

Abstract: NeSA202100oral-04: Consumer's Willingness to Purchase White Bread Fortified with Fiber from Chile Industry Byproducts

Time: 1:36-1:48 PM

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This study's primary objective is to evaluate consumer willingness to buy white bread fortified with soluble fiber extracted from chile processing industry waste. More than 80 chile companies are currently operational in New Mexico and generate millions of pounds of chile byproducts that are mostly discarded. However, recent studies show that most of the food industry byproducts, including chile waste, can be used to create value-added foods using extracted nutrients, such as fiber and other flavonoids. Despite being low in fiber and other nutrients, products like white bread are widely consumed in the US. We believe fortifying white bread with fiber extracted from chile industry waste would enhance the nutritional value of white bread, reduce food waste, and provide new business and employment opportunities. The preliminary results from an ordered response model estimated using data from a nationally representative online panel survey show that respondents who are more involved in food purchase decisions and are health conscious are willing to pay higher premiums than others.

Keywords: willingness to buy, functional food, soluble fiber, chile waste