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Development of Intervention Model of Staple Food Consumption Pattern from Rice Toward Alternative Staple Food: Consumer's Belief

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Authors: Susilowati, Maria Goretti Westri Kekallh; Wahyuningdyah, Retno Yustini; Kurniasari, Widuri**Source:** Advanced Science Letters, Volume 23, Number 8, August 2017, pp. 7108-7111(4)**Publisher:** American Scientific Publishers**DOI:** <https://doi.org/10.1166/asl.2017.9302>

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Food is the most basic human needs. It is explicitly expressed in Law No. 8 of 2012 concerning food, namely "Food is a basic human need that is most important and is part of the fulfillment of human rights guaranteed in the Constitution of the Republic Indonesia 1945 as a basic component for realizing the quality of human resources." However, there are some challenges and problems related to food availability. Globally, besides facing problems of land degradation, water, and environment, climate change led to a decrease in production and the uncertainty of the harvest. National food-related issues, one of the fundamental problems are the people's dependence on rice as staple food. From the consumer side, the problems faced are less of food diversity in their consumption (food security white paper Indonesia 2005–2025, 2006). Using the description method, the aim of this study was to identify the consumer beliefs to the attributes of non rice-non wheat staple food non-rice non-wheat. The study found that consumers have positive belief towards the use, characteristics, and environment characteristics of non rice-non wheat staple food (non-rice non-wheat).

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