same year round. Can you think of anything else in particular associated with rice that you think would be helpful for us to know about the Asiatic type rice? How would you want it identified? Let's say if we brought this rice up here and put it in a store, how would you want it labeled?

I guess like the Thai rice is named Milagrosa. It's a particular name to identify it. Milagrosa is also famous in the Philippines...I don't know why. It's the same name we associate with the best rice back there.

Is that the name of the rice?

I think it's the name of a rice.

A kind of a rice or a brand name?

I think it's a kind of rice.

Would you participate in a taste test if you had a demonstration in a store?

Oh, yes. 

Let you try this rice versus the other rice.

Yes.

I think we've covered everything I wanted to discuss. I don't believe there's anything else. We appreciate you coming by.

There's one thing I forgot to say. We have a plant...we cut off the leaf and put it in the rice and cook it with the rice so that it would smell good. I forgot the name of that leaf. We had a plant in our backyard. We would just go and cut a bit of that leaf so [the rice] would smell good.

Are you familiar with mint?

No, it's not mint...

I mean that has an aroma. Is it something like that that gives it extra aroma?

Yes.
But you haven't seen any of that over here?

No, I'd like to bring one.

But, you think if you had something like that in a package, it might be something you'd like?

For example, if I go to Houston and I have to go to Skaggs, I would go to where I could get the aroma.

But if you have new Thai rice would you still do that? As compared to the old Thai rice?

Probably not. Probably not on the new.

How fast does the aroma on the rice deteriorate? In your experience in terms of new crop, does it take one month, two months, three months?

I have no idea how long it takes. I have a feeling it's a half a year.

For about a half a year? We hear the term new Thai rice and old Thai rice, so I'm trying to distinguish when does new rice become old rice? Maybe it's just the old crop that's left over when they harvest the new one.

I don't know.

O.K.

Dr. Goodwin: The plant that you put in the rice, is it lemon grass?

What's lemon grass?

Dr. Goodwin: Well, I don't know. We ate in a restaurant down in Houston and they had this lemon grass. It looked like a... It looks like... How do I say this? It's like alovera or something like that.

Dr. Branson: It looks like a palm leaf, that sort of thing.

Dr. Goodwin: Yes, it looks like a palm leaf.

A little short plant. We might try Johnson grass and see how it would work.

Dr. Goodwin: What do they call that yellow stuff that they put in chicken and rice? It's real expensive...my mother-in-law uses it.
Dr. Branson: I know what you're talking about, but I don't know what it is either.

Dr. Goodwin: That has a... What's the Filipino term for it?

Pandan.

We sure do thank you.
This is very informal, nothing to be concerned about. We're not going to be quoting you, doing anything, you know. It's purely confidential. We're trying to learn what we can about how you use rice. What things you like about rice and what you don't like, what things about rice are good, what things about rice are bad, and all sorts of things of that kind. The reason for doing this is we're trying to find out when we talk to other people, what are the things we can talk about that have some real meaning? How long have you been here?

This is my third year. I was here in '87 through '89. Then I went home and I came back.

You were in the Philippines before that?

Yes.

How many people were in your family?

Six children.

About how much rice would you say that you've had as an individual? About how many cups of rice would you say that you've had per day?

About 1 and a half to two.

Per day? Is that per day or per meal?

Per day.

Are you talking about uncooked rice or cooked rice?

Cooked. I eat the least rice in the family.

One and a half cups is not very much.

Yeah, I try to take like a half a cup at lunch and at dinner. I don't eat rice at breakfast because I get up late and am in a rush for school.

So you have a half a cup for lunch and dinner, none at breakfast. What are you eating for breakfast?

Bread.

Do you eat the same amount of rice now that you're here?
No, I think that I eat more.

**Where do you get your rice?**

Here? From the Oriental store here, but if we go to Houston we try to get [rice] also from an Oriental store there.

The rice they sell at the store here, what size package is it or sack?

25 lbs.

**About how much does it cost?**

$10.95

Do you use any of the U.S. kinds of rice?

No, I usually look for the Thai kind or Indonesian grown rice.

**How do you know the difference between the Thai or Indonesian?**

The labels.

**Just the labels?**

Uh huh.

Is that in terms of the names printed on the bag or some symbols, or what?

The name.

In terms of the name, all right. Since we're talking about buying rice, what kind of container do you prefer the rice to be in if you had your choice?

That thick paper which is kind of lined with plastic. It looks like...I'm not sure, but it looks like it's lined with plastic.

**Is this the sort of woven paper looking stuff or just heavy paper?**

Just heavy paper.

**Heavy paper lined with plastic.**

Shiny.
The paper is shiny? On the outside?

Yes, brown.

What kind of label does it have on it? What makes you recognize it?

I see the name of Thailand and there are some symbols there I can't read, but there's Thailand in the English alphabet.

If you were going to have the option of buying some rice grown here in Texas that was like Thai rice, what kind of label would you want on it so you'd know what it was? Texas Thai or what?

I really don't know. My buying style is not really because is says it's grown in Thailand or Indonesia. I like buying that particular kind. In fact, there are several other kinds of rice grown in Thailand that are being sold, but I like a particular kind which is a little sticky. That's the kind of rice I like.

How do you identify it from the other kinds of Thai rice?

Trial and error.

You go by the brand?

Yes.

If that brand works you go back and buy it?

Once I like that brand, I stick to it. In fact, I liked the second kind I bought here, but I didn't like the first kind that I bought. I saw a friend using this kind and I asked her what it was so I started buying that.

What about the Thai rice you like or that general kind of rice that you like? What features or characteristics does it have?

It's not too dry when cooked -- it's a little wet and sticky. And the aroma, very light you know. When you get inside the apartment you know rice is being cooked, you can smell it.

Anything about the shape of the rice kernel?

I don't care about shape.

You don't care if it's long and thin, fat and plump, or what. Just so it has the other characteristics you're interested in. What about color?
I prefer really white rice.

Of course when it's in one of those sacks you can't tell what it is. But you know from the brand what it is. Tell me, when do you cook rice?

Just before I eat, like when I get home.

I mean, is this morning, afternoon, or evening, or what?

Noon if I'm home, and I cook enough that I'll have some for dinner. If I cook in the afternoon.

Is this enough for two meals or enough for the day?

Enough for the day.

Because you're having bread for breakfast and two meals you're having rice. What are you cooking it in?

The rice cooker.

Is that one of those steamers?

Yes.

How many cups of rice do you put in the cooker?

I have a roommate, so we cook for the two of us. So we cook like two cups.

Two cups at a time, you put two cups in?

Yes.

How much water do you put in with it?

There's a measurement on the rice cooker that tells you if you put in four cups of rice, you put water to the four.

You said you only put in two cups.

Two or four, whatever.

If you're cooking for yourself, you put in two, and if you cook for both of you, you put in four?
No, if you cook for the day, you put in two.

For both of you.

If for the weekend, you put in four.

After you've cooked the rice and you've had some lunch, what do you do with what's left?

When it cools down, I put it in the refrigerator in the rice cooker. You don't take it out of the cooker. Put the whole thing in.

Are there any particular differences in [Thai rice] after you've put it in the refrigerator and use it again, compared with the rice over here?

How's that again?

If you put some Thai rice in the refrigerator, and you put some American rice in the refrigerator, you know, and you come back that evening to eat your rice, what difference would there be between the two?

I really don't know.

Have you eaten any of the American rice?

Yes, once when we ran out of the other we had to get some from Skaggs. The little packages. I got -- I think it the long grain.

What did you not like about it?

[U.S. rice] wasn't sticky as the one I buy, the Thai rice, and I'm not sure now, but I don't think that [U.S. rice] was as white as the Thai rice.

If you're going to describe what you look for in rice...what you like in rice...you've said that you like the white color, really white color. You also like the rice to have some aroma to it. Also, you like it to be a little bit sticky, but can it be too sticky?

It could be sometimes. It could be not really sticky or could be a little too sticky. Especially if you put in too much water.

When we're talking about it being sticky, let's say we went back and cooked some for lunch and went back this evening and took some of the rice out and you want it to sort of clump together. How difficult should it be to separate it? Real hard to separate or sort of medium?
Medium.

Why do you like it to be sticky?

It's easier to chew, more tender in the mouth and tongue.

So you're associating the stickiness with having a softer chewing range. What happens if you cooked it on Friday, you went off for the weekend and returned on Monday, would it still be any good?

I'd fry it.

You'd fry it. How do you fry it?

Usually a little oil, add garlic and onions...not very much, just a little for flavoring. Then add some vegetables like peas and carrots, sometimes put in little pieces of meat, pork.

What are you cooking this in?

Frying pan. Shallow pan.

A regular frying pan and not a Wok? Just a regular fry pan?

Yes.

You just put all this in and stir it up. So you're just frying the rice, you're not making patties or anything else. It's just sort of what we call a casserole sort of thing?

Yes. The Chinese style.

What kind of vegetables do you use?

Peas and carrots mainly.

What kind of meat?

Pork or chicken, but I like pork better.

You cut it up into little chunks?

Real small ones.

What do you have to drink with this?

Tea or soda.
What do most Filipinos have to drink with their meals?

Water. Especially in the rural areas.

What about the students here?

Students here take soda. Very few of us really like drinking tea. I'm one of the few. We usually take soda or water.

What kind of soda are you talking about?

Mainly Coke, Classic Coke.

Does the size of the rice kernel have any influence on what you buy?

Not on me.

So you're not influenced by the size or whether it's long and thin or whether it's plump?

No.

You're mainly after the aroma. You want it to be sort of medium sticky, and you want it to have a soft, chewy characteristic. Let's go back to the packaging thing for a minute. You buy it in the 25 lb. sacks, right?

Uh huh.

Did you tell me what kind of sack it's in? We're talking about that woven...is that what you're talking about?

The real thick paper.

Yeah, the real thick paper. Let's talk about colors. Do you have any colors that are your favorite colors?

Colors of labeling?

Yeah.

Yellow.

Yellow. O.K., what else?

I like light blue sometimes.
Is there any sort of favorite colors that Filipinos consider?

I think it's seasonal. When president Aquino was very popular, yellow became very popular. It was her favorite color. During Marcos' time, it was red.

Are there any colors you don't like? Colors that are considered unfavorable? Signs of, you know, bad situations?

For me, I don't appreciate color with...

What's the mourning color?

Black.

Does green stand for anything or any other color stand for anything in particular?

Not nationally, but for me it's like nature. But that's not fixed in a national symbolism.

Is there any particular color used for any festive occasion?

Like for churches, purple is the color of lent. Red and green are for Christmas.

Does white have any symbol?

No. Lately, however, the mourning color is slowly changing from black to white, like at funerals. We used to see black, people dressed in black, but now they're shifting to white.

But if you saw something white, you wouldn't necessarily associate it with that?

No.

Are there any particular kind of numbers that you consider unlucky numbers or undesirable numbers?

Generally thirteen.

Generally 13, O.K. That's true in the Philippines as well as here. What about lucky numbers?

Yes, Marcos used to consider 7 his lucky number. Some people consider that too.

How about letters, alphabet letters?

I haven't heard of any.
Do you use regular alphabet letters?

Yes. Except that we have...the English language has 26, and we have like 22 or 24.

Do you associate any letters with, just say, suppose I mention the letter G. Does that make you think of anything?

(No verbal response).

How about the letter B?

No.

L?

Love? Sometimes you do that, it means all the same for some political parties, they have a sign like V for one party...

Oh, suppose I put three letters up on the board and one was as H and M and one was L? Suppose I put up HML, would that suggest anything to you?

How many in (undecipherable) ranking or something.

How about ABC?

Same thing...ranking.

Uh, 123?

Same thing, if they're all together. But if I just see one, they don't mean anything.

How about if we have a X3 or a J7 or something like that? Would those mean anything in particular to you? Does the use of a letter and a number create any problems?

It doesn't create any problem, in fact since we are...I am doing research with L. It gives me the impression of a statistics label like X series, row 3. But if I were not doing that...

You think of it as the label on something. Well, see the reason we're doing this is because, we're going to do some marketing of some samples with some kind of labels and we don't want these labels to be suggesting anything to you...Something that you're thinking in your mind which is not associated with the product, it's associated with the symbol, O.K.? So that's the reason I'm trying to find out what kind of associations may come from you culture of the Philippines, O.K.? All right, how about animals? Any kind of animals favorable or unfavorable?
Generally the water buffalo is the work animal in the Philippines, and it...we might tend to prefer it over the other animals, but in terms of edible I would consider the cattle above everything else.

What would you consider to be a prestigious kind of animal?

The cattle probably. Because when they see cattle they think of a big ranch.

Cattle are sort of symbolic of wealth, is that what you're saying?

Yes, and the water buffalo is the symbol of the Philippine farmer, the ordinary Filipino farmer who can't afford a tractor.

Is there anything that, if one were going to use some symbols instead of letters or numbers, are there any particular kind of symbols that are sort of taboo, or some that are unfavorable? You know you can use a circle, you can use a square, you can use a triangle. There are other kinds of shapes. Are any of these associated with anything in the Philippines? Concepts that are identified with something favorable or unfavorable?

No, I can't think of any, except some may think of the circle as the negative symbol for zero, but that's all I can think of.

How about a star?

Could mean, for example, superiority. If you have a star, it could mean outstanding or something.

Let's go back to the rice again for a minute. You were talking about if you'd left it there several days, you'd fry it. Why would you fry it instead of just... when you go back... you've had it for lunch, now you're going to have it for evening meal and it's been in the refrigerator. What do you do to it?

Heat it in the microwave.

You'd heat it in the microwave. O.K., how long?

Two minutes.

About two minutes. What happens if you overcook it?

Overcook it the first time or overheat it?

In the microwave.

If you overheat it, it becomes dry. Hard.
So you still...even after it's been in the refrigerator, you want it to have a moist feel to it. How about in terms of chewability? In terms of being hard to chew or soft to chew?

If I heat it right, it will be about the same as the freshly cooked rice. I would not notice the difference.

Do you ever put anything in the rice? As you cook it to add any further flavor to it?

No, we usually don't.

Do you do anything like that in the Philippines?

Not for like preparing it for part of the regular meal, but we have some ways of preparing rice where we add [ingredients]. We cook it in coconut milk instead of water, but we don't eat that like we eat the ordinary rice. We eat it like a dessert or for festivals or mass.

A special meal?

Usually add sugar to put on it.

The different dishes that you prepare the rice with are those ones that you've learned as a child on up?

Yes.

Do you ever try new things?

Here?

Yeah.

No. We tend to crave for the food we usually ate in the Philippines, so we try to cook the same food here if we have it.

You wouldn't take rice and say mix an omelet in it or something like that?

(No verbal response).

No? You're not going to be adventurous like that?

No. (laughs)

So if I gave you...what I'm leading to...if I came on with a Texas aromatic rice, you wouldn't be interested in any recipes on how to cook it different ways?
Well, I might. The reason why we don't usually experiment with other ways of cooking rice is that the various dishes we like to cook are the ones we miss from home, so we usually cook what we had at home.

But, you might for some special occasion?

Yeah, in fact, I have a Costa Rican friend who cooks differently. They have like (undiappendable) and I've tried that. I've gotten the recipe several times, but I've never tried it. I never find time to cook it.

If you were buying the Thai rice and paying about $10 per sack, suppose the supply of Thai rice was for some reason short. They had a bad crop or something, and so the price of the Thai rice went up to $12 per sack, and the U.S. rice was $10 per sack. Which one are you going to buy?

If the U.S. rice could come close to the Thai rice in terms of the characteristics that I like, I'd go for that.

But, it's the kind we have generally out.

At least the one that I tried that one time. And I think Texas rice is more expensive than what we're getting. It was when I had it two years ago, when I first came here. It was expensive. I was trying to compute it...

What I'm really asking you is if there's a premium, how much of a price premium would you pay for Thai rice? Before you'd switch to something else?

Not more than what I'm paying now. Because what I'm paying now is the one I get here in College Station, but it is cheaper in Houston. Like $9.95 in Houston. So not more than what I'm paying here.

Well, suppose if this happened and you have a short crop. It's going to be higher in Houston and higher here too.

Yeah, but it could go up to $10.95 in Houston. I could still get it. I think what I'm getting now is relatively more expensive than other kinds.

What I'm looking for here is the strength of your preference for the Thai rice. If you had to, would you pay a dollar a sack more, two dollars a sack more, 3 dollars, or at what point are you going to switch and say, "Well, I sure like that rice, but it isn't worth that?"

If I am paying more for rice only, and all other commodities remain the same, I could still afford it. Two or three dollars, as long as other prices remain the same.
Beyond that you'd start switching?

Yeah.

Are you going to change completely, or are you going to buy some of the other [Thai brands], or what are you going to do?

It would probably be a gradual change for me. I'd buy both kinds and then mix them, and if the price of the Thai rice keeps going up, I would probably gradually change completely.

If you changed, do you think you'd eat as much rice as you had the Thai rice?

Probably not.

Have you observed any of the people that you know, after they've been here several years, do they still seem to eat as much rice as they...

Yes.

They're not changing?

Yes.

You said you bought a 10 lb. sack?

I'm not sure it's 10 lbs.

How often do you buy a sack?

I came in January and we had a full sack, my roommate and I, and we still have like 1/3 of a sack. So it's like two months.

One about every two months?

For two of us.

Are there any particular...How do you identify the Thai rice you buy? Is there any particular brand that you prefer over another brand?

Since I started liking that rice, I always look for that particular brand. In fact, I don't know the brand, I just recognize it by the sack.

You recognize it by the design on the sack. Is there anything on it beside the printing?

Picture of a rice kernel. I keep asking my roommate if that's the rice we always buy.
It has a picture of a rice grain on the sack?
I really don't pay particular attention. As long as I have a roommate, I probably will depend on her [to remember which brand]. If I look by myself, I'll make sure that I know what kind.

What kind of advertising do you watch? Say we're going to introduce a new rice and we were going to advertise this new rice so you'd know about it.

On TV.

Do you listen to the radio very much?
Yes, the radio at the office is always on, the whole day.

Do you have much time to read newspapers? Look at the ads in the newspaper?
I really don't read the whole paper.

Do you read grocery ads?
Yes, I do. I don't read all the news items, but I read grocery ads.

Do you use coupons?
Yes.

Is there anything else about rice that you think we ought to know in terms of how to market rice?
Not particularly.

We appreciate you coming by.

Dr. Goodwin: Let's ask her about this pandan thing.

That leaf?

Dr. Goodwin: Yes, what is that?

I think it's a grass we plant that we put in the rice when we cook it and it has an aroma. It gives a smell to the rice. I haven't had it for a long, long time. I don't think it affects the taste, it's just the smell.

Dr. Branson: Does it have to be fresh to have that smell, or can it be dried and then put in, like sage or something? Would it still have that aroma?
I've never seen it used as a dry leaf; it's always fresh. We used to have it in our backyard so we'd just go out and pick a leaf.

Is there any reason it wouldn't grow over here?

I don't think so. It could probably grow, it's a grass.

Dr. Goodwin: What's the smell like? Is it like a flower, or an onion, or what?

Dr. Branson: A sweet smell? Spicy smell?

It's sort of like a rice smell.

Dr. Goodwin: Similar to popcorn smell or (undecipherable) smell?

Yes, it's sort of like that.

Dr. Goodwin: So it's similar to the Jasmine rice?

Yes.

Dr. Branson: So it emphasizes that same aroma more, not a different kind of aroma. Just makes it stronger?

Yes, another way of people using that (undecipherable), but there should be some still growing there.

Thanks again T.
You're from Vietnam?
Yes.

I guess you've been told we're going to be talking about rice?
Yes. I don't know, I just thought I'd come and see what's up.

Well, we don't know what we're doing either so we're both even. We're working with some new kinds of rice and we need to find out what people are looking for when they buy rice, and what kind of characteristics they want rice to have, so this will help us in guiding what we're doing. How long have you been here?

Well, I've been here since 1975.

Since '75?
Yes, I've not been in my country since I was 10 years old. I eat most of the rice here, at the Oriental stores here, and...I mean I've been eating rice ever since I was young, every day.

You still eat as much rice as you used to?
Yes.

Do you cook your own rice?
Yes, I cook my own rice.

What do you cook it in?
We have one of those more modern types, one of those electric steamers. I guess it cooks for like 20 minutes. It automatically shuts off.

How many cups of rice do you...Are you preparing this for yourself, or how many other people?
No, for about 4 people. About 3 cups.

How many cups of water?
We don't measure the water. The longer you cook rice, you kind of measure the level of the water to...like for two cups of rice, then normally 3-4 cups of water, or you see how much the water rises above the surface of the rice...usually about this much. I usually measure with my thumbs, but it's not consistent sometimes, the rice. Normally I use an average [amount of water] over the rice and it comes out right.

So it's like a 1/2 or 3/4 inch above the top of the rice.

Over the top, depending on how many cups [of rice] you put in. If you add more rice, then you need more [water] above the [rice] level. So I think the ratio is...let's say 2:1.

**When do you cook the rice?**

Before. Like an hour before eating if you have time. If you don't have time, then you cook it [just before you are ready to eat]. If you leave it over, the rice is not as good, because there's not enough moisture. If you heat rice for a long time, it just dries up.

**How many times a day do you cook rice?**

Two times, lunch and dinner.

**You cook it for each meal?**

Yes, separately. And sometimes you cook too much and leave it over for the next day. Sometimes if the rice is left over, like a day or two, I just fry it...make fried rice.

**Some people apparently cook rice once a day and then they put it in the refrigerator. You don't do that?**

We do that if no one wants to eat anymore and we don't want it to spoil.

**What kind of rice are you using now?**

Right now we use white grain, the medium type grain. I'm not sure what type, I don't pay attention to what grain.

**Are you using U.S. rice or the Thai rice?**

Thai rice. Thailand rice. Because I'm used to eating that kind of rice.

