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## Palatability of Rice and Effect of Placebo using Aigamo Duck(Crossbreed of Wild and Domestic Ducks)Cultivation Methods

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## Abstract:

The palatability of rice was investigated utilizing a taste evaluation sensory test for rice cultivated by common cultivation and Aigamo duck cultivation (an organic agricultural method with a crossbreed of wild and domestic ducks). The palatability of the commonly cultivated rice was higher than that the rice cultivated using the Aigamo duck method when judged by the standard sensory test. It was estimated that the rice cultivated using the Aigamo duck method had low palatability because the content protein was 1% higher than the commonly cultivated rice. But the palatability value of the rice from the Aigamo duck method increased when information about the Aigamo duck cultivation method was given to the judging panel in advance. This fact auggests that the sensory of the consumer varies in accordance with the information provided.

## Keywords:

Aigamo ducks, Effect of placebo, Organic agriculture, Palatability, Sensory test.

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