

**Quality perceptions of parboiled rice marketed in Sri Lanka (Collaborative study conducted with the Natural Resources Institute, United Kingdom.)**

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This study was aimed at ascertaining the quality of parboiled rice market in Sri Lanka. Rice was obtained from commercial processors, objectively assessed the quality then evaluated by wholesale traders. Statistical analysis showed that the objective measurement of colour was significant in pricing together with foreign matter, moisture content and damaged grains. The study will provide information for processors willing to improve the quality of their products.