**Where do you buy it?**

In Houston. We go to Houston when we run out. It's a lot cheaper in large amounts, like 25 lbs. for $5.
What kind of a sack do you like it to be in?

Bag? You mean like...

What kind of container?

Right now, we buy it in the plastic type sacks. Usually in Vietnam, [the rice] comes out of a brown bag and it's kind of dirty. You have to wash it out. Now it's very clean. At the mill, they process [the rice] very nicely and it's clean.

Is this a paper sack or...?

It's plastic.

Woven plastic?

More like woven. It's kind of like vinyl.

Is it lined with another bag?

Yes, it's like a cover type lining.

What if it were in just a heavy, clear plastic? Would that be all right?

Yes, it would be O.K. The bag itself is not what you are looking for. You are looking for the rice. Is it going to taste good. You are more used to that one type of rice, so you buy the same kind. Let's say I run out of rice...I don't want to go to Kroger's and buy a five or ten pound bag. It's not good.

You buy the same brand every time?

Yes, the same brand.

Where does this brand come from? What country does it come from?

It comes from Thailand. There are a lot of brands, but I buy the same brand every time.

I've been in the stores in Houston and they have different brands of imported rice. Is there much difference between them? The different brands of imported rice?

I believe there's a difference, because of the grain [visual appearance], and also when you cook it, how good it puffs out [cooking quality].

How many brands have you tried or have? Do you recall?
I tried, I guess between three and four brands. I can't remember...like Bluebonnet, the two (undecipherable), those are the two I remember. I guess one time I tried one (undecipherable) brand.

**Was Bluebonnet an imported rice?**

Bluebonnet? I don't think so.

**Have you eaten some of the American rice?**

Yes, I ate the kind I bought at Kroger's once.

**What brand was it? Do you remember?**

I can't remember. When I...I'm not very particular. When I run out, I just go buy it. When I go to Houston, I just buy the kind I usually buy. And when I buy, I just don't remember the bag.

**Tell me, what factors or characteristics do you judge your rice by?**

I judge my rice based on when I cook it [cooking quality] and how much water is absorbed. The water, and how mushy the rice is when you eat it.

**How would you describe the moistness you're looking for?**

Like when you cook it...it's not going to be too sticky. I just want it medium-like.

**Does it stick more when it's drier?**

No, it sticks more when you have a lot of water. It depends if you put in too much water, the rice is just going to mush. If you add less water, the rice won't puff as much.

**If you cook the American rice, does it change by the amount of water you put in it?**

Yes it does, I believe it does. I don't remember that putting in too much water would do the same thing [to U.S. rice as it would to Thai rice]. I think any rice you cook with too much water is going to absorb the amount out. [When the rice] can't absorb any more, it's just going to be mushy.

**Do you think Thai rice absorbs more water than American rice?**

That I can't tell. I can't really tell because sometimes it depends on how much water you put in. I have to really pay attention to those things. If the rice comes out too dry, I know I didn't put in enough water, if it comes out mushy, I put in too much water, and if it comes out perfect, then I know I had the right amount of water.
So what you're saying is I can take a really good Thai rice and ruin it because I put in either too little or too much water.

Depends on the cook. If you're a good cook, if you're a chef and very consistent, you know the right [amount of water to add] because you know good grain can be ruined.

You really don't take the rice and measure out two cups and say, "Now I need one cup of water or 3/4 cup of water." You still just kind of judge what you're doing.

Yes, I cook for myself. If I have to cook for other people, then I have to really [be careful] you know...

What about your friends? Do you ever see them measure the water?

When I cook the rice all the time, then it will come out perfect. If I let someone else do it, then I don't like [the rice]. Every person has different tastes.

You're cooking in one of these steamers?

Yes, because you can cook a large amount at once, it saves a lot of time, and you don't have to really attend it. It doesn't burn up the bottom or (undecipherable). It's a convenient way...it costs like $34. Now they came out with one of those [automatic rice cookers with a "keep warm" setting], to keep moisture in.

When you cook rice for yourself, you put in about 2 cups of rice?

 Normally for one person, 1 cup is [enough for] about two people, like a bowlful. To me, I cook enough for a bowl of rice to full level.

If you're cooking for two people, you put in two cups of rice?

Yes.

Uncooked rice? And you put that in, and is this where the water is about yea high above the rice?

Yes, usually about this much, depending on the rice. I usually measure with my thumb. Usually they [rice cookers] have a level mark number for water.

So they have these markings on the side?

Like about 1/4 inch or something.

Do you usually try to follow that marking on the steamer?
No. I mean, I try to.

Sometimes you do and sometimes you don't?

Yes.

What do you like about the Thai rice? What aspects of Thai rice do you really like?

Well, I like it because...I guess I've been eating it ever since I was growing up. I eat it because I've been eating the way my parents [ate].

What does the Thai rice have that the American rice doesn't?

I don't know. I just...it's more popular, that's all. Or maybe...I'm sure it tastes differently, and the color when [Thai rice] is milled I guess it is more white [than U.S. rice].

So it has a whiter color?

Yes.

So you're used to the color?

Yes.

Does the shape of the kernel have anything to do with it?

No, the taste when you cook it [is more important].

How would you describe that taste?

Not really the flavor, but the moisture. And you can chew it [more easily]. Rice doesn't have any flavor, it's just plain.

Does it have any aroma or anything?

Well, right now I eat the one with the aroma, and I like the one with the aroma because it...

Is there anything you can describe that aroma as being similar to?

When you cook it you can smell [the aroma].

Any other smell you can compare this with?

It's just the aroma. You just buy the one with the aroma. If you buy one [rice type] without [aroma], it doesn't [smell while cooking].
Is it sort of, you know, a sweet smell?
Yes, it smells sweet.

Does it smell sour?
It's pleasant to the nose.

If you had sweet on one end, and sour on the other, where would it be?
Sweet.

It's more toward the sweet?
Yes. I would like to have sweet flavor in it.

This is in terms of the aroma and not in terms of the taste.
The aroma is the first thing that comes to you that attracts you [to the rice]. It's like when you cook something before you eat it and you smell it.

So this is while you're cooking it?
Yes. I don't know how they get the aroma in [aromatic rice]. That's what they have now.

If you're trying to describe something that's really sticky on one end and not sticky at all on the other...

Sticky is, you know, like the grain itself is messed up. It puffs up too much [when cooked]. Dry rice doesn't puff at all [when cooked], it's the same as when it was cultivated. Medium is just halfway puffed [when cooked] and you can still see the shape.

You can still see the shape of the kernel, but it's a puffed up shape?
Yes.

And that's the way you like it?
Yes, just medium. It doesn't stick and doesn't separate too much.

If I was trying to put down on paper a way for you to judge [stickiness], and you were going to have a scale, what kind of terms would you put on the end of this scale?
Like puffiness?
Yes. Well, if you want to talk about puffiness would you want to say "Unpuffed", "Puffed", or "Over-puffed"?

I would put it in a range, because if you were the kind of person who doesn't like rice to be too dry or too mushy, the middle is always better to judge.

Is the puffiness directly related to the amount of moisture it has in it?

Yes, I don't know how much moisture is in the rice itself, but the amount of water affects it. Also steam affects rice too.

If you overcook it, what happens?

Overcook the rice and it just dries up.

It still puffs, but it dries up too?

Yes.

Does it get tough to chew?

Yes, tough to chew. You can't swallow it, it's dry. You have to eat it with soups so you can swallow it.

It should be moist enough that you can swallow it. Do you usually drink anything with your meals?

Yes, usually you have soup. If your meal contains a soup, then that mainly makes it easy so you can swallow [the rice]. Certainly if you have to have soup with your rice, then you cook your rice differently.

Do you ever have any kind of beverage?

Yes, we drink water during and between meals, so you can swallow easier.

Does the cooked color have any bearing?

Yes, the color matters.

You want it to be kind of this pearly white before you cook it. Is the color still supposed to be a light color after you cook it?

Yes.

If it's a darker color you wouldn't like it?
I wouldn't like it. I would see it as not clean. I think that if you wash [uncooked rice], you wash out all of the protein.

You usually wash the rice before you cook it?

If I use the aromatic type of rice, then I have to rinse it once. Sometimes you have to get out the debris. If you don't wash the rice it tastes...it doesn't taste as good as when you wash it out.

If you wash it...it doesn't help the flavor or the aroma to wash it. So if you wash it, you.... (end of tape, side one).

How are we going to describe the rice if it's too fluffy?

I would say fluffy is expected. When it's fluffy, it's thick...you can moosh it in.

We've got an interrelationship between stickiness and fluffiness is what you're saying, right?

I guess so.

If it's over-fluffed, it sticks together totally. If it's got a medium fluff with the grains expanded, it has a medium stickiness. And if it doesn't have any fluff, it doesn't have any stickiness at all, right?

Yes.

This creates trouble. We don't know whether to measure stickiness or fluffiness. I guess that's no problem if we're going to have this very sticky, not sticky.

It presents a problem in...I think fluffiness and stickiness can go together. Just say stickiness then and forget fluffiness.

How would you respond to a scale like that?

For my rice, I would...

This means that the farther up here you go, the stickier it gets. The farther down here you go, the less sticky it is.

[My rice] would go around a 2 because...

What I'm working on is stickiness may not be the same thing to everybody. Or maybe we should put in here, just make this "Moderately Sticky".
Yes, that would be good, neutral.

**And this way, if you like it very sticky...you're going to go up here if you like it more.**

"Very sticky" is for an older person that can't chew. If [a person] can chew, [the rating] would go in between "Moderate", down to "Not sticky".

**That's a very interesting point that you've raised there. You mean the preference for stickiness may vary with the age of the individual?**

Yes, like for instance, a mother would feed a kid. For the mother to feed the kid in Vietnam, if you want to feed them rice, [the mother will] chew it first.

**So do they want it to be sticky when they feed it to the child?**

Yes.

**More than they do for themselves?**

Yes.

**So they won't drop it as much?**

Yes.

**How about the older person?**

The older person would have to cook it very soft, very sticky, yes.

**We've got this other term floating around in here. We've got "Very Soft" and also we've got one down here.**

I would say soft and sticky are the same term.

**What we're trying to do, and one reason we are talking with you, is to be able to identify what different things should we ask people about in terms of eating the Thai rice.**

How are you going to say softness? How softness is?

**Softness will have to do with how much water is put in.**

You can mess up sticky rice by adding too much water after you cook it, too. After you cook [the rice] and you want to cook it again, if you add water you're going to mess it up.
If we have "Softness" on one end, would we have "Dry" on the other?

Yes.

Because when it's dry...

If you leave it out a couple of days, it gets dry.

But that's after you cook it?

Yes, normally you have to heat rice after you cook it and nobody can really (undecipherable). I think this is why we might have to discuss...

To what extent are stickiness and fluffiness related to each other? Does stickiness go up as fluffiness goes up?

Stickiness goes up as fluffiness goes up because both are the same stickiness. If you add water, stickiness will...they're going to move together, parallel.

So if it's not sticky, it's also going to be drier than here, "Unfluffed". We have to find a term for that. If it's fluffy, can you think of a term that describes it as not being fluffy?

I would say it's dry, like popcorn when you overcook it. If you cook [rice] just enough, it fluffs just enough -- when you overdo, it's just going to harden.

Now we're talking about the individual kernels. This is where this gets complex. First you're talking about what the individual kernel does, then you're talking about the relationship between the kernels as to whether they stick together or not. So we're trying to find out in this situation...we know these things are related, but what you're telling me is the individual kernel expands and gets fluffy. Also, the kernels, become somewhat medium sticky. If we overdo it, the individual kernel loses its shape and becomes very sticky, and if you don't...if the individual kernel is not expanded, it doesn't have fluffiness and at the same time doesn't stick together. Do you think of stickiness, fluffiness, and softness as individual characteristics?

I think they're related.

They're interrelated, but are they...

You cannot show them separately.

So to you, they're all measuring the same thing?
For me, yes, they measure the same thing. If you had to pick one, say there are three choices, choose this scale, then this scale. They all measure the same thing, depending on the scale you use.

**If you had the choice of one of those three scales [stickiness, fluffiness, or softness]?**

I'd choose the stickiness scale. It would be too confusing [the other way]. Then you should just go with one scale...three scales is too confusing.

**So you think the stickiness scale is going to measure the fluffiness and also the softness?**

Yes.

**How would you rank the American rice you had on the stickiness scale?**

I would say about...I haven't cooked much...I would say below "Moderate", about a 1.

**Then where would you put the Thai?**

Right on 2. Above the mark.

**So you can have some rice that's too sticky?**

Yes, it just depends on how much you cook. Really sticky [rice] can be ruined. It does happen.

**What if I gave you this scale over here where we had "Very Sticky", "Slightly Sticky", "Moderately Sticky", separated down here. We might even put numbers between these things like that. Suppose I asked you which one of these you prefer?**

I prefer the (undecipherable) rice. I would say the 4 right there, because I want to have it throughout the day.

**You want it between "Medium Sticky" and "Slightly Sticky". So then if I said over here that's the kind of stickiness you want, then I come over here and I say O.K., this is American rice that we have here and this is Thai rice here. So what you're telling me is you'd put the Thai rice here at 2 and you'd put the American rice over here at 1. Is that right?**

Yes.

**So American rice is going to be a 1 here. Do you think there's any difference between friends that you know among your particular group? Is there any variation in the amount of stickiness that they like?**
Yes.

Some of your friends like it a little more sticky than you do?

Yes, like my parents.

They don't like the way you cook it?

Yes.

It's going to be better if we ask you over here what you want because you may want a 4, and they may want a 3 or 2. So we see then that the person between what they prefer and how they're going to rate the rice on this scale. How about the aroma? If we're talking about the aroma we are going to be dealing with...Suppose I ask you about the kind of aroma you prefer and said here "Very Sweet", then we might have "Moderately Sweet", and "Slightly Sweet", and then another. Can you pick the one in here that you want?

I would pick the "Slightly Sweet" one, between 3 and 4.

Then you could come over here on a scale with sweetness and have the same sort of scale [as for stickiness] and you could rank the American rice and rate the Thai rice. Just like the other one. If we were to use terms like nutty or spicy?

Yes, that would help, like I've seen spicy rice. I think there's spicy rice, I think you can spice it up when you cook it.

But that wouldn't be the way you'd buy the rice itself, it's the way you'd season it?

Yes.

So you would think in terms of sweetness instead of nuttiness or in terms of any other for aroma?

Smell like the flowers. Early spring.

T., we appreciate your help.

When you grow the rice, how much water does it absorb? Can you measure the content of the kernel? You could measure absorption capability.
D. C. - Thailand, female

What's your first name?
D.

And you're from Thailand?
Yes. that's right.

How long have you been here?
This is my second semester.

Did you come here from Thailand?
Yes.

How many are in your family or household?
8.

Did you eat a lot of rice?
Yes.

About how much rice did you eat per person, per day, cooked?
About a cup per person uncooked.

How much rice do you eat now?
One cup [uncooked].

When you were in Thailand, did they cook the rice once per day?
They cooked rice separately for each meal.

What do you do now?
For example, if there are people eating for lunch time...say 6, we measure six cups, because maybe some people will eat more. If there's something left, then during the evening we cook another measure.
Where do you get the rice that you use?

In Houston, my friend buys it for me.

Do you buy a particular brand?

No particular brand, it's just from my country.

Just as long as it's Thai rice. How much do you buy at a time?

Fifty pounds, about $9.60. No, 25 lbs.

About $10 for 25 lbs. What kind of sack does it come in?

It's a plastic on the outside.

Is it plain or woven plastic?

It's really a good plastic, woven.

Then does it have a liner in it?

Yes.

Would it make any difference if it were just in a heavy plastic clear bag?

I think that would be much better because we could see the rice...the grains and things like that.

A clear bag so you could see [the rice], if the bag were heavy enough to keep the rice in. There's no particular brand, just Thai rice?

Yes.

How do you know it's Thai rice and not from some other place?

The rice in the grocery store, the taste is different, and when we cook it doesn't come out [correctly]. We can't keep it for a few days.

Some of the rices you get from the Asian countries is not as good as the rice you get from Thailand?

No, when we go to buy rice in the market I didn't see the rice from the Philippines or from India. Most of the rice says its from my country, so I get it.
If they've got both Thai rice and Philippine rice, you're going to buy the Thai rice?

I have no idea about the Philippine rice. Maybe I will have to compare the price and ask my friends how it tastes. If it's good it is the same.

**What do you like about the Thai rice?**

The grain is not too sticky.

Let's say uncooked, before you cook it. How do you describe the Thai rice in terms of the way it looks?

I think most of the U.S. rice, the grain is more rounded, shorter...something like that. After it's cooked, it's very sticky and it doesn't come in pieces, it's just together.

**You cook other vegetables or whatever that you eat with the rice?**

Yes.

We're trying to determine in some ways...Let me ask something else first. Are there any particular colors that you...in Thailand, that are considered to be favorable colors and some colors that are not considered to be good colors?

I think it's not really color, if it's less white, the picture is different.

I'm talking about a package. If you have a package, what colors would you want on it? Are there any colors that you would not like on the package?

I think that people get used to white colors. Using purple, green, or red is something people just won't get used to.

**What is the mourning color in Thailand?**

Black.

Are there any particular colors that are considered colors for festive occasions?

I don't understand the question.

**What are the main holidays in Thailand?**

Religious.

**What kind of colors go with the holidays? Are there any in particular?**
You mean the people wear colors?

Or things associated with banners and things.

I don't think so. Usually yellow goes with religious days. But the people don't wear yellow. The flag might be yellow or something like that.

If something were packaged in a yellow package would that be good, or would it make any difference?

I don't think so.

What about numbers? Are there any particular numbers that people in Thailand don't like?

What about a number in Thailand the people like? Over here a lot of people think 13 is an unlucky number.

I think some think like that also. I think people don't like odd numbers. They like the number associated with the king, for example, 9. At present, the king is the 9th king so people like 9. Or 5 is OK.

Do you have any preference for plastic versus paper for a container?

I think I like the kind of plastic that's sturdy.

Do you serve rice in special ways for holidays or celebrations.

What do you mean?

Well, some people say if they're having a special occasion they cook the rice in coconut milk.

We do that, but it doesn't have to be on a special occasion, it depends on the kind of mood [you are in when] you cook. Usually people prefer just plain rice.

If I was to ask you to list the factors or characteristics that you like about rice you'd talk about color, stickiness, and what else?

Some rice has a little bit of aroma. The texture when you eat it is not hard, just right. Not too soft or hard.

Anything else? How about the amount of water the rice has in it? How much water do you put with the rice when you cook it?
Its just double. If you use one cup [of rice] the water is two cups. When you use that measurement sometimes it doesn't come out right.

How about after the rice is cooked, how do you like the individual kernels to look?

I think I like [the rice to be] fluffy, but keeps its own shape.

If we gave you a scale for texture in rice, what would you put at the top and bottom of the scale?

I would pick number 3.

What if we didn't have those in there at all, say "Very Soft" and "Unsoft". Where would you pick?

I would pick number 4.

If I gave you some Thai rice where would you rank it?

Number 4.

If I gave you some American rice where would you rank it?

Number 6.

Would you rather that we had those other terms instead of just numbers?

I think it would be better. So people can understand more, the number and description together.

You'd like to have in here "Very Soft", "Slightly Soft", and "Medium Soft". You like the words along with it? Suppose we had 1 is "Very Soft" and 3 is "Slightly Soft", and we had a 2 in between, could you use the 2?

People may need more words. I prefer to have all descriptives.

What about in the case of stickiness? We could have "Very Sticky" to "No Stickiness". You know, add some other terms in between such as "Moderately Sticky". Could you work with a scale like that?

I think so.

If we have "Very Sticky", then "Sticky", would that work?
If you say "Sticky" and "Very Sticky", there is no differentiation. There should be something between "Sticky" and "Very Sticky" because all rice is not "Sticky" or "Very Sticky". Some rice is in the middle.

We can have "Slightly Sticky", "Somewhat Sticky", "Moderately Sticky", "Somewhat Unsticky", then "Slightly Unsticky", and then "Unsticky". Would this work?

I think "Sticky a Little Bit". I'd take number 4.

That would be your preference. Then you could rate the Thai and American rice?

I think American rice is...They're more sticky.

What about colors? What kind of scale would we use for a color scale? What would you put at the top of a color scale?

White at the top.

How about "Very White", "Moderately White", then "Slightly White", then maybe "Neutral". What would be on the bottom?

The color of the outer shell, kind of brown, brown and yellow together.

A cream color...could you relate to a cream color? If we just told you cream would you know what we were talking about?

Dr. Goodwin: Ivory maybe?

What color is ivory?

Like an elephant tusk.

Oh, yes. They have some rice that looks brown.

What if we use shades of white? "Brilliant white", etc.?

Dr. Branson: There are going to be some of these differentiations we're going to have trouble with.

I think the better idea is to just have the colors. Stick with the way that you have it so people will get the idea, because if you say "Brilliant White", what is "Brilliant White"? People don't get the idea. Put the colors with a piece of paper together. Would that work?

We could have down here "Moderately Brown", "Slightly brown", "Cream", or something like that...
What about a color chart? For the American, they understand that kind of color. But if you survey the Asian they might not get what color you mean.

Dr. Goodwin: So you mean we need to have shades of white on a paper so they can see it? A color chart?

Maybe just for the first one and the last one. Then they can see.

Dr. Branson: One extreme up here to the other and maybe one in the middle. How about the softness? Do you pay any attention to the softness?

I think so.

So we could have "Very Soft", "Slightly Soft", "Medium Soft", "Somewhat Unsoft", and "Very Unsoft" or something like that.

Dr. Goodwin: You mentioned aroma. What are some words that would be meaningful on aroma? In other words, "Very Strong", or a word like "Sweet" or "Nutty"?

Aroma is different.

Dr. Branson: Do you consider the Thai rice to have a kind of sweet smell?

That kind of rice is more expensive.

