

ABSTRACT

Research Project Title : The Development on Cereal Bar Products from Broken
Organic Brown Rice

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: Payap University

Duration: One year from September 2013 to September 2014

The research of “The Development on Cereal Bar Products from Broken Organic Brown Rice” aimed to survey consumer’s attitudes of cereal bar, to develop product of cereal bar from broken brown rice and to add value of broken brown rice. The consumer survey was found that 78.5% of consumer interested in cereal bar from broken organic brown rice. The cereal bar product consisted of 66% crispy rice, 9% pop rice, 2% white sesame, 2% black sesame and 2% perilla, 15% honey and 4% glucose syrup. Chemical composition composed of 69.66% carbohydrate, 19.17% fat 6.18% protein, 4.24% moisture and 0.75% ash with the energy of consume as 475.89 Kcal/100 g or 24 Kcal/bar (20g). The consumer acceptability test found that 73.3% of consumer interested in this cereal bar with the score of overall liking using 9-point hedonic scale is 6.7 which in range of like slightly to like moderately. The cost of this cereal bar (20g/bar) was 10 Baht when using almost all organic ingredients such as crispy rice, pop rice, honey, white scsame, black sesame and perilla. While, the cost of cereal bar when using only crispy rice and pop rice as organic ingredient was 6 Baht. The value of broken organic brown rice increased from 0.42 Baht/bar to 15 Baht/bar or value added was 14.58 Bath.