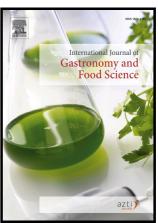
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Developing a framework of gastronomic systems research to unravel drivers of food choice

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Abstract

Nutritional and dietary interventions and the introduction of novel food products and ingredients

require a thorough understanding of the drivers of food choice, which are embedded in local

context and culture. We develop a framework of "gastronomic systems research" (GSR) to

understand culture-specific consumer food choice, and contextualise it to a target population of

urban, middle- to high-income Filipino consumers to assess the domestic niche market potential

of traditional rice varieties in the Philippines. The GSR framework is contextualised through

expert elicitation involving chefs and nutritionists, and validated through a consumer survey

conducted during a food exposition. Using the GSR framework, we determine indicative rice

consumption patterns of the target population and the specific rice quality attributes they require

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