What about the regular Thai rice, it has the smell of flowers or something like that?

Not flowers, like rice, you can.....

Suppose we put this scale up here in terms of aroma and we've got "Very Sweet", "Moderately Sweet", "Slightly Sweet", and "Unsweet" at the bottom, or "None". Could you work with that type of rating?

I think for aroma we don't have much variation, just "Aroma" or "No Aroma".

If you're comparing two different kinds of rice like Thai rice here and American rice, American rice has no aroma so it's at the bottom. So where would you put the Thai rice?

I would put it under aroma, but it doesn't have to be "Very" or "Moderately Sweet".

How sweet?

"Moderate".
Dr. Goodwin: Is there some word besides sweet that would be better to use?

Dr. Branson: We could just have "Aroma" there, then say "Thai Aroma", or "More Aroma". 

I think that is better, if you say sweet people think of sugar.

You think that would work better. Where would you put the Thai rice on that?

"Moderate Aroma".

Where would you put the U.S. stuff?

"None".

Thank you for coming.
You know we're talking about rice. You don't eat much rice?

I eat everything rice!

I was kidding. We're getting ready to test some other rice types and it will be important for people to tell differences. The things are texture, aroma, color, shape of grain, stickiness, softness as they eat it related to the amount of water. We want to evaluate the various rices. Is there anything else that is important to you to judge a rice?

That covers everything, except maybe when it's left over. Some brands tend to spoil easier than others.

When you say spoil, what do you mean by that?

You can't eat it the next day, you get sick if you eat it. That might be associated with how much water you cook it with, I don't know.

So another would be it's keeping quality after cooking. How long should it continue to be edible after it's cooked?

It depends on how hot the day is. If it's not too humid or hot, [the rice] should stay maybe two days all right.

You're talking about in the refrigerator?

No this is out. If it's in the fridge it can stay 3-4 days.

Does anything else happen to it if you leave it out, besides spoiling?

It gets more moist, more juicy, soggy kind of.

It gets more soggy instead of drying out?

Yes. it's kind of weird I guess, if you think about it.

Does it get soggy when it goes bad, or before?

It's already bad. That's one of the ways you can tell.

What about before it gets to that point? When do you cook your rice?
About an hour before eating.

**Once for the day or once for the meal?**

Once for the day, we usually we have it once for each meal.

**When do you usually cook it?**

We have it for dinner, so I usually cook it then.

**Do you ever eat any of it the next day for noon?**

Yes, if there are leftovers.

**Is there any change in it by noon?**

Yes, it's just harder, drier.

**Does that make it less or more soft to eat?**

It makes it harder.

**What does it do to the stickiness?**

Maybe a little less sticky, kind of rougher.

**Does this happen all the way through it, or just on the outside, or...?**

It's harder on the outside. On the inside it's still the same as the night before, but its harder on the outside.

**Have you cooked any American type rice?**

You mean like Uncle Ben's or something? Maybe once like last year.

**What happens to that? If you left it over.**

I wouldn't know.

The main thing we're concerned with right now is if we were going to rate these things, we want to have some things you're going to be able to associate with. The Thai kind of rice...you appreciate the kind of aroma it has, right? If it has aroma and we're trying to get a scale on aroma from being "Very Aromatic", or "Moderately Aromatic", and "None". Sometimes we use numerical scales for these things and we use numbers and use words with them. Sometimes we just use words and don't use the numbers.
Obviously these scales have a high and a low in terms of whatever the characteristic is we're talking about. If I ask you for your preference on aroma, where would your preference be on that scale?

You need more divisions between "Very" and "Moderate", and I'd pick 2.

Another option to this aroma thing, say sweet aroma..."Very Sweet", "Moderately Sweet" and "None". Let's set this up in the same fashion. How would you rate your preference on that?

It's hard to say because I wouldn't call the aroma sweet. I wouldn't know what to call the aroma. If I had to choose, probably "Moderately".

You'd rather we didn't use the term sweet?

Yes.

You'd rather we just talk about aroma?

Right. I couldn't tell you what kind of aroma it is.

If I put over here Thai rice, where would you put Thai rice?

I have a problem with that, because I don't know what kind of rice I've been eating. All I know is I've been buying it from the Oriental store.

Let's just say the imported rice. What kind of rating are you going to give it?

Of all the imported rice there are different kinds. My favorite is the Jasmine kind. I don't know if that's a brand, or type, or what. That's probably a...I haven't smelled any other rice more aromatic than the Jasmine rice, but I like the smell of that.

Do you want to rank that a 1, 2...?

I would say 2, because that's my preference.

Now let's take the Uncle Ben's, how are you going to rate it?

That would probably be a 5 or 6.

On the matter of color. How would you describe the color of the rice that you prefer?

I've never had colored rice, it's usually plain white. I never noticed it to be too yellowish or anything, it's just white.
That's what you're eating now?

Yes.

How does that compare with the U.S. kind of rice?

It's the same. I haven't noticed any difference in the color.

Color is not that big an influence in what you're buying?

I probably tend to buy white rice, but I mean the Uncle Ben's that I had was just as white as the Thai.

If I'm going to have you rate this on color, what should I put up here at the top? Should I put "Very White" or "Pearl White"? What should I put down at the bottom?

I'm not really sure, all white rice that I've seen seemed like the same kind of white to me. It's just that. Of course there's yellow rice and stuff, but I've never had it. It probably tastes different.

So if we have a "Yellowish Kernel" on the bottom, you could relate to that? Or would you rather we put an "Off White" on the bottom?

Yes, probably "Not White".

Where would you rate your rice on that?

Anywhere in the top three probably.

What are we going to do with the rice you're eating versus the American rice?

With regard to color I have no preference.

They look like they're about the same to you?

Yes.

You don't have any trouble with that kind of rating system?

I don't know if you'd be able to scale something like that. It's either white or it's yellow.

We can put in "Moderately White" or "Slightly White". We can put terms in like that. Would you rather have names, or numbers, or both?
I suppose both.

Do you have any trouble if we have this? If we have a term here and here and not in between? Do you have any trouble rating that?

No. It helps.

What does texture mean to you? What are you thinking of when you're thinking of texture?

How it feels when you actually chew it.

What kind of terms should we use for texture in terms of a scale? Softness, hardness?

One term I'm thinking of is some rice is kind of grainier, rougher I guess, as opposed to being soft. But then you don't want it too mushy, or too soft either.

How about "Coarse"?

Right. On a scale like that my preference would probably be somewhere in the middle, midway between "Mushy" and "Coarse".

Should we have up here on the top "Mushy", and "Coarse" on the bottom?

Yes, unless you want to make two categories.

We could just have, say, "Soft" in the middle.

Dr. Goodwin: She brought up something interesting when she brought up two categories. It seems like she is saying graininess and softness are two different things.

Dr. Branson: No, she's saying that if it's not soft it feels grainy. Is that what you're saying?

That's right.

Dr. Goodwin: You want them all in the same word?

I was just going to say that if you use scaling where you have the preferences on either one end or the other, you might want to use two categories for it, but it would be kind of the same thing.

Two ways to cut the same pie or whatever.

Dr. Branson: Do you think most in your case... you're from the Philippines right?
That's right.

Dr. Branson: Do you think most of your Filipino friends could relate to this "Mushy" on one side and "Coarse" on the other?

Yes.

For stickiness we can have "Very Sticky" on top, "No Stickiness" on the bottom.

Or even loose.

O.K., loose.

Because, this is really weird, [stickiness is] the most obvious difference between Thai rice and American rice.

So we could have scale. Where would you put your preference on stickiness?

I guess a 2.

How are you going to rate the Thai rice and the American rice?

On average the Thai would be about a 2, depending on how you cook it. American rice would be a 7.

This doesn't necessarily mean that I prefer...I'm going to change my preference on the stickiness to a 4.

Should I ask you this question first and then this one? Should I ask you to rate the Thai and the American and then ask you which one you prefer?

Yes, probably, because you ask what my ideal is, and I just thought of what I'm used to and picked 2.

So if you talk about the other first you get more in mind what we want and you can do a better job of indicating. You are using the Asiatic rice and you were also using one of the American rice types. You're paying about $10 for a 25 lb. sack of the Asiatic rice. How much do you buy at a time?

It's a sack about this tall, this deep and about $10.

Do you buy here or in Houston?

I just buy it here at the Oriental grocery.

If the U.S. rice and the Asiatic rice is the same price, which one are you going to buy?
The Asiatic rice.

Let's suppose the U.S. rice is still $10 and the Asiatic rice is $12?

For the same amount? The Asiatic.

What if the Asiatic rice went to $13 a sack?

O.K., if it was $15 then I would [switch].

Suppose it was $15, would you buy all U.S. rice or buy some of both?

I'd probably try out the American for that much money.

Have you ever mixed rice?

No. What do you mean by mixed?

Some people say, "If I [run out of Thai rice] I'll mix some of the Asian rice with the American rice to get the quantity, but I still want the aroma."

It's never crossed my mind to do that.

Dr. Goodwin: On this cooking thing, what do you cook the rice in?

In the rice cooker.

How much water do you put in it?

That's really hard, my mom's got this trick where she measures it with her fingers. It's kind of like something you get used to once you make it. Depending on the brand you cook, you put in a certain amount of water. Then you'll know.

Dr. Branson: Can you explain the finger measuring system to us?

I guess it's just a way for them, it's like a ratio kind of thing, they know how much rice there is and they know how much the water level is. I'm not really sure because I never could do it that well. I always look at the markings on the cooker.

I understand the cooker has different markings for different cups of rice?

That's right, so you can't really go by what number they have on the thing. You have to make the same amount of rice. If you're making 1, 2, or 3 cups, don't go in between because then you'll get mixed up on how much water to put in. That's why you always get rice left over.
With the finger thing are they measuring to say, the first joint?

My mom usually measures just a little bit above the first joint. It really depends on how much [rice she is cooking]. I think she told me one time its always like that no matter how much rice you cook it has to come up to just a little above the first joint, but I've had problems with that.

She puts more rice in and then...?

She knows just exactly where in between, it's harder for me.

Some people say, well if I put in six cups I have to have a little more water on top?

You do.

You still prefer to buy the rice in 25 lb. bags?

Yes, because we eat it so much that it would be a hassle to always be buying it every week. It lasts about, with three people,....

You'd rather have 25 than 20, 30, 40, or 50?

The more the better. It won't spoil.

It will keep all right?

Yes, if you don't cook it. I've never had so much [raw rice] it spoiled.

It's a little hard to carry around?

Yes, also you must have a place to store it.

Dr. Goodwin: Do you eat rice mainly by itself or with something else?

I have to eat it with something, I can't eat it by itself, not just with soy sauce.

Do you fry it or what do you do with it?

You steam it and it's plain. Then you have side dishes, Chinese food.

Do you pour it over the top of it?

Not necessarily. Depends if you have something fried, then you just eat it together. But if its something that's kind of saucy, then you can take it and put if over the rice.
Dr. Branson: What do you eat the rice with?

A fork and a spoon.

Dr. Branson: You're not chopsticking anymore?

Oh, I never did. Filipinos don't use chopsticks.

We appreciate your help.
K. C. - THAI, FEMALE

Where were you before you came here?

I lived in Thailand.

How many people were in your household in Thailand?

Big family.

Before you were married how many were in your household?

8 people.

How many meals a day do they usually eat?

3 meals.

When they cook rice, when do they cook it?

For all three meals we eat rice.

Do you cook three times? Or do you cook your rice just once or twice a day?

If you have a big family, every time [for each meal]. For a small family, you cook once in the morning.

What do they cook the rice in?

They have a special pot made in Japan or Korea. You put in the rice and water and swish it.

It's electric?

Yes. It steams the rice.

You use the same thing here?

Yes. I bought it in Houston.

When you were at home there were eight people in the family. Who cooked the rice?

In my family we have 8 people, yes. But we have some employees, we have 8 employees, 3 are female and the other 5 are male.
So you had 16 eat at one time.

Yes. My female employee cooks the rice. She cooks it.

Suppose...you must have friends who are not in business, and say they have 7-8 people in the household, or 6. Who usually does the cooking?

Usually who cooks not in the family, or something?

No, what person in the family does the cooking?

The mother.

Is your grandmother ever there?

In another family.

She lives somewhere else?

With my uncle and aunt.

When you got married, you went to the household of the man that you got married to?

Yes.

How many people are in that household?

9.

Are any of the grandparents going to be there?

Yes, they will be there.

His grandparents will be there. The reason yours are not there is because you had to switch households. In that situation who does the cooking?

The wife.

The wife does the cooking and not the grandmother. So grandmother doesn't cook.

No, sometimes. Not all the time.

She just kind of fills in. So [the wife] does the cooking all three meals?

Yes.
Who in the household in that kind of situation who selects what kind of rice you're going to buy?

The wife.

Is she the one who goes grocery shopping?

Yes.

How often does she go grocery shopping?

You mean the shops? Like to the supermarket or something? How often does she go there? It is different in Thailand. In the capital, like Bangkok, they have a supermarket like here, and they went to supermarket by driving or something. And they have a bag of rice you can choose, or one at a different price. But in my home town in the north edge of Thailand we have a kind of market, like a farmer's market.

So about how often would you go to the market?

Every day, every morning.

After fresh vegetables and stuff like that?

Yes, it's cheaper.

So for staples like sugar and rice, how do you buy those?

In big bags.

How often a month?

One bag is 100 grams. It lasts one month.

How many are in your household here?

I live with my roommate.

So there are two of you.

And rent out another room, because we have three Thai students in there, only men. We all cook together. So we have 5.

How much rice do you use a day, uncooked rice?

That room cooks 5 cups and my room cooks 3.
That's per meal?

No, I cook 3 cups and they cook 5 cups so it's 8 cups altogether and maybe we save some for the next day if [it's not all eaten].

If I were to bring to you a sample of rice that, say, represented...it would have to be at least 5 cups so you could make one cooking with it?

That's right.

Does everyone usually eat at the house each day?

Yes.

Which is the main meal?

We have rice and some kind of things that go with the rice.

You have a morning meal, a noon day meal, and evening meal. Which one is the main meal?

Evening.

Is usually everyone there for the evening meal?

That's right.

If I gave you a sample of rice that say included six cups. You could cook that one evening. And I gave you a little form you were going to rate your opinion of that rice. I could give one of those to each of the five people, right? So you could cook the rice, and then serve the meal, and then later rate this rice as to how well they liked it? Would that work all right?

That's all right. What kind of rice?

You don't think you're likely to mix that rice with some other kind of rice?

I don't know. We always eat the rice from Thailand.

The rice I'd give you may be from Thailand, here, or somewhere else. I'm trying to find out what different opinions you have of these different kinds of rice so it's very important that you just cook that rice by itself for that one meal. Would that be a problem?

No, that's OK.
How many times a week could I do that?

Once a week. Because we eat rice every evening, maybe twice or three times would be O.K.

You're eating the kind of rice that you like, so I don't want you to be eating different kinds of rice you're not used to cooking. What I'm asking is would you be willing to try these other samples once a week or would you be willing to even try it?

I think once a week is OK. Once a week is better.

What day would be better?

Saturday.

So you'd need to have this rice when? On Thursday or Friday?

That's right.

If I were going to bring it to your house, then we could come back the next Thursday and leave you another sample?

O.K.

Do you think that whether you served it on Saturday or Friday would make any difference?

No, I don't think so.

Is the Saturday evening meal considered more important?

No, because on Friday sometimes we go out to have something else, not rice. On Monday through Thursday, sometimes we have to work in the morning and really couldn't.

Are you going to serve, you have a bowl of rice and a bowl of vegetables and maybe some meat. Are the kind of vegetables or meats on Saturday likely to be different from any other day?

It depends on my roommate. She cooks it. She thinks for two days what she is going to make and she cooks, it doesn't matter if it's different or something.

So the things that you eat with this rice are likely to be about the same on Saturday as they would be on Tuesday.

A normal meal.
You're not likely to eat meat more one evening than another?

No.

Where did you say you're getting the rice you use now?

I buy it in Houston.

In the big sack?

Yes. They sell it for $8 or something like that.

Do you get the same brand each time?

Yes, I use always this brand in here.

Do you try other brands?

No. We used to eat it in a restaurant and we ate some kind of rice that...it wasn't baked but it's very hard. So we use this brand, and we think it is better so we always use this brand.

Suppose I had a new rice I wanted you to try, what could I do to make you try it?

Is it included in the sample you want to give to me?

No, I'm thinking about if I put it in the store?

You want me to try it? That's fine I think I can try.

Yes, but you say you usually buy the same brand all the time. I'm trying to get you to switch brands.

You mean I have to switch it all along?

It's a new brand, O.K. Now I could make it a special price and I could advertise it, but if advertising in Houston, but that's not going to do any good. We're not going to see Houston ads.

You mean you want me to switch to the new brand?

I want you to try the new brand.

But if I don't like it I don't have to buy it.

Do you use coupons?
You know what I mean by coupons?

Yes, but I don't use coupons for rice.

Do you use it for other things?

Yes, that's right.

Would you use it if I had one for the rice? Say I gave you a coupon that was worth a dollar and a half off of the sack of rice for my new brand, do you think you might try it?

I don't think so.

O.K., say it's half price.

Some of my friends buy the wrong brand because it's three dollars cheaper.

This is not a cheaper rice it's a special coupon for one time. Say a $12 rice for $8.

Even it were.

You're stuck with your brand.

Yes.

All of the people you're talking about are Filipinos', right?

Yes.

How long have they been here, or is it different?

Different. The longest is almost one year, is me, and the other one is only one month.

None, have been here very long?

Yes.

What kind of things do you...most of the people we have talked with they say what they look for in rice is texture, as to whether is soft or hard to eat. Is that important to you?

Yeah, and the thickness too.
What do you mean by the thickness?

Straight, like a stick. Kind of wide, like Japanese rice. It's more sticky than Thai rice, and one my friends doesn't like that.

Stickiness is one thing and texture another. The texture we're talking about is each little kernel of rice, whether its soft or medium. Are there any particular numbers or particular letters that you don't like? Or suggests things that you don't like? Like if we're going to label something with a number or letter?

What kind of label?

Say I was going to give you a rice sample and I put the number 13 on it?

I don't know what numbers mean.

Number 13 doesn't bother you, this is just to identify what it is.

O.K.

Say I gave you five samples of rice, one each week. One is numbered 7, one 13, one of them 1, maybe one is 15. The number doesn't make any difference?

I don't know.

What do you consider to be a lucky number? Or an unlucky number?

I don't know.

That's no problem?

No problem.

How about letters, is that a problem?

No.

If I gave you three samples and we marketed these samples 1, 2, 3, and I gave you another that was a, b, c, and I asked you which one you liked..

You mean do I like the letter or the number?

You're going to eat this sample at different times but it's numbered 1, 2, or 3. Do the numbers by themselves suggest anything to you at all?
I don't understand. What? Like the thickness or what?

What I'm asking is...Is it because it's number 123 that it's supposed to be better than 2 or something?

I don't care. I think 3 is better than all of them, because maybe you improved [the rice] and you put the highest number on the best one.

What do you associate that with?

You mean the number?

Have you bought things before that were numbered or are you just thinking in terms of new products, and the new ones are supposed to be better than the old?

Yeah.

Say we want you to look at the color instead of the stickiness, how would you describe the color of the rice you eat?

Describe the color? White or yellow. Probably white.

[This scale] goes from white on top to yellow. So if you were to tell me the rating of a particular rice, we could start with white up here and have some in between terms. Like we could say this is "Very White", "Moderately White" and the same down here except for "Yellow", and "Slightly White". Could tell me how you evaluate a particular rice on that scale of color?

The white one is not good.

What would be your preference?

The "Slightly" one, number 3.

The rice that you eat, what color would you say it is?

Can I give you a sample?

You mean you have some with you?

Yes.

What color would you call this?

We have only white rice. Most people in Thailand (undecipherable).
Have you eaten American rice?

Yes, in a restaurant. I don't know the brand.

We may want to talk to you later. Thanks for coming by.
C. D. - THAI, MALE

What do people call you?
C.

How long have you been here?
Since June 1983.

You came from Thailand?
Yes.

Do you live with a group of other Thai students?
Yes.

How many of you are together?
I'm by myself, but every 5 days we have meal together, about 10 of us.

How large was the household you were in before you came over here?
About 10 people.

Who did the shopping?
My mother.

Were any of your grandparents there in the household?
Yes.

Who did the cooking most of the time?
My mother.

What do grandmother and granddaddy do?
Right now they are passed away, but before, they do they didn't do anything. They were too old. And before that they both tailors.

When the children are younger, do [the grandparents] take care of the children?
Yes.

**Where do you buy the rice for yourself?**

I buy it from Houston and some from Dallas. It just depends on when my friend goes there.

**Do you specify any particular kind of rice?**

Yes, I always hope that I get Jasmine rice.

**What does the Jasmine package have on it?**

They put the name in Thai. I don't know in English.

**Do they put Jasmine on the bag?**

Right.

**Do different brands also put Jasmine on the bag?**

Uh huh.

So it's a common term that is used for that kind of rice.

Yes.

So if we were to develop a kind of rice here that was the same as this Jasmine rice and put it on the market, it would probably...do you think we should put on the bag that its also Jasmine rice?

You mean like a label or something?

We're going to grow the aromatic type of rice here and then put that on the market. If we do that, would it help you identify it if we put on there that this is Jasmine rice?

Yes, sure.

**What if it said U.S. Jasmine rice? Would that make any difference? Would you be less likely to buy it if it said U.S. Jasmine?**

I would buy it if it was Jasmine rice.

**Just as long as it's Jasmine rice?**

Yes.
Have you ever used any of the other rice that we grow in this country?
I used to buy the long grain American rice. I don't like it.

How long has it been since you bought some?
Just one time.

What are the particular things that you prefer about Jasmine rice?
You mean the characteristic of the rice?
Yes.
It is sticky. I think the smell is good.

What else?

I like Jasmine rice because my family used to buy it, my mom always told me to buy this one because it's good.

You're accustomed to using that kind of rice?
Yes.

What about the texture, do you ever pay attention to how soft it is or how hard it is to chew?
Yes, I think Jasmine rice is tougher than the long grain rice.

When you cook your rice, how much do you cook at one time?
Usually I cook in the morning and I put in a cup, and I eat half in the morning and the other half in the evening.

What are you cooking it in?
Automatic cooker.

The electric steamer, rice cooker?
Yes.

If you cook a cup of rice, how much water do you put with it?
When I put the rice in the pan I put my finger in there and [add water] about to here.

The first knuckle?

Yeah.

What if you were going to have some friends over, and you were going to fix rice for say four people. You put in four cups of rice, right?

Just about that.

Do you change the level of the water?

Yes.

How would you change it?

From my experience, for example, when I put in four cups of rice I can put a little bit more water.

You said you cooked rice once and then you eat rice twice. After you've cooked it where do you put it?

I keep it in the refrigerator.

About how long will it keep in the refrigerator?

I think in the winter about 2 or 3 days. In the summer maybe only one day.

What happens to it?

The smell.

If we had a new rice that we grew here that's like the Jasmine rice, what do you think would cause you to maybe try that rice?

It's important this one comes from Thailand, this one from India or something. The first thing I could buy from Thailand, and I couldn't buy in the shop.

I'm not sure I understand.

Female: Are you saying that after you had the Thai rice, and then the Indian rice, if you didn't like [the Indian rice] you would pick the Thai first, and if you didn't like [Thai rice] you'd be indifferent to the other two?
I mean the first thing I'm going pick is Thai rice, O.K.? And if the supermarket doesn't have the Thai rice, I going to buy anything.

Dr. Branson: As long as it was Jasmine.

Suppose there all three there, and you can buy the U.S. rice for a dollar, and the U.S. Jasmine rice for a dollar less than you can buy the Thai rice. Would that be enough to cause you to try it?

Yes.

As long as you knew it was Jasmine.

Yes.

Would you want to try it in a big bag or would you want to try a small bag?

I'm going to try a small bag.

How small is a small bag?

About 25 lbs.

What size do you use?

I buy 25 lbs.

If you're going to try this U.S. Jasmine rice, and you said you rather try a small bag first, how big would that small bag be?

I think it depends how I can get it because for example, my friend usually goes to Houston once per semester. If they don't have the Thai rice in Houston, then I buy 25 lb. too.

Suppose they both were in the local store.

I'm going to buy the smallest one and try it first. If it's good I'm going to continue to buy it.

How big would this small bag be? Would you buy 10 lbs. instead of 25? Just to try it?

Let's try 5 lbs.

So you'd rather have a 5 lb. bag and try it out, and if it was O.K. then, you'd probably go back and buy the 25 lb. Do you ever use coupons?

Well just last month I used one. I do not use them very often.
What kind of things do you eat with your rice?

Usually, I don't know what to call in English, I trim chicken and vegetables and fry them together.

Does what you eat with the rice...does that change over the week a whole lot, or is there any particular pattern of what you eat on different days?

Random.

If we gave you some rice to try, and in your case since you're only cooking one cup at a time, let's say we gave you two cups, about a one lb. sack would do it. How much does a cup of rice weigh?

(undecipherable)

About how many cups are in a 25 lb. bag?

I don't know that.

Female: I think a cup of rice would weigh about a quarter of a pound.

Dr. Branson: If we were to give you a sample of rice to try, what would you do to prepare it? What day in the week would you rather try it? Would it make any difference?

No difference.

Would it make any difference to you what kind of a bag this trial rice was in? In other words whether it was in a plastic bag or paper?

I like plastic bags.

Why do you want the plastic bag?

Because usually I put the rice around my sink in the kitchen. I'm not quite sure that the water....

So the plastic keeps it drier?

Yes.

Would it make any particular difference whether you can see it or not before you cook it or open it?
I like the plastic so I can look through it. I prefer the rice to look white.

**What if we put it in one of these zip-lock bags?**

Yes, good idea.

**If we gave you the rice in a zip-lock bag would that be all right?**

Yes.

**You'd think that was safe? You wouldn't question whether somebody opened it and put something in it they weren't supposed to or something like that? Would that occur to you?**

No.

**So long as you knew we gave it to you you'd consider it to be good rice?**

Yes.

We're having a problem in a way with having people tell us how they judge the color of rice. How would you describe the color of the Thai rice that you like? Compared with the U.S. rice?

For one thing, I think the Thai rice looks white after you cook it.

**It looks whiter after it's cooked?**

Yes.

**How about before it's cooked?**

It also looks whiter.

**What if we have American rice that also looked that white too? Would you agree that the color of the rice is important right? The aroma of the rice you like, the aroma of the Jasmine rice, right?**

Yes.

**There's also the stickiness of the rice. What kind of stickiness do you like?**

I think moderately. Not the same as a sticky rice.
How about the texture? Do you know what I mean by texture? Each individual kernel where it is real chewy, soft, or hard, or what?

That's right, soft.

If you've got all of those things together, let's put one on the board. We've got texture, color, aroma and stickiness. If we had these five things up here, which one of these is the most important to you in terms of the rice that you like?

I think color.

What would be next?

The second one, number three [aroma].

What next?

Number four [stickiness]. Then number one [texture].

Suppose instead of asking you that question I put it another way and I said tell me on a scale that goes from 1 to 7, and 1 is "Very Important" and 7 is "Not Important". Suppose I said take that and tell me what kind of rating you're going to put on these? Or, if you've got color what kind of rating would you give color on the scale?

For me, I think number one.

What about on the texture?

About 4.

What do you want to give the shape of the rice?

About 6.

What about stickiness?

About 4.

Then the aroma?

Number one, too.

Which one do you consider the most accurate way to rate, using this system or the other?
I like this one.

So it wouldn't bother you if I give you this sample of rice and then I said now I want you to tell me how you like this rice. If I give you a scale like this to work with and say I want you to tell me how important these things are, you can use that scale to do this kind of a thing?

Yes. Because sometimes, for example, the number one [texture] maybe [it's important] too, but I couldn't put it [higher with the ranking system].

Suppose I say let's rate the matter of stickiness here. We're just going to take stickiness, and with stickiness I say I want you to rate the Thai rice that you use and the American rice that you have come in contact with, one way or another. How would you rate the Thai rice on stickiness in terms of this scale over here? We have a scale with "Good" on the top and "Bad" on the bottom. This would be "Moderately Good" and this would be "Somewhat Good", and have "Indifferent" and "Somewhat Bad" and "Moderately Bad". This was the kind of scale we had and we have numbers on here. Could you rate stickiness according to that scale for the Thai rice?

I'm going to put it at number one.

What about the American rice?

Maybe number four.

Do you like it better if I have these words with these numbers? What if I had the words out, and all you could see was "Very Good" and "Very Bad"?

I like the numbers more than this one, because sometimes it is very hard to put it in a category, but with a number you can tell.

So what you're saying is we could take [the words] out and just give you the number thing, 1 is "Very Good" and 7 is "Very Bad" and you rate it on the number in between where you want to?

Yes.

Are there any particular numbers, letters, or shapes that are not good, that have bad associations as far as you're concerned?

No.

You don't think that's a problem, so far as you know, with the other friends you have from Thailand?
No.

They're not superstitious?

No. They have some but not in this case.

What are some others?

For example, a two story house must be even number.

Odd numbers are not as good as even?

The bedroom should not point to the west. They think the spirits are going to come to see you in the night.

But that doesn't bother you as far as using this scale? Would it be better to, instead of using 1-7, would it be better if I had 2, 4, 6, 8, 10, 12? Since you like even numbers better than odd?

I still like the other one.

What about...say you're designing a package, and a lot of packages have colors on them. Are there any colors that are bad or good?

I prefer the white color. White for a background color and then put the other colors.

The back should be white and the letters blue or something?

If we were going to use a symbol of some kind, if we were to use a rectangle or circle, square, star...do any of those carry any kind of association that's negative?

For me no. I don't know about the trademark or anything when I buy the rice. It just means rice.

I'm thinking about...these are samples we're going to give you, and this is sample number 123...but instead of a number it's got this symbol on it. Do any of the symbols have any better images than the others?

I like the circle.

What about the rectangle? Which would you prefer, the rectangle or the square?

The square.

What about the star?
I don't like the star.

You don't like things that have pointed edges on them?

Yes.

Do you think if we gave you a sample of this rice to try out, would you rather try it out just one day or two days? What do you drink with your meals?

Just water.

Suppose I gave you some water out of the tap and some out of the machine over here, and I want to know which one you like better?

The first one.

How many times would you want to try the different waters to be sure which one you like the best?

Twice.

So it might be better if I gave you a sample of rice that lasts two days?

Yes.

Thank you very much.
We have already talked with a number of people individually, but not as a group. You may say, "Why did we do that?" This is part of a market research procedure. If you talk to people individually, sometimes they have ideas on their own they want to talk about. That's fine. But the reason for getting a group together is that one of you may think of something, and that makes somebody else think of something. If you and I were just talking, that would of never come up. So this has, if you relate to the term, synergistic or reactive effects. So we can probably get more ideas. Let's start out and talk just in general about rice. Most of the people that we've talked with cook about 2 cups of rice a day, per person. What about those of you here? Do you use more or less? What do you do? What do you cook with?

Male: Since I live with four other roommates, we usually eat one meal a day at home. Rice for one meal, and then we may go out for the other. When we cook, it's more like 4 cups. We cook enough for four people. We just stick it in these new steamers. We just throw the rice in there with the water, hit the button, and come back 10 minutes later and it's cooked. So we don't have to go through like before with the....

Who does the cooking?

My roommates. I can cook the rice but...

Do you ever complain about the way he cooks?

No. Rice is pretty easy. It's the easiest thing to cook. I can cook the rice, but not the food.

You put in four cups of rice. What is the appropriate amount of water?

Like twice as much water as rice.

No, No.

Well, it depends on preferences too. My friend always tells me it's twice as much water.

So two cups of water to one cup of rice?

When you cook it in the steamer, it's more like one cup of water to one cup of rice. You balance it out. If you cook more rice, that means you need less water. The more you cook the less water you use. When I cook at home we used to make a small bowl like this. And how much water you put in, I just put in my finger and [add water to] about one knot over the rice.

How many cups of rice do you have?

Two small bowls like that. I think that's about one cup.

If you cook four cups of rice, how much water do you put in there? Do you use the finger method to measure?

Basically I use the finger method, but my friend says to put twice as much water [as rice]. When I cook it, I just put the rice in there and use the finger method. Kind of estimate, you know.

You put it to about one joint down or two?

No. Just about one and a half for the four cups. Sometimes it depends on how people like the rice. Soft or hard.
O.K., let's go around the table. How do you like rice in terms of soft or hard?

Mine I like soft and moist.

I like it soft, but I don't want it, you know...the grains should be whole and they should not be broken up.

I like it soft.

Yeah, I like it soft.

Mine too.

Yeah, I like it soft but a little bit hard. Dry.

There's some association between [the rice] being soft and the amount of water you put in [when you cook it], right?

Yes.

So softness is also related to how much water the rice soaks up. And if it's moist, it's easier to swallow than dry. Kind of like eating breakfast cereal without any milk?

Right.

[If you add] too much water, you can't eat it.

It's just like soup.

If you put in too much water in, it's like mashed potatoes.

If we gave you a sample of this new rice, and wanted you to try it and see what you think about it... everybody eats rice once a day right?

Yes.

Who eats rice twice a day?

Me.

Could you tell from eating this rice just at one meal what you thought about it? Or would you want to have enough of it so you could try it two different days or two different meals?

I think I'd know the first time.

I think twice. If I have one kind of rice. I usually use it everyday. I always cook it the same every time. If I'm going to try a new one, maybe the first time I got different [results] but second time I got the same [results].

So you think you'd give it the same rating the first time that you would the second time?
I would agree with him.

We want to know if we give them enough for one day whether they're going to be able to make a good decision.

One time [is enough], because you eat the same rice all your life and [when you try a] new rice you can tell right away.

Where are y'all buying your rice?

Houston.

Oriental Market.

When I go home.

You're buying the big bag?

Yes, the 25 lb bag.

You get the same brand each time?

I always get [the same brand]. I bring my brand and they bring theirs.

Why do you buy that particular one?

Basically I don't buy it, my Mom picks it out. I just bring it from home. There's a complaint when you live with two to three people, you won't expect them to buy the same rice [that you do]. You might buy the expensive rice and some buy a very cheap kind, and you say you don't want to spend money on expensive rice that doesn't taste good.

It's like every person has different tastes.

When you get ready to cook the rice, do you just take it out of the bag or do you wash the rice?

You wash the rice. Wash it twice. There's a certain method you have to put water in it and just like rinse it. And squeeze it to get all that white stuff off. You do it like about two times and the third time you do it the water should cloud, be cloudy. That's when you cook it.

Is this just sort of the powder on the outside of the rice? Or does it also have a little sediment stuff?

I guess sediments, but basically the powder.

The powder is like an additive.

I don't know what the powder is but we always wash it off.

Would you rather have a rice that you did not have to do that?

I would probably wash it, just to make sure.

Suppose you got some of this [rice] and you washed it about three times and it didn't do anything. Would you just quit washing it?
Yeah, I guess. I mean because you want the rice to be clean, you don't want any dirt in it.

Would you rather have rice that did not have any sediment in it?

Yeah.

Yeah, we'd rather have rice without the powder in it.

Would you pay more for it?

Yeah.

A few cents.

A dollar.

What about the shape of the kernel of rice? Some rice is long and thin, some of it is sort of plump and round.

Plump and round.

Does the shape make any difference?

No.

More like the finished product.

If shape does not have to do with anything, why do they make different shapes then?

How much attention do you pay to the rice before you cook it?

Aroma.

You have to experiment with a couple of brands?

Yeah.

Like trial and error.

We don't look at the shape.

Out of these three things, which one of those three is most important?

Aroma, then color, then shape is third.

After we get it cooked, which is most important: texture, stickiness, flavor or aroma?

Stickiness and softness are separate. Stickiness shouldn't be in there.

Let's rank these on a 1-5 scale with 1 being important and 5 being not important. What ranking would you give to the softness?

A one.
Stickiness?

A five.

Three or four.

If I say stickiness, what does that mean to you?

It means the grains stick together. You could use it like glue.

Does cohesive mean anything to you?

Yes. Once it gets sticky it's like glue. We don't want it sticky.

Can you control this with the way you cook it?

Yes.

The more water you put in [the stickier the rice gets].

What about flavor on a 1-5 scale?

One.

Aroma?

Two.

When you talk about flavor, what kind of flavor are you looking for?

A certain taste.

You can smell it.

Compare it with different kinds of rice. Every kind of rice smells different.

Yeah, but slightly.

Not really. If you eat it every day you can smell [the difference].

Are we talking about sweetness?

The flavor of rice is not sweet.

I don't know how to express it, but when I smell it I know.

I guess you have to try to eat it for five years.

Can we talk about flavor being strong or weak?

Yes.

The major group here thinks flavor is very hard to express.
Some like sweet flavor some like plain flavor.

Most of the rice now all tastes the same.

If you buy expensive rice, it has flavor.

It's not sour or tart.

Are there any things besides this that you look for in rice?

My mom told me that every time you go to the market to buy the rice in my country, always look for the rice that has been produced for a long time, but not the new ones.

She doesn't want the really new rice but the rice that is several months old?

My mom told me that it's easy to cook [the older one] more than the new one.

He's talking about the ones that have been around for a while.

She said that the taste is different and she like it more than the new one. Sometimes my mom, she has to see which one people have been buying and she'll stock up.

I think what is happening here is that the longer the grain is stored, the more it dries out, so it probably reacts with the water you put in more, and you can get it more where you want it, [better cooking quality].

I don't know about that.

Is that true?

I think it's true.

Did this come up in individual group meetings?

Dr. Goodwin: Do you like the new rice or the old rice?

I'm not sure because I just buy the rice from the store and take it home and cook it right away.

I can't tell either.

Dr. Branson: They were doing tests before, and they had what they called "Thai Old Rice" and Thai New Rice".

My mom told me that you can recognize [newer rice] when you cook it. If you buy two kinds of rice that are the same brand, and you cook them in the same level of water, the one softer than the other one is the new one.

Rice is grown in different water levels right? The amount of water you grow the rice in makes a difference on the absorption after you cultivate.

There are different ways to...first aroma, there are several ways to test this if I gave you something like this [scale]. Here we're talking about aroma, and the top is a "Strong Aroma" and the bottom is "None", no aroma at all. Where would you rank the American rice?

About minus 4.
Where would you put the kind from the Oriental store?

It varies. I guess about a +3.

That's one way to rate that. What I want to find out is which way is easier to work with. Another way we can do this is to set up another scale in which we say "Very Aromatic" and "Not Aromatic". Instead of going plus up or down, you've just got a scale from one to nine. Where would you put the U.S. rice on that scale?

About 7. Not much of a smell to it.

Where are you going to put the Asian rice?

About 3.

3 to 4.

Dr. Goodwin: What if you just had a plate of the Oriental rice and weren't paying any attention to the American rice, where would you put it?

Somewhere around 2 I guess.

I think between 2 and 3.

Nothing could be perfect.

It really depends on the brand you buy.

I'd say about 4.

Dr. Branson: We're going to be giving people several kinds of rice, but they won't know what kind it is.

We will!!

I think the best way to test it is to cook the Asian rice and American rice and see if they can distinguish it, pick the right one.

That's another procedure. That's a product differentiation. The problem is they may be able to tell the difference, and they may like one more than the other, but you don't know why. Unless you have them go through this.

That's right.

We've got about a 3 point separation here and about a five point separation here. I'm testing different measuring instruments. The more I can get you to separate it, the easier it's going to be for me to measure the difference. So that's the reason I'm playing with these kinds of things to see how you respond to it. Let's suppose that we've got another [scale] here in which we have "Very Aromatic" on top, "Medium Aromatic" in the middle and put "Not Aromatic" on the bottom, number 9. How are you going to rate it on that kind of scale, first the U.S. rice?

Around 7 or 8.

8.
7.

I think it's almost similar to the other scale.

The difference is the medium.

If you look at this scale, you'd rank the medium between 4 and 5.

I guess it is going to be a little bit different.

Look at this scale, you'd say medium would be around number 5.

This [scale] is just like that one over there, except for the [middle] term in here. Would you rather use a scale like that? You also can have one that doesn't have numbers you can have one that is "Extremely Aromatic", then "High Aroma", "Somewhat High", "Slightly High", "Somewhat Weak", "Very Weak", and "None" on the bottom. So you have a bunch of terms you read.

With that scale, you have less separation.

You don't have any trouble with the number scale?

I think both methods are very efficient.

Let's talk about numbers a little bit. What kind of numbers do you, in your own country that you were brought up in, what numbers were considered to be bad or lucky?

Number 13.

Did you hear about 13 before you came over here?

No.

Three is a bad number.

Moving 3 times is not good.

Somebody before said something about odd and even numbers.

Yes.

Like my aunt was shopping around for a house and she added the numbers to the house to see if it came out even or odd. I don't know, I never did figure that out.

We had an architect we talked to and he said if you built a stairway in the house it had to have an even number of steps. You ever hear anything like that?

No.

No.

What are good numbers?
Why is that a good number?

Lucky number.
The highest number in a card game.
Like when you add up the number of a license plate and if it adds to 9, it’s good.

How about if we talk about letters? The letters you use are not like the letters we use?

Yes, the same. Just a different order.

We have 24 letters in our alphabet.
Like a D, we have plain and cross.

Are there letters that are considered good and some not so good?

No.
Not that I can think of.

Do you have an X?
Yes.

Is it good or bad?
We don’t know.

Neither.

What if I put a G up here, or E, or D and P. Let’s suppose you were tasting two kinds of rice and it was hard to tell the difference, one’s marked with G and the other with P. Would that make any difference?

No.

G doesn’t suggest good and P poor?

No.

E doesn’t suggest excellent?

I guess different cultures suggest different things.

We don’t thinks of thing like that.

What if you’re looking at two kinds of rice and one has a 1 and the other has a 6 and you have to say which is better?

I’m going to take 1.
Yes 1.
A lot of times we see those bags of rice that has the seal with a 1 on it.
That's 1.
You're kind of crossing me up because 1 is odd and 6 is even.
It doesn't matter.
We were talking about bad and good luck and this is something different.
When we talk about equality you don't pay attention to whether it's even or odd?
No.
Not all the odd numbers are bad.
Like 9 is good luck.
It depends on how superstitious you are.
I don't think they pay much attention to that.
Suppose we use a combination of numbers and we have that on one and this on another. Say you're having a hard time deciding which one to pick and they seem to taste the same?
You would pick 242.
Why?
If you think of gambling, it makes 8.
We have a different kind of cards. You get three cards and you add them up, and whoever has the highest amount wins. But we don't count 10. So if you have 16 you drop 10 and end up with 6.
I don't think that has much effect.
What if we had 2-4-2? Or 4-8-4? Does that make any difference?
Maybe it would make a difference when you eat the rice.
I don't think numbers would have anything to do with it.
If there's a dash in there are you less likely to add it up?
No, I just think that the numbers don't have anything to do with it.
More the pictures on the bag.
I don't believe in numbers like that.
Let's talk about packaging. What kind of package do you like to buy rice in?
White.
A white sack.
Why do you like a white sack?
Because it's pureness.
Cleanliness.
Is the rice you get in a white sack?
Yes.
Yeah.
Premium rice is not in a white sack.
What color is the premium?
Blue, white, red.
Mostly white with some base colors.
What if you get it in just one of these polyfilm bags that doesn't have any color?
It's not associated with Asian rice unless you get it in a white sack.
I think when my parents go in the American supermarket, my Mom has to get rice in white bags.
If I give you this sample of rice that you're going to take and use in one day, if I put this in a white sack that's good. If I put it in a clear plastic sack, your intuition is that it's not as good even though it's the same rice?
Right.
It looks kind of cheap.
When I buy food in clear plastic I think it's cheap.
I'm not saying one tastes better [than another], I'm just saying a white sack is associated with rice.
If I gave you the same rice and one was in a white sack and the other was in a clear sack you'd say this one [in the white sack] is better than this one [in the clear plastic sack], right?
Yes.
Right.
Most of the time.
Dr. Goodwin: Is there anything inside this white sack, a liner?
A plastic liner.
Plastic inside, yes.

Is the sack cotton?

Nylon.

Nylon.

Is it woven?

Yes.

The inside is not.

Woven white nylon. Inside is clear plastic.

**Dr. Branson:** What we ought to do is ask them to bring us, one the next time they empty a sack.

**Dr. Goodwin:** What if you had a white cloth sack with plastic inside?

It would get dirty.

It seems like nylon is real slick and smooth.

It didn’t always have the lining. We just had brown bags and it was so dusty. When you carried it home all the powder seeped through. Recently they added the plastic liner.

**Dr. Branson:** You’re telling me that the print on this can be red, blue, or whatever color.

Will this be aimed at the Asian population?

Yes. We’ll be dealing with the Asian population. What’s the favorite color?

Red.

Green.

Red.

Red’s the favorite color?

Yes.

White with red.

What’s the most unfavorable?

Black.

Black.

Black.
Blue's good.

I've seen a lot of blue.

You don't want any dull colors. Something that stands out.

No brown or grey.

A bright color.

You want a bright and also a light color. It doesn't have to be psychedelic or something like that, florescent.

Most of you are eating rice once a day?

Twice.

Twice.

When I go to work probably once but now twice.

In the morning and at night?

No. Lunch and dinner.

Lunch.

Dinner or late at night.

What do you eat for breakfast?

Nothing.

Usually coffee.

Cereal.

Chinese people eat rice soup in the morning.

The older people don't eat cereal, they eat soup.

The water that's left over can be made into a rice soup?

No.

No.

Just like cooking rice only you use about 5 times the amount of water.

Do you put anything else in it?

No.

No.
You can put meat or whatever.

Some soy sauce and meat.

You put a little bit of rice and a lot of water and cook it for a real long time till the rice starts tuning liquid. It's for sick people to eat.

It's called Chinese soup.

You're eating rice twice a day, do you cook it at lunch and then save it for dinner?

You don't want to save it.

Do you cook it each time?

Cook it each time then just dump [leftovers].

We prefer to eat it hot every time we eat it. Every time we cook rice we just cook enough for the people to eat one meal.

If you save it, it dries out.

If you keep it, do you just leave it out on the counter?

No. We keep it in the steamer and there's a little switch where you can keep it warm. The steamer keeps it warm but dries it out.

Do you take any of the rice you save and fry it?

Yeah.

Yeah.

We do sometimes.

How do you fry it?

Kind of like eggs.

The fried rice you get in restaurants, you heat it up and get a couple of eggs.

When you fry rice you it like to be separate because rice kept over a day is very dry and separated out and it's easy to mix. Fry with oil in a skillet.

If you fry it, you're likely to mix something else with it?

Yes, like chicken, eggs, sausage or something else.

Soy sauce to flavor it up.

Do you ever just put some vegetables in?

Yes.
Yes.

We like combinations; carrots, celery, beans.

If I give you this rice to try out, what are you going to rate it on? When you first eat it? Or are you going to wait until you fry some of it?

When you try it.

You kill the taste when you fry it.

You're not going to wait until you fry it?

A lot of people like fried rice because they don't like just eating plain rice, like the Americans. They like fried rice because they usually eat with [some added flavor to rice].

So you're saying if we're going to give them one of these rating scales to rate this, then we need to tell them to rate if after they cook it and serve it the first time?

Yes.

Yes.

Because the steamed rice is more important. Fried rice is more like for leftovers.

How much of the sample rice should I give you?

A bowl.

A cup.

A small bowl.

You want me to put this in a white sack?

No.

If I'm going to sell it to you I'm going to put it in a white sack. If I give you a sample it doesn't make any difference?

Right.

We're just trying the sample, just to see how it is.

If I was going to the supermarket and had to pick between a clear plastic container and white, I'd pick the white.

Dr. Goodwin: It doesn't matter if you see it before it's cooked?

No.

No one cares.
We're going to test it.

**Dr. Branson:** Suppose I could get this rice where they want to buy it. What should I call it?

Most of the time the rice doesn't have particular brands. The people that buy associate the names with the symbol that's on it. Like you'll see a buddha, and they'll call it "Buddha rice". Like a water buffalo they'll call "Buffalo rice". You don't see the name printed on it.

They'll go by a symbol?

It'll say scented, you know aromatic.

Dragon would be good.

Even though it's made in U.S.A?

Most of the Oriental people can't read, so they just go by the symbol. They remember oatmeal, you know how it comes in different shaped [containers], and they'll have red and blue or bottom. The [containers with] red on top has the larger size shape, and the [container with the] blue on bottom has the smaller size shape. So my grandmother wanted me to go buy this oatmeal and she says, "I want you buy the one with the red on top".

If you're going to appeal to the Asians, you should try to make it look like an Oriental brand. I don't know Asian people that buy American rice.

They don't think that Americans eat rice.

Asians think they know more about rice because they eat more.

**Dr. Goodwin:** What symbol would you put on the rice?

Eagle.

Tiger.

Elephant.

Star.

Something simple.

Something common they can relate to, like a dragon or tiger.

**Dr. Branson:** Suppose I used this same scale and we were talking about stickiness instead of aroma. Does zero communicate?

Yes.

**Dr. Branson:** If I say zero stickiness or no stickiness?

Zero.

If you were stating your own preferences to stickiness of rice where would you put it on this scale?
Six.

Seven.

Five.

If you want the rice soft, you have to get some stickiness too, to make up for it. The way I'd like it would be as soft as possible, but the least sticky. But that's almost impossible.

You like the water in it but you like the kernels still unsticky. If we can do that with the rice, if we're going to talk about the texture the same way as with the aroma, does texture communicate? We've gone "Mushy" on top, what will be on the bottom?

Dry.

So that scale would work O.K. Here's a tough one. We could put "Pearl White" on top and sort of "Grey White" on the bottom.

The grain before you cook it will be kind of cloudy, but after you cook it you want it to be white.

When we go from white up here, do you communicate with "Pearl White"? How would you describe the rice you're using?

Kind of chalky.

Not clear.

Not really bright.

Kind of a dull white.

Dr. Goodwin: Are you talking about color or how shiny it is?

Just color.

Not shiny.

It's not shiny, with that powder on it when you get it out of the bag. With the powder that's on it there's almost no shine to the grain.

Dr. Branson: There's no shine to it, but it's really white?

Not really white.

Chalky.

It's like chalk.

So I could put "Chalk White" on top. What are you going to put on the bottom?

Brown.

No, Yellowish.
I think we have to see the rice first.

Most rice look the same.

You don't have to make the rice look this color to be where the customer will buy it. We know what the rice looks like. If the color is just a little bit different, it's still O.K. to us.

Awhile ago, you were saying you were more interested in the color after you cooked it.

Yes.

That's right.

All the rice that we buy looks the same before we cook it.

We've also been told by some that when they go buy the rice, the U.S. rice doesn't look as white as the Asiatic varieties.

We're not saying that before it's cooked...it doesn't mean that [the visual appearance/color] totally doesn't matter to us. We prefer it to be white, but color is more important after it's cooked. As long as it looks similar to our rice it's fine, just don't make it totally different.

If we're talking about cooked colors, what are we going to put on the scale for cooked color?

Same thing.

Some come out kind of brown.

If you don't clean it out. If you don't clean out the powder.

Yeah, if you don't wash it.

If you rinse all the stuff off it comes out white.

Is the "Yellow-white" on the bottom still O.K.? Or is it a more brown?

Kind of a brownish yellow.

It's hard to tell color.

It's hard to distinguish.

As chalk white as possible.

Maybe we should have cooked color and uncooked color?

Yes.

Yeah.

But you're really saying that this is the uncooked color scale here. It's going to be a chalk white and when [the rice is] cooked, what should it look like?
It shouldn't look yellow or brown.

We don't want it to look like the wall over there.

Not off-white.

We want it white and clean, to look good.

It can't be an off-white.

Could I say "Clear White" and down here "Dark White"?

"Dark White" but not "Clear".

Yeah.

Is the "Clear White" O.K.?

We don't know about clear.

Dr. Goodwin: What about "Pure White"?

Yeah.

Yeah, "Pure White".

Yes.

Dr. Branson: O.K., and what do we have on the bottom?

"Off White".

"Pale White".

Something darker.

Would you rather I gave you a card with some colors on it and then you pick the color?

Yeah I think so, because we can picture it more with the association to the color.

Dr. Goodwin: What about if I ask you about a cream color? Is that good or not good?

Dr. Branson: Should I start with "White" and go down to a "Cream" like this?

Yes.

Yeah, yeah.

Kind of brownish.

Dr. Goodwin: If I showed you this wall what color would you say that was?

Brownish.
Yellowish.
Cream.
Cream.
Yellow.
Kind of Yellowish.
It's not yellow, but it's not white.
Yellow white.

Dr. Branson: Anyway, we're going to something like this right? Should I go any darker than this?
No.
So I need a color card going from white to a kind of cream with shades in between and let you pick out of that.

Dr. Goodwin: What about "Ivory"?
That's not white.
I mean for the bottom. Would "Ivory" color be good or bad?
Good.
Is that better than "Cream"?
Sure.

Dr. Branson: Maybe I should just ask you to describe the color. Could you do that?
Mostly we would name white [as the] color.
Maybe I should just say the color of the cooked rice and have "Good" on top and "Poor Color" on the bottom.
So we'd rate the rice on color.
I think we can rate it.
Yeah, we could rate it.
You bring up a good point there.
Is there anything else about the rice we should talk about?
You said it's going to cost a few cents more?
It may or may not. If it's a clean rice.
If it tastes better people won't mind paying more. You wouldn't want to come in with some cheap brand because people will associate that with poor quality. My parents wouldn't mind paying a few dollars more.

We're not trying to produce a cheap rice.

I think [American Jasmine] would be competitive with the Asian rice. The reason for this is the export standards for grain. Whether its wheat, rice or whatever, there are tolerances and they say if you're going to export a number 1 rice it can't have but three brown kernels per 100 or something like that. It can't have any dirt particles, more than 1/2 a percent. And whatever that percentage is the exporters try to take advantage of that. They can take some perfectly clean rice and just dump a little dirt in there to meet the standard. Whereas a U.S. manufacture has no point in doing that. He's going to make it and put it right in the consumer pack. Simply because of that it comes out a little cleaner.

You want a good first impression of the rice. If you make a bad one they won't want to buy again.

Dr. Goodwin: What if you got some rice that had a bug in it?

Oh...

Bugs?

Dr. Branson: Does rice get weevils in it?

Just stuff like sand.

No bugs.

You don't want bugs in there!

Definitely no bugs.

Dr. Goodwin: This rice I bought at a Saigon market had bugs in it.

YUCK!

It was an accident.

Old rice.

If it has a bug in it but tastes good, that's O.K.

Dr. Goodwin: Should I get the Water Buffalo brand?

Get the Buddha.

Do you want to show them these and see how they react?

Dr. Branson: Sure, we can do that. Go ahead.

Dr. Goodwin: See if you have any comments.

I think you should recruit older people to get more information. Get the people [when they are] shopping.
They'll need an interpreter.

Peter, who cooks the rice at your home?
I do.

What about the rest of you?
My mom.
My mom.
My mom at home.
My aunt, my mother is not here.
I live with my uncle.

What about if your grandmother was here, would she cook it?
Yes.
Yeah.

Would she be the one to go buy the rice?
Yes.

Dr. Branson: Who shops for the rice most of the time?
The women.
The one who cooks.
Some of both, grandmother or mother.

We need to know who should do the rating on the rice before it's cooked. Should we say who cooks the rice?
Yes.

[The one] who cooks the rice most.

The reason to give you these [sample questionnaires] is to see your comments about what you like or don't like about these scales. The scale on the second page is the same as we've talked about here. The scale on the first page is a little bit different. You may have some comments. The scale on the last page has, for example, an overall rating as to whether you think the rice is desirable or undesirable. That's another thing we have to include, on overall satisfaction. Mark on there anything you'd change. Why don't you put down what you'd rate U.S. rice and Asian rice. Put a U for U.S. and an A for Asian.
I'll start with you. Tell me what country you identify with and how long you've been here.

I'm from Thailand and I've been here 7 years.

I'm from here but both of my parents are Filipino. I was born here.

Are you still eating rice?

Oh yeah, every day.

What about the rest of you?

I'm from Thailand and have been here for 11 years, back and forth.

I'm from the Philippines and I've been here 17 years.

Your parents live here now?

They're in Plano.

R.?

I'm from the Philippines and have been here about 2 and a half years.

I'm also from the Philippines and have been here about 4 years.

I'm from Thailand and have been here 6 years.

Is there anybody here who doesn't eat Thai or Asian rice?

We can't get it. We used to buy Adolphus rice. We can't get Jasmine rice but [Adolphus rice is] definitely our second choice. It's not something we buy because we like it, it's just something we buy because we need it.

I'm not sure I understand what you're saying.

I think [Adolphus] is American grown rice and it's short grain and it tastes different. When you cook it, it's more chewy. If you cook [Adolphus] the way we usually cook our rice, it comes out more chewy, spreads out, and doesn't clump together.

You use [Adolphus] when you can't get [Asian] rice?

Yes.

Is that true for the rest of you as well?

No.
Yeah, when I came up here as a Freshman, I'd buy the cheap Kroger brand and I'd cook it. Then I'd always complain about the rice. My mom sent me some rice and it was [Jasmine]. The American grown rice isn't too pleasing.

Where do you get your rice now?

When I go home there's a Chinese store that sells Filipino products or something.

In Plano?

No, I'm from Galveston.

You have a store there?

Well, in Houston. We go to Houston.

Is this one of the Asian stores or a Fiesta store?

It's an Asian store.

Where is it located?

Kind of downtown. Carter Street or somewhere near there. It's near the convention center. Asiatic imports.

D. Where do you get your rice?

We always buy ours from Houston.

We usually order from them.

Whoever goes to Houston buys the rice for everybody?

Right, that's how we do it too.

We go [to Houston] and buy other things too.

They sell the same rice here, but it's more expensive.

The Oriental store over here?

Right.

Yeah.

Yeah.

Do they sell it anywhere else in town?

No.

Universal Grocery sometimes.

The deli shop. It's at least three dollars higher there than the price that you pay in Houston.
Three or four dollars.

It's pretty expensive.

If you or someone is going [to Houston] to buy rice, do you just tell them to buy rice or do you tell them anything else?

We tell them what price.

My dad has a friend who goes to Houston once a week and whenever we run out of rice he gets him to buy it. So I think he tells him like a certain brand. I don't recall the name. Is that what you mean?

Yeah.

He buys the same brand every time. Or something similar.

Do any of the rest of you buy the same brand all the time?

No, we don't stick to any brand, just the kind of rice. We specify Jasmine rice.

Jasmine rice, that's right.

Jasmine.

Sometimes there are different grades. The ones with the red ribbon [are said to be] better than the other one. But basically we just say Jasmine.

If the rice [is stored] longer and it is cooked differently, it makes some difference in the way the rice comes out.

What difference does it make?

More sticky is what I have heard, but I'm not sure. If you keep rice longer, the tendency is to be less sticky. For the same amount of water you get rice that is less soggy because as it ages, rice loses moisture.

Is this what would be the difference then between what we call "Thai New Rice" and "Thai Old Rice"?

I don't know about that. This is the first time I have heard about it.

They did some testing on some rice in Houston and they used what they called "Thai New Rice" and "Thai Old Rice". I don't know whether they meant this was last years crop or what it means.

We use that terminology also, "new rice" for the one that keeps longer.

Yeah.

You were in the Philippines?

No, from Thailand.

If you're from Thailand, how did you know whether it had been stored a long time or not?
My parents told me. I think you can tell in two ways; one is when you cook [the rice] and it's soggy, then you know [the rice is] relatively new and you need to decrease the amount of water when you're cooking. The second indicator is that [rice] smells more pungent if it's new. The rice that we have has a certain aroma and it lessens as [the rice] gets older.

Is this the aroma that it has before you cook it?

After. The aroma of cooked rice.

The older the rice, the less aroma after it's cooked.

The aroma is a desirable trait though. It's something people like.

Y'all probably won't like what were dubbing this rice. It smells like popcorn and we're calling it popcorn rice. We like it very much. You say the decrease in the aroma [the rice] has is after it's cooked. Is there a decrease in the aroma before it's cooked with regard to whether it's new or old rice?

I don't know.

Hard to tell the difference.

I used to work with the International Rice Research Institute, and we did a study on this cooked rice. We also tried to classify different characteristics of rice and correlate them to other people. I think they tried to classify what Southeast Asian people would look for in the rice.

Is there any difference in your preferences and the preferences of your parents?

No.

In my family, some like [rice to be] more sticky or soggy, [but it's] not much different. My wife likes more water, but it's not something she got from her parents.

There's no correlation between whether we got it from our parents or developed our own taste.

People's taste for some things change over time. Like children like candy, older people like things that are tart. This is a change in taste preferences. Is there anything like that going on here?

First, normally there's well cooked, one that you can eat.

How do you describe rice that is well cooked?

I guess you can feel it. If it's not really well cooked, it's going to be hard.

Does it stick together if it's cooked right, or not stick together?

Cooked rice...I think depends on the type of rice.

What do you consider cooked right?

You mean when we use our automatic cooker and it goes off? It depends on the amount of water you put in. If you put less water it will take less time to cook it. Then it's not really cooked so you probably can't eat it because it's dry.
You can tell because the center is still opaque and hard.

And crunchy.

If it's really cooked the whole rice grain is translucent.

Basically what you're saying is if the rice is not right it's the water's fault?

Usually.

If you put in too much [water] you can just remove the cover and let it evaporate and you can still eat [the rice]. If you put in too little water, it doesn't really cook and you can't eat [the rice].

Do you ever change it like that?

Yes. If we're not sure whether the rice is relatively old or new, then when you first get a new batch of rice you have to experiment with the amount of water it needs. Then you just follow the same recipe for that batch.

I think the rice is almost like a pasta, if you put in too much [water] or [cook the rice] too long, it doesn't taste good. The texture has to be right.

We're going to give a panel of Asian households a sample of rice. Five kinds of rice, and they won't know what they are. They have to take those five kinds [of rice and] cook them and then tell us what they think about it. We're going to have them tell us how they like each one.

You're not going to specify how much water to put in or how to cook it?

No.

That could ruin it.

What you're telling me is that we'd better give them enough to cook it twice?

Yes.

If you don't give guidelines we'll try to make it as best we can, but I don't know if you can compare the results of that.

You cook rice each day, right?

Yeah.

We've had those that cook rice in the morning and then re-heat that rice during the rest of the day and some who cook the rice each time.

Just reheat. We used to cook rice for each meal because back home that's what we do.

I think it tastes better just after you cook it.

If you warm it up, you add water and put it in the microwave. It reverts almost to the old texture but it doesn't taste as good as the freshly cooked rice.
Usually when you eat rice which you cooked earlier in the morning, you want to eat it again in the evening. Cook it again in a different way, like fried, so it'll taste better.

If you want to reheat the rice you may use the microwave rather than the steamer?

Right.

Some rice cookers have [fewer] features than others. Like if the water’s gone, [the cooker will] just keep warm but not go up to the normal cooking temperature, so it’s pretty hard to reheat rice. I just take a portion for what we need for the meal, add a little water, cover it with saran wrap and put it in the microwave for 1-2 minutes depending on the amount of rice you have. I don't usually heat it with other things and it takes 3-4 minutes for everything.

Usually two cups you heat for two minutes.

When rice gets cold it gets very hard, but it's a reversible thing when it’s heated.

When you have leftover rice where do you keep it?

The fridge.

I leave it out.

Me too.

We always leave it on the table at home.

It doesn’t get hard at room temperature.

If it’s hot it will spoil.

You've eaten some American rice, right? What happens to the American rice after you cook it and leave it on the table compared with the Jasmine rice?

Pretty much the same. The only difference is concerning price. The Jasmine is lighter, I can eat more Jasmine.

If you eat U.S. rice, you use the long grain?

Yes.

If you are concerned about guests, people prefer Jasmine. If I eat it myself I’m not as concerned.

What is your estimate as to how many people might reheat rice in the microwave?

Everybody.

In Houston what do you think?

Most have microwave or have access.
In the Chemistry [Department], we have a microwave room and at lunch time it's usually full of Asians and they either have noodles or rice with them. All that are there microwave rice. That's because they don't have a rice cooker with them, the kind of rice cooker where you can keep the rice warm.

**Is this the electric cooker?**

Yeah.

And rice sticks in some rice cookers. When you reheat the rice it turns brown on the bottom and sticks to the pan. In some rice cookers you can reheat rice several times and the rice won't stick.

But it gets drier each time.

Unless you sprinkle water in each time, then it's O.K. That's what my roommate does so that's what I usually do. Use this rice cooker, just plug it in and set it to warm. It's still O.K. To cook rice and put it in the microwave that's the lazy man's way.

Yeah. Mine doesn't do that. I microwave because I have to. It's easier than frying.

I would think that those who have rice cookers with more features wouldn't have to use the microwave.

I think the microwave is convenient if you don't have [a rice cooker with more features].

I have [a rice cooker] that warms [the rice], but I still [reheat rice in the microwave] anyway.

I don't usually even sprinkle water or anything. I usually only reheat once and then cook another batch.

Some people tell me that [rice cookers] have marks...like if you put in four cups of rice it shows how much water to put in?

It comes with a special cup and that measuring cup relates to the scales inside the pan.

**Do you pay any attention to it?**

Yes.

I do. That's how I tell, by trial and error whether I'm getting the right amount.

Several years ago, you didn't have the rice cooker so you just used a pot. The level of water above the rice should be the same as measured on your finger.

Old technology.

Let's talk about the different things you judge the rice by. You've talked about stickiness as one thing and we've talked about aroma, what else?

Long grain or short.

Shape of kernel. What else?

Broken grains.

Texture.
How many broken grains do you have in the aromatic rices?

Not very many. It's not much of an issue with the rices we get here. At home it matters a lot, it determines the market price of the grain.

They may not use machinery to take the broken kernels out.

I guess it costs too much.

If [the rice has a higher] percent of broken grains, it's going to be cheaper. When you cook it, it gets pretty soggy.

I don't think this will be a problem since it will all be milled here. I went to one of the rice mills several years ago where they had one of these machines where the rice grains swirled around and if it even had spots on it or a dent, the machine would throw it out. They get rid of all this broken grain stuff.

Color.

Anything else?

No.

When you talk about texture, what do you mean by texture?

The way you cook with less water, like pasta. If you cook [rice] too long with too much water, it becomes too soft. There are some rice grains that are still hard, even when fully cooked, and they just go from hard to soggy without going to the right texture. The feel of the individual grains.

Whether it's tough or soft?

Right.

It's clear but doesn't chew.

Does texture have anything to do with this translucence?

Yeah.

Mostly just visually. You can tell just visually.

Even if you have several varieties that are fully cooked, they are translucent, each one would taste differently. I guess it has to do with the texture of the grains.

Some retain the shape and some would be soggy. Some would be hard without having to do with the water.

What's the difference between pasty and mushy?

Nothing really.

This is water related. Pasty is more like sticky.

Sticky, but no shape.
Kind of mashed.

Mushy is more watery, pasty is more like it’s sticky. It’s like paste.

Some have said that if it’s mushy the grains have lost their form and it begins to look like mashed potatoes or something.

Yes.

That’s right.

And pasty is a degree higher than mushy.

Yes.

Less watery.

It gets pasty, and after it gets pasty it gets mushy. You can’t think of anything else you’re judging by? I’m a little puzzled by this translucent sort of thing. You really mean that if it’s cooked well you can kind of see through the kernel?

When it’s cooked well you have a uniform color.

Yes.

The center won’t be this way.

It retains all the color of the cooked rice.

If cooked well, the color is uniform through the grain.

It’s more translucent than the uncooked grain.

If it’s not cooked well, is the part that isn’t cooked well more of a whitish color?

Yeah.

Yes.

Usually the center, because it’s the thicker part of the grain. And the center is white.

It retains the original color of uncooked rice.

C., do you agree with that?

Yes.

How much rice per day do you usually use?

I eat about 2 to 3 cups of cooked rice per day.

How much cooked rice do you get from uncooked rice?
One cup of uncooked rice is two meals. I cook rice together with my roommate, so we cook 3 cups and that’s good enough for two meals for the two of us.

5 to 6 cups, or less.

**You eat rice three times a day?**

No, just twice. Before I used to eat rice three times each day. Back home, when somebody was cooking for me.

That’s true.

Me too.

Sometimes we have it three times during weekends.

**How about bread? Do you eat much bread?**

Yeah.

Yes.

But not as a meal.

Usually for breakfast we have a sandwich.

As a snack.

**Are rice and bread substitutes for each other?**

No.

Sometimes, but not often.

Only when we have to.

Right.

**If you run out of rice you’ll eat bread?**

That’s the last resort.

If there’s nothing else.

If you can’t bring rice to school and cook it then you’ll pack a sandwich.

Bread is a sandwich.

**What do you drink with it?**

Anything...Coke.

Soft drinks, water.
Water.

Juice.

Coke.

If it goes with bread it should go with rice.

I don't know. Once I ate a sandwich I couldn't drink a glass of water with it, but if I'm eating rice and I can drink water with it. I prefer drinking water to soda or juice with rice.

Yeah.

You don't use coffee?

I'm not a coffee drinker.

Neither am I.

Anybody a coffee drinker?

No.

Tea drinkers?

Yes.

All the time.

So you can have tea with the rice?

Yeah.

Yes.

I think that's a favorite.

When you're at home where you can fix it.

Right.

Do you think the way the rice tastes would make any difference if you're drinking tea or water with the rice?

Not too me.

Sometimes.

No.

Well, to me it's more of what I eat with rice that determines what kind of drink I have. The dish that they have with rice is what determines it. If I have something on the salty side, I take water with it, or tea. If I have something that's quite rich, I like Coke with that. It depends.
If I were to involve you in this panel that's going to get all these different kinds of rice, how much should I give you? If I'm going to give you the Jasmine rice that you're buying already, how much should I give you? Since the first time you cook it it's a trial to see how it cooks it's really the second time that you're going to taste it. How much rice do I need to give you as an individual? At least two cups?

Yeah.

It would be hard to cook just one cup of rice.

Too hard to tell how much water to put on it.

What's the minimum amount?

I usually cook two cups at a time.

So you need two cups to judge how it's cooking.

Yes.

In the cooker I usually cook 4 cups and just eat it.

One cup is very hard.

Yeah.

In the rice cooker you can cook 5 to 6 cups. The minimum is 2 cups.

Two cups is the minimum for cooking.

I want 4 cups.

If we're talking about one person two cups [of rice is enough for a good evaluation], for two people we're talking about 4 cups.

Yes.

Does it make any difference what we put [the rice samples] it in?

It's in burlap sacks so you don't know where it's been.

Inside is plastic.

We still rinse it.

If I were to give you rice in a sack that holds four cups, and I was to give you rice in a plastic sack that you can see through, does that make any difference?

No.

No.

No.
Are you talking about when we go to the store do we prefer seeing it in a plastic bag? I buy rice by word of mouth.

Are you likely to back and buy the same brand? What are you going to go by?

I go by whether the package says Jasmine or not.

What if it says "Joe's Jasmine" or "Harry's Jasmine"?

The cheaper one.

The cheaper one.

We used different kinds just to try, and we found one brand was better than the other. Since then we've been buying that brand.

I've been in the stores in Houston and they've got 6 different brands of Jasmine rice. Which one are you going to buy?

The cheaper one.

At first we didn't buy any particular brand, but after a while we decided on one we found. It cooked and tasted better.

Back home if you buy rice it's exposed in individual bins, so we go by the color and smell.

A see through package may be more attractive because you can see broken grains and see if it looks clean.

You can tell if there are any bugs in it. The rice we get from Houston has bugs in it. The people are used to seeing it in bags to buy.

Suppose we've already developed this rice which is the same as the rice we're getting from Asia. If you put the two down here and you can't tell the difference between them, what kind of package am I suppose to put it in?

The one in Houston seems to be O.K. and inspected quite well so you get good quality rice, and they seem to be well protected. If you only have a single layer of plastic to keep the rice in you have to pay twice. If you think about it, the ones with the sack and then the plastic seems to be well protected.

You go for the more security.

It's more sturdy.

We're going on the assumption that everything's A-O.K.

Some are in hard paper.

Thicker, like butcher paper.

Heavy paper.

But it's just a single layer.
Does the color make any difference?

Probably not.

It might.

I don't know.

Just as long as it's nice.

Should be white.

More in the performance of the product. If people taste [and like your product], they will go back [to buy more].

The packages are usually white, so that's what the people are used to seeing.

You should include an outside sample of what the rice looks like.

A small window.

Suppose we’re going to put this product on the market, Texas Jasmine. If we do that and you say well gee, I don’t know if I’d like that, what size sack would you want it in?

Smallest.

Are you going to make it available in both supermarkets?

The usual package is 5 lbs.

I would try it like that.

People won't buy big sacks if they’re not sure of the quality.

They usually have the rice in small amounts packed in plastic.

If you buy a small package it costs about $3, if you buy the large it costs $8.

If you’re introducing a product I’m sure the product would be...

How many of you use coupons?

If we have time.

I usually make time.

Suppose someone came to your house and left a coupon on your door?

I would try it.

As long as it’s not the big sack.

If it’s something you usually use.
This is the problem we had. My husband and I ran out of rice one time and we weren't sure we could get it from Houston so we went to the Oriental Grocery by the Exxon. Colgroves rice sells for about $6 a sack, Jasmine rice for $13. I wanted to buy the Colgroves because it was cheap, but my husband said if you don't like it you're going to be stuck with it. So we bought the Jasmine.

What do you do about buying tea?

I don't know, we always buy Lipton.

I'm not much of a tea drinker.

Just regular tea. It doesn't matter [which brand].

So brand on teas isn't important. Just the best price.

Right.

If [the price was] too high I'd have second thoughts about buying it.

How much are you paying for your Jasmine rice now?

$9.

$9.

For 25 lb bag, $12.99 at Universal Grocery.

I get it for $8.50.

It's more expensive downtown.

If I were to rate this rice on how sticky it is, and I give you a scale to rate it by, I need to know which scales you like best, or the one you find easier to work with. Let's start with stickiness. Before I get to this, does everyone wash the rice before you cook it?

I don't.

They say you wash out the vitamins.

The one I buy is clean enough.

At home we would.

I just rinse it once.

That's the most I would do.

Before, we used to scrub it. Here we don't.

Someone said they washed it. The rice here is water milled, which is extra milling which makes it look whiter. Because of that you have a little sort of thin chalk on the grain, because of the milling to polish it. Some say they wash that off.
We have more powder back home but not here.

I've noticed the powder, and I just learned to rinse it.

When you rinse it what does the water look like?

Cloudy.

Cloudy.

When I was little I rinsed it like crazy.

Sometimes back home there were bugs.

That's when you like to rinse it.

But it's free protein.

Ugh.

Let's talk about stickiness. We can say we have stickiness with "Very Sticky" on top and "No Stickiness" on the bottom and have numbers in between. Let's use nine numbers.

Will you have a sample to show stickiness?

You want me to define what I mean by "Very Sticky", like it all sticks together?

What if you have two scales, one with preference and the other with the sample rating.

I'm trying to figure out what terms to put on this thing. We can say this is "Completely Sticky" and down here it's "All Loose".

Like separate grains?

Like Japanese rice sticks together.

On top we can have "All Grains Stuck". Will that work?

Yes.

What am I going to say in other languages? Is it going to be a problem? Some don't know English very well.

Yeah, you're going to have some problems with that. There are some terms that aren't translatable.

Sticky level will be easy.

Let me pass this tablet around and you put what you think should be on top and on the bottom as far as what you think would be translatable. Does sticky translate?

For me yes.

You want both the English and the translation?
Sometimes the English version may be clear and other times the translated version.

Why don't you put the English word that will translate.

If you have American rice, where is it on this scale?

8 or 9.

Where you going to put Jasmine?

Between 3 and 5.

Suppose I set this up a different way and we use another kind of scale. I'm going to call this stickiness with a +1 to a +5, and +5 means [the rice is] "All Stuck [Together]" and then I have -1 through -5 which is "All Loose". Where are you going to put the American rice on that scale?

-4.

-5.

Where you going to put [American rice] on this one?

That's more confusing.

This is a scale and this is a measurement.

You need more terms there for the middle.

There isn't a middle term, there's nothing in between. Where are you going to put the Jasmine?

+2.

-1.

+3.

Middle.

I have some trouble with that kind of scale with the negative on the loose grains. It's like two separate things. If you're going to put the survey out you need to stay with 1 through 9 scale, the other is confusing. The positives and the negatives are going to throw things off. For instance, if the Jasmine was -2 or -1 people hate to put the minus on it.

I think it will put biases on the results.

What numbers are good and what numbers are bad?

1 to 9 is O.K.

As long as it's a scale it is O.K. to go from 1 to 9?

Even 1 to 5 is O.K., unless you have to specify a range.
Another alternative is we can do away with numbers completely and we can have "Completely Sticky", "Very Sticky"...a semantic scale..."Somewhat Sticky", "Slightly Sticky", and then you have "Slightly Unsticky" and repeat the whole thing in reverse, so the [respondent rates the rice] by the words.

It will be a problem.

It will be hard to translate.

The different connotation of what the words are.

The 1 to 9 is the best?

Yes.

It will be easier after the five brands have been tasted.

If we talk about aroma what are we going to use on our 9 point scale. "Strong Aroma" and "None" at the bottom?

I think aroma will be either you smell it or you don't and I think you won't need that many choices.

"Strong" or "None".

"Strong" is better than "Heavy".

There are aromatic rices that have really strong aroma. There is usually just one smell to rice unless it's old.

What will be the scale on shape? "Round" on the bottom?

"Long Grain" or "Short".

"Long", "Medium", "Short".

The width is almost the same.

"Long-thin" [on top] and "Short-round" on the bottom.

Texture?

"Hard" and "Soft".

Where are you going to put aromatic rice?

About 3 or 4.

What about U.S.?

8 or 9.

6 or 7.

5.
What are we going to call the colors of rice?
Cooked or uncooked?
"Creamy" to "Pearly White".
"Creamy" on the bottom. If we had a color chart would that help?
Yeah, that's a good idea.
Yes.
Specify the cooked or uncooked.
The color cooked versus the color uncooked?
The person will be more particular about uncooked.
They'll judge the color of uncooked rice too.
What kind of marketing are you in?
I didn't specialize in research.

About how much rice do each of you use per day in terms of uncooked or cooked?
We eat twice each day. [For] breakfast bread or milk, [but for] lunch and dinner [we eat] rice. I'm from South China.

Who cooks the rice?
I do.

How much do you put in the cooker?
Half a pound for each person.

How do you measure the rice?
I experiment.

What kind of cooker do you use?
Usually there are three kinds of rice: boiled, steamed, and fried. I usually cook boiled rice. Sometimes we fry rice, a special rice. If we fry rice we don't eat it boiled. We put rice in water for 2 to 3 hours then put [the rice in] oil to fry, usually in a wok.

What do you boil it in?
Electric rice cooker.

How much rice and how much water?
About a half cup per person, we don't measure exactly. We just use any cup. First I put measured rice in and after that I don't measure [the water].

You put in about 2 oz. [of rice] per person for one meal?
I don't know how to cook rice for a lot of people. For 4 people I put in 2 cups [of rice].

How much water?
Same [amount of water] as the rice.

Some rice you change [water amounts].

If you don't have enough you can add more water later.

Usually we use the same rice every day.
Do you cook rice separately for each meal?
Yes.
Yes.
Yes.

I only have two people and use 1 to 1 1/2 cup [rice to water ratio].

You measure water with your hand?
Yes, cover my hand.

You use the finger method?
I do! I like it.

What about any of the rest of you on the amount of rice you use?
Three cups for three people.

One cup [of water] to half a cup [of rice].

What do you do about the water?
I use my finger to measure.

Does anyone cook rice only once to last the whole day?
No, I cook rice two times and use one cup for each person. But I don’t eat rice each day. Sometimes I eat bread or more American type food.

What did you do before you came here?
I ate rice once a day, a large part of China eats wheat as much as rice. In my family, it is a tradition [to eat] rice once a day and then a sweet bread.

How long have you been here?
Three years from Southeast China.
One. From South China.

From Hua Nan.
Seven. From North China.
Six. Beijing.

What kind of rice are you buying here?
Chinese rice.
From California.
Thailand.
Korea.

Where do you buy the rice?
Any supermarket.
A Houston Chinese store. Each month.

What kind of rice do you buy?
I use American rice. I like most Chinese rice, but I don't remember the name.

Do you get the same kind all the time?
Yes. Kuopau brand I don't know the American name. Pao.

Write it on the board. Is there any kind of picture on the bag?
Red, blue, and yellow.

What's the difference between the colors?

Does this rice come from China?
Thailand.
Korea.
California?
I don't think so.

You don't look at what country it comes from?
I just look at the Chinese name.

What about the rest of you, do you look for rice that has a Chinese name?
Yes.
No.
I prefer long grain.
I don't care.

Do you buy American rice?
Yes.

I used to.

**When did you change to American?**

I don't care where it's from as long as it's long grain.

**Why do you like long grain?**

I don't like the short ones.

I think American rice separates after cooking. I want [rice to] stick together.

**How much rice do you buy at a time?**

5 lbs.
25 lbs.
25 lbs.
5 lbs.
20 to 30 lbs.
40 lbs.

**What kind of characteristics do you look for in rice? Let's talk about stickiness. How do you like your rice?**

Sticky.

I don't care, I like all rice. My husband likes sticky rice.

I like sticky rice. In the northern part of China, women and girls like rice more than men. I eat rice only one to two times per month. I like rice porridge.

**What do you make with the flour?**

Bread, dumplings, noodles. I think the rice is packed in California.

**What about water in rice?**

I use my hand or whatever, after trial and error. It's not a problem for the Chinese.

**Any other sticky comments?**

I like non-sticky.

Dr. Goodwin: In general the North prefers wheat flour to rice?

Yes. Rice is usually produced in south China.
Dr. Branson: How many kinds of rice are grown in China?

I can only think of two. They are early and later. It’s seasonal. It just depends on season...before June is early [rice], after September is late [rice].

There is a difference between spring and fall crops.

**How about the texture of rice? Whether it’s soft or hard?**

I like soft.

I like medium-soft.

I like rice that is easily cooked.

**How long would you soak the rice in the water?**

I don’t know. When I fry rice, I boil [the rice] first, then fry it with egg.

My fried rice is first cooked and then fried.

I soak rice in water 2 to 3 hours to soften it.

We use rice in the same way.

She puts rice in water for 2 to 3 hours then the water dries, so then she fries with sweet rice.

**Do you wash the rice?**

No.

It’s clean enough.

So you put it in water to make it softer?

Yes.

In China there’s another kind of rice that is cooked in a lot of water to make rice porridge. It’s usually eaten in the morning.

Like a cereal.

I cannot tell the difference between rices.

**What kind of color do you like?**

White.

The whiter the better.

White looks cleaner.

I haven’t tried brown.
I tried [brown rice], I didn't like it.

The rice I have [eaten] in the U.S. is better than in China. In China [there is only] one kind, here there is more variety.

You like the variety?

No, I think every kind of rice here is better. It smells better and tastes better.

What kind of rice would you buy if you couldn't get your usual brands and couldn't go to Houston?

Any kind.

The Oriental Grocery here in College Station.

How much do you pay for 50 lbs.?  
13 to 14 dollars.

How much more would you have to pay for Asiatic than American rice?

$2.

$3.

$6.

$7.

$10.

I would buy American.

Has anyone been here more than 5 years?

No.

Do you still eat as much rice as you use to?

I eat less.

I eat less.

I eat more.

I eat more.

Suppose I want you to tell me about softness and I want to make a scale that goes from "Hard" to "Soft", and I give you a rice to try, can you rate it on that scale?

Five.

I understand.
If we're talking about color, and we have "Very White" on top and "Brown" on the bottom, could you take the rice and rate it on that type of scale?

I don't think it is a problem.

We've got softness, color, and stickiness. What else do we need? How about aroma?

I like smell.

What is your preference on aroma?

I'd say 2 or 3.

3 or 4.

How about softness?

5.

4 or 5.

6.

On whiteness?

2.

2.

3.

3 or 4.

Which rice do you like best?

9.

Stickiness.

1.

2.

3.

7.

What kind of a bag do you like the rice in?

Paper.

Cloth-cotton.
Plastic film.
Plastic fabric.

What about the plastic with the film inside?

O.K.

Do you want to see [the rice]?

Yes, but usually you can't.

One Chinese brand you can see [the rice].

What size bag?

25 lb.

50 lbs. My husband can carry it.

Where would you check on aroma?

I want 1 or 2.

1.

Do you every put [pandan] in your rice?

No.

What is it?

Draw a picture.

It's a plant with a long leaf.

Here is the aromatic rice. See if you can smell it.

That smells terrible.

It smells very fragrant.

It's a nice smell.

I like it.

Does the rice you use now have that kind of smell to it?

No.

You like the bouquet or fragrance?

Yes.
What do you think about numbers in general? Are there any good or bad?

9 is a lucky number.

13 is unlucky.

Is there any numerology in China?

I don't care.

What about letters?

None.

If I give you two samples and one is A the other B, if they are the same in every way which would you prefer?

A.

A.

A.

A.

I don't care.

Suppose I've got symbols like this [circle, star, square, etc.] which one do you like?

Circle.

I like the star.

I like the double circle.

I like that one.

I'm trying to find what kind of mark or number won't prejudice you.

Dr. Goodwin: Do you buy rice grown in Thailand?

No.

I don't think so.

Dr. Branson: If you were going to design this bag of rice, what color should it be?

White.

White.

Doesn't really matter.

What color letters?
Black.
Brown.
Red.
Blue.
Sky-blue.
Purple.
Green.

What is the mourning color?
White and black.
Black.
Sometimes yellow.
White with black arm band.

Suppose I put some symbol or animal [on the bag]?
No animal.
No animal.
Someone will think it's food for animals.
Dragons are special animals.
No snakes.
I wouldn't put any animals [on the bag].
No fish!!
A butterfly is good.
We don't have many buffaloes in China.

Anything else?

END OF TAPE
How often do you eat rice?

When I think about it. We eat it more in the winter, we don't eat it that much in the summer.

Twice a week.

Probably about once every three months, I hate to cook it.

About five days a week.

Almost the same. Five days per week.

Once or twice a week. More in the summer because of stir frying.

We eat it about once a week.

Once a week.

What other foods do you usually have rice with?

Pork chops, chicken.

What do you have it with or serve it in place of?

Potatoes.

Yeah.

Pretty much the same, meatloaf or salad.

I serve it with chicken. It doesn't really matter, I'll serve it with pretty much anything.

I don't think I use it in Pudding. I use it in place of potatoes or corn.

It's either enchiladas or tostados that I fix it with.

Same sort of thing, Mexican food, or with beans over rice, or the little meat with the spaghetti like sauce on it, I forget what they call it.

Same thing, chicken or fried rice.

Do y'all do any fried rice?

Yes.

Yes.

We fry [rice] before we cook it, about 5 to 6 minutes until it's dark. We just fry it with onions and then put water over it.
Oh, that sounds good.

How long do you cook it in the water after you fry it?

We use about one cup rice and one cup water for 20 to 25 minutes, till the water is used up.

Chicken, beef, and Mexican food is what we eat rice with.

I use it with any kind of meat usually.

I pretty much cook it with chicken as a starch replacement.

I use it in place of a starch like potatoes or pasta, and serve it with chicken or beef.

How many of you serve rice separately, that is you put it down as a separate item?

Most of us.

Which is done most? Serve it separately or in a casserole?

Casserole.

Separately.

I do mostly Chinese style with everything on top.

Separately.

How do you usually cook rice?

I cook it in the oven, usually brown rice, around a meat dish.

I do too.

I use the microwave, stove, and oven. It depends on how I cook it.

How long does it take to cook the rice in the microwave?

4 minutes.

4 minutes.

Do you use the same mix of rice and water?

Uncooked, usually 15 minutes, like for curried rice.

Usually one cup of rice to two cups of water.

It's the same in the microwave. Brown rice takes a different amount of water.

Sometimes I try to steam rice with vegetables, but not anymore.

What kind of rice do you buy at the store?
Brown and white.

Brown.

Brown and white.

White.

Chicken flavored.

Some that are really thin and some that are fat. I look for the long, thin grain.

Does anybody use short grain?

Yes, for Chinese food. I use a Thailand rice that has an aroma. I get it from a friend or buy it at the Chinese food store here. And I saw it at Kroger, Uncle Ben's aromatic.

I buy long grain, because I think short grain will stick together.

I put oil on short grain rice so it won't stick together.

I use white rice, long grain, and I cook it on top of the stove.

How many of you are buying these boxes of flavored rice?

I am.

I do occasionally.

I get the broccoli and cheese.

Are you buying rice in a box or in a sack?

Sack.

Box.

Box.

Plastic jar.

Box.

I always buy the box.

What size sack are you buying it in?

5 lbs.

5 to 6 lbs.

What about the Thai rice you were talking about, what size do you buy of that?
5 to 6 lbs. When I get the 25 lb. sack, it lasts 6 months.

How many of you have used the so-called aromatic rice?

I have seen it but haven't tried it.

I've used some from India or Pakistan. It's a long grain and it has a smell, but it doesn't stick.

I want to know how you get rice to turn out white and fluffy?

It depends on the kind of rice you get and the way it's cooked. Some of it is due just to the variety of rice you have. She says to put in some oil. What brand of rice do you buy?

Uncle Ben's.

Minute.

Success.

Boil-in bag, Winn-Dixie brand, in a 5 lb. sack.

I just buy these little sacks.

I cook rice in a pudding, I boil it by itself then when it's cooked I put milk and sugar on it.

That's what the Yankees do to it. Anybody else on brand?

Uncle Ben's.

Rice-A-Roni.

Uncle Ben's.

Manna something, but I don't remember what. I look at the color, it's Man something.

You buy the same kind each time?

Yes.

That's what I do, just look at the sack.

I buy Comet sometimes.

A lot of times I buy rice with a coupon or see what's on sale. I don't buy one particular brand. I cook several different brands and different types that I try because of a coupon or it's on special.

How many of you here use coupons?

That's how I make my shopping list.

I do when I remember.

I shop once a week but I use coupons once a month. When I do my major shopping I use them then.
If a new rice had a coupon would you be more likely to try it?

Probably.

Isn’t Minute rice that reconstituted junk? It’s not real rice?

It’s more of a hybrid, other stuff isn’t added. The texture is changed. I buy Texmati because it comes in big packages.

Anybody else use Texmati?

No.

Never.

I’ve never bought it.

It’s grown in Texas.

It’s at the regular grocery store.

How do you keep it? It’s a hybrid, but it does also come in smaller packages?

How many of you wash the rice before you cook it?

I did in my country.

I wash it.

It looks gross if you don’t with all that stuff floating on top of the water.

If I don’t buy polished [rice] then I wash it.

So if it says polished on it you shouldn’t have to wash it?

Right.

If it’s white it’s polished, if it’s brown it’s not.

I just do it automatically.

How would you describe the color of the rice you buy?

Grey-white.

Yellow-white.

Pale, kind of pearl white.

Yeah, pearl.

Absolutely white is the best.
How many of you know the difference between a "Pearl White" versus a regular "White"? How about the Thai rice you were talking about, how would you describe the color?

White, bright white. Uncle Ben's is not as white...I buy different kinds.

Do you know why it is whiter?

I don't know. I think its processed more, like sugar, but I don't know. When you cook [Thai rice] it's stickier, [Thai rice is also] softer.

The really white rice you're talking about is what is called water milled rice. It's gone through a second milling process. I want to talk more about stickiness. What do you prefer?

Non-sticky.

I hate sticky rice, I can't cook it right.

If you're going to eat Chinese food it needs to be sticky so you can pick it up with chopsticks.

I cook it a little sticky for babies.

Is there any difference between stickiness if you cook it in a microwave versus in a pan?

I think in the microwave it may be stickier.

It also depends on the type as to whether it will stick or not.

I think when you spoon it out it should hold it's form, but if you jab it it will all fall apart.

What kind of flavor do you like in rice?

It doesn't have much flavor.

I never thought of flavor.

Long grain and wild rice taste differently, but it's probably spices.

Sometimes you need rice without too much [flavor] because if you're going to have a shrimp gumbo or something you'll be adding seasonings, so you want a fairly plain rice. But if you're eating rice just plain as a side dish, then you may want some sort of flavor to enhance it.

When you eat rice, what kind of texture do you like?

I like a mixture.

You get hard and soft with the brown and white.

I like a little softer rice, a little moister.

Usually you have all these other foods.

I want to chew it and not have it just fall apart.
I like it like spaghetti, firm but soft, no crunch.

Uncle Ben's gets mushy, I just can't cook it. But now I bought a steamer so it comes out perfect every time. [Steamers] are wonderful, we eat more rice because of it.

How much water do you use with the rice?

1 cup of rice to 1 cup of water, equal amounts.

Seems like Uncle Ben's is 1 cup rice to 2 1/4 cups of water, but I don't use that much.

I put one cup of rice and one cup water.

How many of you vary the amount of water you put in the rice?

I change the cooking times or take the lid off the pan because then more water evaporates. If it's too wet at the end you can just let it evaporate, that's why you buy the same brands.

Suppose I gave you a new sack of rice and I didn't tell you how to cook it. What are you going to do?

I would cook it, check in the middle and see if I need more water or less.

I wouldn't cook it.

I would probably do it in the microwave.

I probably use the two cups of water and check it once.

I wouldn't leave the lid off, but if it gets sticky I'd take it off.

I just use the rice cooker, and won't have any problems.

Tell me about the rice cooker.

You just throw everything in [using a] 2-to-1 [ratio] and when it's done cooking, it stops.

If I give you this new rice, how many times will you have to cook it before you learn what's best?

Probably one or two tries.

Just once.

I'd wait till she figured it out and ask her.

I want a recipe.

Suppose you're going to be a panel of people that I give rice to, with no instructions. I want to know how many times it'll take to get it right.

Twice.

At least two.
Twice.

Three times.

If it won't work the first two times I wouldn't bother with it anymore.

Would you give us the same kind?

No, I'd give you five different kinds.

Good, I want the aromatic.

No you don't, you want the same kind she gets, so she can tell you how to cook it.

I've never had aromatic rice so I'd like to try it.

When you say aromatic do you mean a nutty type smell? I'm thinking sweet or perfumy and I think, gross, who'd want to eat that?

It has more like a popcorn type flavor.

Ooh, I'd like that.

I bet that tastes good.

How many of you have children eating at home and do they eat rice?

Yes.

Do you think they'd eat more rice if it had a popcorn type flavor?

Probably.

They probably would.

I have a picky kid.

Would you use the aromatic rice in a casserole?

You'd hate to have about three different kinds.

How much rice do you cook at a time?

4 cups.

1 1/2 cups.

1 cup.

1 1/2 cups.

1 cup.
I don't measure, I just pour in the water, add the rice, and it comes out right.

1 cup.

1 cup to 1 1/2 cups.

2 or 3 cups.

1 cup.

1 cup.

2 cups.

1 cup.

1 cup.

What kind of packages do you like? Do you mind the package?

I buy a blue [package]. I had a wonderful Indian friend who said to buy [a certain] kind [of rice], and I said fine show me the package in the store, and that's why I don't know the name.

How would you like it packaged? Which type of box or sack, what colors, or does it make a difference?

To me color doesn't make any difference.

My first reaction would be to make it colorful, but not a hideous color.

Would you buy rice in a purple package?

If it was good rice.

I like to be able to see the rice.

Yeah.

Yeah, that is the best.

I would like a plastic or glass jar.

Sometimes the little plastic sacks get holes in them.

How many pounds do you want to buy at a time?

5 to 6.

5.

What is a 5 lb. bag?

5.
I put bay leaves in the cabinet to keep out the weevils.
I want it smaller, like 2 to 3 lbs.
I don't want to get bugs.
For those who don't use it often you want smaller amounts.
The color doesn't matter, just if someone has recommended it.
I like the taste testing where you can try it before you buy it.
I bet color does make a difference. I'd like traditional colors.
I would want it to look classy, not cheap.

I put a little rock salt in the rice to keep out moisture. You have to rinse it before you cook it, but it keeps the bugs out.

Do they have dates on rice to tell if it's fresh?

Have you run into the term "Thai New" or "Thai Old"?

Just Thai rice. It's the same all the time.

We have a lot of Asiatic people who have migrated to the U.S., over 200,000 in Houston, and we're importing a lot of rice that is an aromatic rice that they prefer. What we're trying to do is produce a rice here that's of the same kind. So we're going to be testing some of the new rices versus those that are imported. It does have an aroma with sort of a semi-popcorn smell to it. They buy it in big sacks in the Asiatic stores in Houston and at the little store here at Northgate. That's what has started all of this, Texmati is the one who has headed that direction, the other will go farther to duplicate that kind of rice. I want to talk to you about some samples as far as identification. If I mark one A, another B, and another C...and you don't get it all at the same time, but what you're trying to do is tell me how well you like this rice, is it going to make any difference whether it's marked A, B, or C?

No.
No.

Should it?

What if you're undecided about the rice?

No.

You'd think they were equal.

What if I use numbers, like 87 or 9?

No.
No.
Do you have lucky numbers?

If it's just an identification it won't matter.

Are you going to tell us what the numbers mean?

It's just an ID.

I think some people think a higher number may be better than a lower number.

Some people like astrology, some don't. Some like numerology, some don't.

If you put it in our minds it might make a difference.

It depends on the type of rice you give and if it's better.

Suppose I give you all three [samples] at one time and I want to know one is better and you're having a hard time figuring out which is better and which isn't?

I might choose something different from someone else.

That would be individual taste.

I think you'd go for what you're used to.

If I found a type of rice that tastes good, I'd change. I want to try different things.

I would like to find a good tasting rice because it's not one of my favorite things, but my husband loves rice.

Suppose I gave you three rice and said one of them would be different or better than the others, so you taste 7, 5, and 2 and go back again and can't tell the difference, which one would you pick?

I'd say I couldn't tell the difference.

I'd pick 7.

I'd taste them again.

I'd pick 7.


Let's consider letters and you can't tell the difference?

I'd look at it, like which was clumpy. You'd make it up in your head but I wouldn't go by the letter or number.

I would not guess.

I'd just guess.

I'd pick the middle number, just like on a test.
I'd pick the middle number too.
I think you'd just decide one of them tasted different.
I'd go by the taste totally.
I'd see how many calories it has.
I wouldn't go by numbers or letters.

Let's say we're talking about stickiness and I have a set of numbers on a scale, where would you put it with this being "Really Sticky" and this "Not Sticky"? Do you think you'd have a problem?

I'd want to know exactly what you meant by sticky.
If you jab it with a fork and it sticks.
Pick it up like an ice cream cone.
Are you going to try the rice or not?

You'd cook it yourself. I want you to tell me about everything.

Whether it's a 1 or 5?
I thought you'd cook the rice.
I would have a problem with the first rice as opposed to 2nd and 3rd.

You'd be comparing the first rice with the next two.

For the ranking you'd have to have a standard.

You'd have to cook the rice in the exact same way.

If you gave me the rice one the first week, one the next, etc...I'd rate the first one and judge it against what I'm used to cooking. I'd judge the next one against what I had the first week and say "well it's not as sticky, B is not as sticky as A", and when I got to the third one I'd be going "how does this compare to A & B?" there would need to be a standard.

Suppose I asked you...we've got "Sticky" on one end and "Not Sticky" on the other, tell me what your preference is on that scale?

5.

4.

I could do that, I would want a 7.

Suppose I do that and I give you these rices after [you have rated your preferences]. You could compare everything from there?
Now if you said to do that, I could do it, but if you didn't say anything and just gave me the rice I'd be comparing it to the others. This makes it much clearer.

Does it make any difference if I scale it this way, or go around and have in here "Soft" on one end and "Hard" on the other end, and I just have a line here with spaces with no numbers?

Those drive me nuts, I like numbers.

Yeah.

There needs to be a range.

It's easier to do a number.

What if I do one that says "Extremely Sticky", "Somewhat Sticky", and "Slightly Sticky" so I've given you the semantics?

That would be hard because your version of sticky and mine might be different.

It wouldn't be hard for the person rating it, but it would be hard for you to interpret.

I know how to stir all of you up and come out with the same answers. Somebody says they want a 7 and somebody says they prefer a five and so somebody is going to rank them in here and someone else is going to rank it from here to here, and then maybe somebody up here. We control that by using a statistical procedure that puts them all on the same plane, it's called normalizing for data. So what we're really looking for is the differences you've got, not the scale. How about symbols?

No.

No

Wouldn't make any difference to me.

It would depend.

People might but this panel doesn't.

We don't care.

If you're talking about marketing that would be different. I wouldn't buy Brand X.

If it's a survey and you tell us to rank these on which one we think is best we're not going to pay attention to the symbol because you're asking us for our opinion on the product. Yet if we're in the grocery store and we're looking down the line and here's Brand X and Brand Zero and Star Brand and some have prettier packages, we'd go with what's prettier and nicer and what we're comfortable with. We'd go for the star, but we wouldn't do that on the survey.

You're not going to buy cat food with old Harry the Cat looking nasty on it, you're going to go for one with Garfield on it.

I go for the brands that others are using. Word of mouth.

You don't go for the new improved?
I do sometimes.

What I'm talking about is if I put something like this on the package instead of putting numbers, would people say, "I don't like this one because it has an X on it"?

We don't care.

Anybody have any other comments?

Do we get to try the rice?

I don't know.

Oh, I was looking forward to it.

I would definitely tell people to pick their preferences first, then judge [the sample]. I don't think I'm the only one that feels that way.

Right.

If we were giving you the rice you'd get a set of forms saying how and what to rate and just on an overall basis how the rating goes, it would be all mixed up. We're in the same game as Pepsi and Coke.

Can we put a star by our name if we want to do a taste test?

How many of you would be interested in a taste test?

I'd love it.

Me too.
APPENDIX C: FOCUS PANEL INTERVIEWS IN HOUSTON
HOUSTON FOCUS GROUP ONE - 6/22/90

How do you cook rice?

#1. Normally I cook just steam rice, sometimes when my mother is at my house she cooks a different way. Sometimes she cuts vegetables and chicken to cook together with the raw rice. Sometimes she takes leftover rice to make a rice cereal.

What kind of pan?

#1. We use the electric cook pot because it is very easy. Even my children can cook [with it]. The markings show how many cups of rice and how much water to put in and you just [turn it on].

Do you use a particular brand of cook pot?

#1. It's from China or Japan. The rice cooker keeps the rice warm after you cook it.

How many times do you cook rice per day?

#1. Probably once, sometimes twice. I'm in the restaurant business so I don't cook that often in the house. When my mother is there, we cook two times a day, but when she's not there we just bring rice home from the restaurant.

You cook it in the morning?

#1. Normally we cook rice for dinner, and for lunch we eat leftovers. With leftover rice you can make rice cereal, and vegetables. Sometimes if the children are home we make fried rice.

How many cups of rice do you cook at home?

#1. 4 cups.

How much water do you put in with it?

#1. 4 cups, I don't know. If you cook in a cooker, you make the rice flat and you put your hand [over the rice] and you cover your hand [with water].

Number 2 how do you cook rice?

#2. More or less the same, except because my husband likes cong ju in the morning, you put in a little bit of rice and a lot of water and make a rice cereal. Usually we have a light lunch. At dinner time we have steamed rice, and fried rice when we have plenty of rice left.

You're cooking rice twice, once in the morning and again for dinner?

#2. We measure the water differently for different kinds of rice, like the old rice and the new rice. For new rice you add just a little bit of water and it's soft. For old rice you need plenty of water. When you have a restaurant business use the old rice because you add plenty of water and you don't use as much rice and it grows more. Some people prefer old rice some the new.

How do you tell the difference between the old rice and new?
#2. You can tell judging from the color, and also because most Asian people get used to cooking rice and measure the water by hand and not from instruction. When you have a new brand of rice, you tell by water [absorption] the first time [you cook the rice]. You realize that this type of rice absorbs more water, [so it is older].

#1. The long [grain] rice takes much more water.

You said you can tell the difference between the old and new rice by the color, what color change takes place?

#2. My judgement is not perfect, but the new rice is more whiter or lighter and old is more ivory or yellowish.

Ivory or yellowish, is doesn't get gray?

#2. Yes.

There is some rice that is very brown.

On the bag it says old or new. There is another rice that is good for your health and is brown.

How do you prefer to cook your rice?

In the states, everyone cooks the same using the electric pot, but in Vietnam there is an art to cooking rice, using poles and gas or wood. It is almost a secret for each person. You know when to put the fire and when to put the ashes.

Here you use and automatic cooker?

Yes, and the way I measure my water is by sticking my finger in.

Do you also have the problem that as you change from one bag of rice to another you're never sure how much water to use?

We do. There are different kinds of rice out there. The new ones tend be gooey and need less water. If you don't pay attention when you buy the rice then you use too much water. But the second time you can adjust it. I don't know, but the sweet rice needs very little water.

Sweet rice, what do you mean by sweet rice?

That is the kind of rice that is more gooey, it's sticky, very sticky.

It's a separate kind of rice you buy in the store?

Yes, it's special. We don't use it everyday, you only use it for desserts or special occasions.

Is that also an imported rice?

Yes, actually most Oriental people here choose imported rice. In our family our habit is to use imported rice. If I have guests or need to make fried rice, I use long grain local rice.

I think the rice in the states is less sticky. It's drier so it's easier to make fried rice [with U.S. rice].
Before we get away from the cooking, does your rice cooker have a keep warm setting? How does your rice change as it sits on "keep warm"?

I would prefer to cook rice right before eating, not keep warm.

If you keep rice from one meal to another, do you keep it on 'keep warm' or reheat it?

Reheat.

Either way, there's a product that keeps rice fresh. A National brand rice cooker keeps [cooked rice] fresh for 24 hours. Actually [24 hours is] too long to keep warm. If [the rice has] just finished cooking it's O.K. But if you keep it for hours [the rice] spoils.

If you're keeping cooked rice for a period of time, do you just keep it on the counter, or do you put it somewhere else?

For half an hour or so I turn it off. Overnight I put it in the fridge.

Normally if we have leftover rice, we put in pot and leave it there for dinner. For overnight, cover it and put it in the fridge.

When you use the 'keep warm' setting, do you keep the lid on the pot or take it off?

I think I leave the lid on.

I find that if you use the "keep warm" setting a long time in this weather the rice spoils easily.

When they advertise the rice cooker they say you can keep [cooked rice] 24 or 48 hours. Actually from my experience, if you eat the rice right after it is cooked it tastes differently than rice you keep for a longer period. Especially the long grain and imported rices. There is a lot of moisture in imported rice. You can eat [imported rice] cold, but not long [grain] because it gets dry.

If you know you're going to keep the rice for use at a later meal, does that have anything to do with how much water you put in the rice?

No, it's the same.

I think that if you use microwave it tastes better.

Do you take the rice out of the cooker and put it on a serving plate? Do you eat it right away?

With a small family like ours we don't take it out [of the cooker] unless we have guests. The cooker has two pots, one can be taken out.

What I mean is, after you cook the rice you're going to eat the rice with what else?

With side dishes.

We take rice from the cook pot and give everyone a rice ball on an individual plate and the main course is on another plate.

We serve it in another dish because different foods give a different taste to the rice.
The traditional way of eating we have our own rice bowl.

What kind of foods do you serve with the rice?

A variety.

Normally meat, poultry, and vegetables. If a housewife cooks every day she cooks different dishes every day.

How do you buy rice?

#1. I buy rice at a store in Chinatown. At a Vietnamese or Chinese store in 25 lb. or 100 lb. [sacks].

What brand do you buy? Is it the same brand all the time?

#1. Almost all the time [we buy] the same brand. The Thailand rice, Jasmine rice.

As long as it's Thailand rice is that all right, or do you buy this particular brand of Thailand rice?

Sometimes I don't know the Jasmine or Thailand products. In Vietnam they have different products. We have different names of different kinds of rice which correspond to the different areas where the rice was grown.

#2. I keep changing brands and I buy two different kinds of rice. One is for me to make rice soup with, and the other is for steaming.

One rice I noticed has a seal saying it is premium Thailand rice. Does that mean anything?

No.

Is that an advertising gimmick sort of thing?

I keep trying different brands.

Generally, Thailand rice is all the same, is that a fair statement?

No, it depends on what brand you like.

I guess it depends on your personality. If I like some kind of brown rice, I always stick with that brand. I never take rice from a restaurant which uses long grain rice to cook fried rice. At home, my leftover rice sticks together and makes lots of pieces. We use long and round rice. We cook one pot for ordinary steamed rice. We may mix rice together. If we have to cook fried rice in the restaurant, I don't take it home. I buy rice from the supermarket [for fried rice]. I don't know what type.

If I gave you some rice to try, and I gave you a 4 lb. bag how long would it last?

Three days, because my children eat a lot of rice. There are a lot of American-born Asian children who love hamburgers. My children have to have rice everyday. Even if I buy hamburger, he still eats rice. With rice you can eat it everyday and you never get tired of it.

How long will 4 lbs. of rice last for you?

Probably two days. Two days, because at night we do more eating. It depends on how many people are in your family.
If it only lasted one day how many people are you cooking for?

[Four lbs. will feed] six people two meals in one day.

If you have four people it would go two days?

Right, it depends too on how much the person eats.

You have told me that if you get some new rice you don't know exactly how much water to use, so you're probably going to have to cook it twice to decide how much water to use?

It's hard to tell how much water. Sometimes when you get rice you can tell by experience. So you don't put too much or too little water.

Even though it's a different kind of rice, if we use the same method it won't make that much difference. Next time you may want it a little softer. If you put one cup more water it doesn't make that much difference.

How much difference is there in putting water on the imports versus the American long grain?

If you put an extra cup of water on the long [grain] rice it doesn't make any difference. With the imported [rices], especially the sweet rice you have to be very careful.

Do you ever occasionally cook American rice?

Not very often.

If you do, do you change the amount of water you use?

I don't think so.

I don't use American.

We don't use those in the box.

When you talk about long grain, is that American rice?

Yes, but it is in a plastic bag, between 10 and 25 lbs.

Water doesn't make any difference on that?

Not very much.

I think the big difference between the long grain and the imported [rice] is that the long grain is dry and has no taste. Plain. It's better for fried rice.

Long grain is better for fried rice because it's not sticky, and you can throw everything in there and [the rice] stays separate.

Suppose you're having a hard time getting the Thai type rice and you're buying a 25 lb. bag for about $10. Suppose [Thai rice] was in short supply and the price went up on that kind of rice...the American rice is $10 and the Thai rice is $10, but then the Thai rice goes into short supply. How much more would you pay per sack in order to get the Thai rice?
First we talked about stickiness, what is your preference in regard to stickiness in rice? Should it be really sticky, medium sticky, not sticky at all?

Medium will be O.K., the thing we don't like about long grain [rice] is that it is really dry and has no taste. If you have some left over, you don't want to eat it [again] because the taste is gone. I think if the rice had a little more moisture it would still keep the flavor the next day.

Medium sticky for steamed rice and very sticky for the sweet rice.

When you buy rice for the cereal you buy a different brand of rice?

Yes, we have to make it very sticky.

But this is still a Thai rice that is imported?

I agree with her the American rice doesn't have the flavor of the imported ones.

How about the aroma, the scent from the rice?

I especially like Jasmine rice, which is a Thai product. In Vietnam they have a name, Nam poon, the rice everyone wants. It’s grown in Southern Vietnam, and it’s not too sticky, it’s just right. As soon as it is done [cooking] it smells all over the house.

What about the texture of the rice...the chewiness? Real soft, medium soft, or tougher, what is your preference with respect to that?

Medium.

Young people prefer stickier rice.

The Thai rice is medium, it's just right.

What about the level of moisture in the rice?

I think the older people want stickier rice, but average people like medium soft. Not too dry, not too soft.

Wetter is better for the elders.

One interesting thing about sweet rice...it is so sticky, yet it does not digest easily. The sticky or gooey rice is not easier to digest.

You're saying the sticky or gooey rice is harder to digest?

I don't say the regular sticky rice, but the sweet rice is harder to digest. They have a special way to cook it. A lot of people prefer to soak it overnight.

We don't eat the sticky rice every day, it is for special occasions.

Do you wash the rice before you cook it?
Yes, at least one, with new crop you wash just once to keep the flavor.

Describe how you wash it.

When we wash rice, we put in water and use our hands to stir it around. Then drain the water. Do it at least once.

New crop once, old crop twice?
Yes.

When I wash the rice I do it twice.

Do you do that right before cooking?
I do it right before the cooking.

The Thai rice has the aroma to it that you're accustomed to. Does it have a different flavor compared to the American rice?
Yes.

How would you describe the flavor of the Thai rice?
It has a nice smell when it is almost finished, it smells all over the house. When you sit at the table you can smell the rice.

How much are you likely to buy a new brand of rice that is like a Thai rice?
Yes we would try it, not a 100 lbs.

What size would you like to try?
5 lbs.

Do you use coupons?
American people find the smell of the rice too strong and don't like sticky [rice].

Do you shop mostly in Asiatic stores?
When we go to buy groceries we go to the supermarket. When we go to buy some Chinese food we go to the Chinese store.

I go to two stores every week. My kids eat a lot of American food, my husband eats Vietnamese food.

Suppose you go to the American store and they say they have a new Thai type rice in a 5 lb. bag. What would you want to try it?
I don't use coupons often, we don't like coupon brands. The price would catch my attention more.

Do you want the sack to be so that you can see [the rice]?
Yes.
If we like [the rice], we would want 100 lb. sacks.
Is it the brand of Thai rice that you respond to or the price?
Brand.
Brand.
The price is not too different [among the import brands].
Do most people like the same brand?
We change after a while, change to new products.
I change because if you stay on the same brand too long it gets tiresome.
What is the difference between new and old crop?
The moisture and it smells better, more tender.
Old crop is last year's rice and new crop is this year's rice?
I don't know.
Old crop plumps more after you cook it. Our family cares more about taste than looks.
Does the new crop rice usually say new crop on the sack?
Yes, [the sack] even cautions not to put in too much water.
Do you know when it becomes old crop?
No.
Have you ever bought new crop and found it to be old crop?
No.
When choosing between rice, how important is it what it looks like before you cook it [as opposed] to what it looks like after you cook it?
My experience is that it will look light, not like ivory, fresh and white.
I want it to be whole grains and not broken.
Would a pearly white be what you're talking about?
Yes.
#1, what country are you from originally?
I'm from Da Nang, Vietnam.

#2?
From Laos.

#3?
Vietnam.

#4?
Vietnam.

#5?
Philippines.

#6?
Philippines.

First, I'd like to have you tell me how you cook rice at the present time?

#6. We wash the rice, put it in water, and steam it.

How many times do you wash the rice?

#6. Two.

Describe how you wash the rice.

#6. You take the rice between your palm and rub it under water the first time, and just rinse it in a circular motion the second time.

Each time adding fresh water?

#6. Yes.

How about #3?

#3. It depends on the kind of rice. If I buy the rice from the U.S. I don't wash it, but if the rice is from Southeast Asia [Thailand] I wash it to make sure it's clean.

How many times do you wash it?

#3. Only one time.
How do you wash it?

#3. Just like she did.

She did it twice, the first time she rubbed it the second she rinsed, which one do you do?

#3. I just rinse it.

Number 5?

#5. I usually wash my rice three times in a circular motion. Then put in enough water to steam it. We have a rice cooker but I don't usually use it. I just use a regular pot to steam it.

When you wash [your rice], are you stirring it around?

#5. Yes, the same thing she does.

How about #4?

#4. I wash [the rice] twice [then I] steam it.

This is immediately before you cook it? Or several minutes before?

#4. Right before I cook it.

#1?

#1. I usually wash the rice twice like every one else does, but if I buy American rice [the package says] not to wash it. But I usually wash it [before I] cook it. If I don't wash the American rice, it's already bad the next day so now I wash everything.

You feel if you wash [the rice before cooking it] it keeps longer? If you don't wash it what happens?

#1. [The rice is] not good, the flavor is bad. It's drier.

If I understand what you're saying, the main thing is the flavor. The rice loses a lot of flavor?

#1. It doesn't lose flavor. If I chop up the leftover rice and it makes the rice smell good the next day.

What's missing the next day?

#1. The taste.

It just doesn't taste as good? Do you rewarm it?

#1. Yes, we have to.

Do you keep it in a warmer?

#1. No, I used to do that, now I use the microwave to warm it up.

So you put the rice back in the microwave. Where does it stay in the meanwhile?
#1. In the refrigerator.

Number 2?

#2. Everyone cleans and cooks the same way. Back home you don't wash the rice very well because the water makes the rice shaggy...very thick, not coming apart like if you wash here. When you wash the rice the water is white, so you have to wash many times until the water is clear, and if the water is clear the rice comes out very well. When you eat [washed rice] it's a lot better than the rice that has more thickness.

Are you talking about being less sticky?

#2. Uh huh.

Or the kernels being more fluffy?

#2. The thickness. Some people like to eat different kinds of rice. Some like one big rice and some do not.

Let's come on back to your case. When you go to cook the rice, how much water do you put in?

#2. When we cook the rice now we have an automatic rice cooker, I measure the water with my finger. I put the rice in and then measure [the water] with my finger and it's just perfect. If you like [stickier rice] you put more water in, we don't measure by cup. Back home we don't have automatic rice cookers. We put the rice in a big pot like this. We put more water in it, and when the rice is cooked just right, I throw the extra water away.

Here you don't throw water away?

#2. No.

When you have the water one knuckle deep, how many cups of rice are in there?

#2. It doesn't matter how much rice is there.

You still have the water that deep over the top of the rice?

#2. Yes, about an inch.

You just let the rice cook until the cooker shuts off?

#2. Yes.

How about you #1, how much water do you put in?

#1. I just put in my finger too. I do the same thing, I have an automatic cooker.

It doesn't make any difference how many cups of rice you put in?

#1. No. If you have just a little bit of rice you [lessen the water] a bit.

You always stay with one bend in your finger, if you put twice as much rice you don't go to two bends?

#1. No, just one.
We have an automatic rice cooker and we measure with a cup, but it depends on what kind of rice we're using. The new kind of rice is a little bit soft, new crop rice. If you use the new crop rice, you add a little bit less water. Sometimes I don't use the automatic rice cooker, and I use a regular pot.

Is this just a straight pot, or a double boiler?

Not a double boiler.

How about number 5?

I usually use my thumb, it depends on what kind of rice I'm using. Botan rice is little bit sticky, so I use less water. For long grain, a thumb size of water makes perfect rice.

Let's bring this into the picture. You've gone to the store and bought a new sack of rice and cook it the usual way. Do you find that works all the time or the second time do you change the amount of water?

Sometimes I adjust the water. The first try I just use my finger.

How about the rest of you? Do you adjust from the first cooking to the second cooking with a new sack of rice?

When we use a new sack, yes. The first cooking we use the regular method.

How do you know whether it's new or old rice?

The season.

It's on the bag.

When we first buy new crop rice it is softer and smells more. In the middle of the season the rice gets harder. New crop rice is always softer than at the end or middle of the season. So the rice itself changes.

When the rice gets harder you have to add more water than usual, but you don't cook it longer, you just change the water. How do you measure water for your rice?

I do the same thing, I use my finger. I don't cook very well.

Number 6?

I do it differently. I just wash my rice and put it in the cooker. The rice cooker has lines in it 2, 4, 6, 8, and 10. In our family of 7, we usually use 6 cups of rice and after washing the rice [we add water] to the level of six. If it's new crop I put the water a line lower than six. If it's an older rice...for example, we have tried Blue Ribbon and Adolphus and those are hard, especially if it's left over the next day it will be hard. So we add a little more water, you can't overcook the rice because once it's done and the water is gone [the cooker] shuts off.

You can put your hand flat, but your hand is always dirty and it will make the rice dirty.

When do you usually cook rice, what time of day?

I cook it only for dinner, and use leftovers for lunch.
So you take it out of the cooker and keep it in the refrigerator?
I put leftover rice in the fridge and microwave it to warm it up.

Are your children still eating rice?
They’re not eating much.

What do they eat instead of rice?
Rolls, pizza, cheeseburgers.

Are they switching to bread?
Yes, I cook four times a day, sometimes I like bread.

#1. I have one son and I make him eat rice every evening. At school he eats American food. During the summer when he is home he eats sandwiches, they are easier for him to eat.

Number 2?

#2. I cook rice only at dinner. I have three children and we eat rice at dinner time, except I don’t cook on weekends.

Number 3?

#3. I cook only for dinner, and twice on the weekend. I have five children and they eat a lot of rice. I cook 8 cups and anytime we eat something else, they for rice. They miss rice and don’t feel full without it.

Do you feel there’s any difference between long grain and short grain rice in terms of either feeling full or how easy it is to digest? Or does it make any difference?

#3. Usually I use long grain, and I don’t put anything with it. I think just because [my children] eat rice every day, if they skip a day they miss it.

The reason I’m asking [about digestion is] that we had one person yesterday who felt like brown rice was harder to digest than long grain. I wonder if anyone else had run into that situation.

Laotian people eat sticky rice, and if you feed the men regular rice they say they can’t stand it. They get hungry very fast. Sticky rice stays with you longer, mostly with the men.

How many of you prepare a rice cereal for breakfast? Nobody? We had one panelist that takes the rice and makes it mushy and makes a cereal.

Different kind of rice. Not long grain, a sweet rice.

What is a sweet rice?
The short round one.

Is it imported or American?
It’s from Japan I think, or Thailand.
It's sticky rice.

I find that when we first came here we could only find sticky rice, and we couldn't eat it or cook it. A few years later, we got some Thai rice that was sweet and that one was fine for us. The other is very hard for us to eat.

**How often do you serve sweet versus regular rice?**

Every morning.

Every week, real Laotians must have it every morning.

We eat it sometimes for breakfast, but not every day. We eat cereal for breakfast usually.

We use sweet rice only for special occasions, like for sweet rice cake and things like that. But we eat regular rice everyday.

**Number 4?**

#4. I use sweet rice sometimes, maybe twice a month.

**Number 5?**

#5. I use sweet rice the same way, like for dessert, or occasionally with coconut milk and brown sugar for a pudding.

I make a chicken rice soup with sweet rice and regular rice, sometimes I use sweet rice and make [desserts] like she does.

**How many of you fry rice?**

We don't use much fried rice because of the oil.

I used to [fry rice] a long time ago, [but I don't anymore] because it's not good for you.

**Any particular food you serve with the rice or do you just eat it with everything? Do you serve the rice separately or with everything?**

Usually rice is separate for each meal. One vegetable, one meat, and soup with rice.

**Do you put the rice in a separate bowl?**

Yes, with chopsticks.

**You're going to the store to buy rice, what do you look for when you go?**

Jasmine rice, it's expensive but good.

**How much do you buy?**

25 lbs. or 50 lbs.

When I go to the store I see four to five types of Jasmine rice, which one do I buy?
It depends on the one you like.

Do you buy the same brand each time?

I buy [the same brand] all the time.

#5. I buy the same rice. I used to buy any of them, but now I buy Milagrosa, it's a Jasmine rice.

Do you buy the same brand number 6?

I buy two kinds from Thailand. I used several different kinds before, but now we buy the same brand, because some are hard when they're left over. Some imported [brands] spoil easily and have to go into the fridge or they will spoil by evening. Everyone in the family likes it. We buy by five or six 25 lb. bags.

Does it have a different flavor or aroma?

Pricewise, it's not as expensive and it has a good quality compared to the other brands, because we have tasted other kinds before. It's also easier to prepare. It comes out automatically if this is the amount of rice I know the amount of water.

It may not be different from the others, but the quality is consistent?

Yes.

Number 3?

#3. I use a Jasmine rice and buy 25 lbs. I forget the name of the brand, it has a picture of a water buffalo.

So you stay with that brand?

#3. Yes.

Is it consistent or does it vary somewhat?

Sometimes I can't find it and I use a different brand but it tastes the same. I like my brand because it's easy to cook.

Do you get that brand in a new crop as well as old crop?

I do, and when it's new I use less water.

I've noticed some bags say "New Crop".

I don't read it, I know when the new crop is.

What month is the new crop?

Twice a year, about July or August and I think March or April, I forget.

Let me talk about what you buy the rice in, does it make any difference what the sack is made of?

They put it in plastic with a different [plastic sack] outside, plastic keeps the flavor longer.
It doesn't make any difference.

Does it make any difference whether you can see the rice or not?

No.

You go by the brand name and it doesn't make any difference whether you can see the rice or not?

Yes.

Suppose I was going to give you a new rice that I want you to try. Should this be in a sack that is plastic so you can see it? How much would you want to buy? Where do you buy your rice?

Asiatic store.

Chinese store.

Do you go to the regular supermarket?

Yes.

Suppose I advertise that I have a new rice designed for Asian customers called Gold Star, which is aromatic. Would you want to buy 5, 15, or 25 lbs.

If it's a new rice I'd start with 10 lbs. to try it.

Same thing.

I would like to try it. Now you can get some rice pretty cheap. It is not always easy to go to Chinese store. If the supermarket is the same price I would buy it there.

If we're going to sell the rice for the same price are you likely to try it? Or should it be on sale or have a coupon? How many of you use a coupon?

I do.

I do.

I would like to try it even if the price is comparable. I'll try most of the brands in the supermarket.

What I'm hearing is that most of you wouldn't want more than 10 lbs.?

Yes.

Does the color of the bag make any difference?

I don't think so.

Sometimes there are bags that are more colorful. If a plain bag is sitting by a pretty bag, you'll be more likely to choose the pretty one.

Let's suppose for some reason that the Thai rice was in short supply, and let's say the American rice was $10 a bag but because of [the shortage], Thai rice went to $13 a bag.
If I have a choice, I wouldn't buy rice for $13 a bag.

I would buy whatever has a lower price. For example, Blue Ribbon rice is one dollar cheaper.

I know the jasmine or Thai rice has an aroma. Do you prefer the aroma, or does it just have the aroma and you buy it anyway? Or do you buy [Thai rice] because of the aroma?

#6. Sometimes the aroma has something to do with it. You can buy some stuff in the store that can make the rice fragrant.

Everything being equal you like the aroma?

To me rice is rice, it's how you cook it. When I make a lot of fried rice I don't use the sticky rice, I use regular long grain. It doesn't spoil right away.

You like the aroma?

I like it.

Sometimes I buy the Jasmine because it doesn't spoil.

You think it stays better.

Yes.

What about stickiness? Do you like your rice to be really sticky, medium sticky, or unsticky?

My husband doesn't like sticky rice. How sticky the rice gets depends on how long you cook it.

#6. I want it separated, not sticking together. We don't like it sticky, more loose.

#7. Non-sticky, but not completely separate.

You like that one better number 7? Next which one?

#7. Then 2.

#5. Number 5 first, then 3.

#6. I like 5, then 1.

#3. I like 5 and then 7.

#2. I like 2, then 1.

I like 1 and then 9.

Now you can smell [the rice] for aroma. Would you prefer to have it like this before you buy it?

Yes.

#1. I like 7, then 5.
#2. I like 7, then I don't have a choice.

#3. I like 5, then 7.

#6. 5 and 7.

#5. Same thing.

#4. I like 7, then I'm not sure. I think it's 5.

We've already talked about stickiness now let's talk about texture, the softness or hardness. Should it be soft or harder?

I think medium.

#6. Medium.

#5. Medium.

Medium.

Medium.

How about moistness? Do you pay attention to that? Is it dry or moist?

#5. I like dry.

#6. On the dry side, not wet or moist. Soft and dry. I like medium. People who can't eat dry rice have to eat soft rice.

#5. I like medium moisture.

#1. I like drier rice.

Is there a flavor you like?

Jasmine, it smells like it tastes, it's like milk. It smells like Jasmine in the flavor. In my country we have the real flavor that smells a little like Jasmine. I don't know how to describe it.

It doesn't smell like popcorn, it is a natural smell. It's the same thing with the rice, people know you have new crop.

Let's say we have a Jasmine flavor we can't describe. Do you want [the aroma to be] strong, medium, or mild?

I don't know if you can make it strong or medium. New crop smells more than medium or old rice. Right now it doesn't smell anymore.

I think maybe you're immune to the smell, but it is still there.

It just makes you hungry.

How do you describe popcorn smell? It's different, it smells good.
What we're likely to do is ask you to rate some rice on a 1 to 9 scale, with 9 being the strongest. Do you think that would be a problem?

Yes.

Could you rate the rices you picked?

Yes. This one would be number 9.

How far away do you live from here?

I live in the northwest.

I live close by.

If we give you a sample of rice and let you rank it would you want to?

Yes.

I think this one is new crop and this is very old.

When you talk about strong smell, are you talking about the things you put in the rice to make it smell? In the future you would want to make it natural.

We didn't put anything in it. It's like a rose, some smell more than others. It won't be artificial. If we were going to make your ideal rice, would you want strong, medium, or moderate Jasmine flavor?

When we get the rice we can tell by the smell how strong it will taste.

What you're saying is that there is a particular level of aroma you like but you can't describe it, right?

It's just like when you cut grass you can smell it, and it is the same way with rice. You can tell when it is just harvested.

1. The Houston Asian-American community leaders who participated in the focus interviews are identified in Appendix B of "Market Potential for Domestic Rice Varieties Among Asian Americans: Technical Report," (Goodwin, et al.) as are several Houston and Dallas Asian-American grocers interviewed during the study.

2. Asian Americans commonly identify brands pictorially by the emblem or symbol on the front of each bag. For example, Sun Lee of Westminster, CA, is the importer of "Buddha" Jasmine rice known by the picture of a Buddha on the front of the bag.

3. Traditional U.S. long grain rice is cooked in the approximate water to rice ratio of 2:1; therefore, the cooked to uncooked rice yield ratio for U.S. varieties is approximately 3:1 versus the 2:1 found for Thai Jasmine. These differences are due not only to the nature of the rices, but also to the typical preparation in the U.S. method (stove top or oven) versus the usual Asian method (electric rice cookers).