

Figure S1. Questionnaire for Japanese restaurant and Japanese food store

Date:

Restaurant/Store Name:

No.	QUESTION	ANSWER
1	Number of seats/Scale of the store	
2	Contact Person	
	Name	
	Phone number	
3	Currently purchasing japonica rice	
	Purchase from	
	Purchase volume	
	Purchase price	
4	Preference for Kenyan japonica rice	
	Purchase volume	
	Purchase price	
	Payment conditions	

Figure S2. Questionnaire for customers at shopping mall

1. Rice and Japanese food

(1/5)

No.	Item	Answer options
General Information		
Q.1	Gender	What is your gender?
		<input type="checkbox"/> Female
		<input type="checkbox"/> Male
Q.2	Age	What is your age range?
		<input type="checkbox"/> Under 20
		<input type="checkbox"/> 20 -29
		<input type="checkbox"/> 30-39
		<input type="checkbox"/> 40-49
		<input type="checkbox"/> Over 50
Q.3	Ethnicity	What is your ethnicity?
		<input type="checkbox"/> Kenyan
		<input type="checkbox"/> Other African
		<input type="checkbox"/> Indian
		<input type="checkbox"/> Asian (non-Indian)
		<input type="checkbox"/> European
		<input type="checkbox"/> Arab
Q.4	Staple food	What is the staple food you have regularly for meal? (multiple answers)
		<input type="checkbox"/> Ugari
		<input type="checkbox"/> Chapati
		<input type="checkbox"/> Githeri
		<input type="checkbox"/> Irio
		<input type="checkbox"/> Rice
		<input type="checkbox"/> Other (Please specify, if other.)
		()

No.	Item	Answer options
Rice		
Q.5	Frequently	<p>Do you eat rice? If so, how often?</p> <p> <input type="checkbox"/> Every day <input type="checkbox"/> 4-6 times a week <input type="checkbox"/> 2-3 times a week <input type="checkbox"/> Once a week <input type="checkbox"/> Occasionally, less than once a week <input type="checkbox"/> Never </p>
Q.6	Cook rice	<p>Do you, or your family, cook rice at home? If so, how is the rice cooked? (multiple answers)</p> <p> <input type="checkbox"/> Simply steamed <input type="checkbox"/> Oil is added <input type="checkbox"/> Salt is added <input type="checkbox"/> Never <input type="checkbox"/> Other (Please specify, if other.) </p> <p>()</p>
Q.7	Purchase	<p>Do you, or your family, purchase rice? If so, what variety of rice do you purchase? (Choose any that apply)</p> <p> <input type="checkbox"/> Basmati (Pishori) <input type="checkbox"/> IR <input type="checkbox"/> Pakistan rice <input type="checkbox"/> Japonica rice <input type="checkbox"/> I do not know what variety of rice I eat. <input type="checkbox"/> Other (Please specify, if other.) </p> <p>()</p>

No.	Item	Answer options
Rice		
Q.8	Purchase	<p>What is it that you take importance when purchasing rice?</p> <p> <input type="checkbox"/> Aroma <input type="checkbox"/> Brand <input type="checkbox"/> Design of package <input type="checkbox"/> Reputation <input type="checkbox"/> Price <input type="checkbox"/> I choose my rice depending on the dish. <input type="checkbox"/> Other (Please specify, if other.) </p> <p>()</p>
Q.9	Purchase	<p>Do you know where the rice you purchase come from?</p> <p> <input type="checkbox"/> Locally produced <input type="checkbox"/> Uganda <input type="checkbox"/> Korea <input type="checkbox"/> I don't pay attention to where my rice come from. <input type="checkbox"/> Other (Please specify, if other.) </p> <p>()</p>
Q.10	Purchase	<p>Where do you go to, to purchase rice?</p> <p> <input type="checkbox"/> Supermarkets <input type="checkbox"/> Local markets <input type="checkbox"/> Other (Please specify, if other.) </p> <p>()</p>

No.	Item	Answer options
Japanese food		
Q.11	Frequently	Do you eat Japanese food? <input type="checkbox"/> Yes, regularly <input type="checkbox"/> Yes, occasionally <input type="checkbox"/> Never
Q.12	Restaurant	Do you visit Japanese restaurants in Nairobi? <input type="checkbox"/> Yes, regularly <input type="checkbox"/> Yes, occasionally <input type="checkbox"/> Never
Q.13	Japanese dish	Which Japanese dish is your favorite? Please check any that apply. <input type="checkbox"/> Sushi <input type="checkbox"/> Tempura <input type="checkbox"/> Sashimi <input type="checkbox"/> Sukiyaki <input type="checkbox"/> Ramen <input type="checkbox"/> Miso-soup <input type="checkbox"/> Tofu <input type="checkbox"/> Teriyaki <input type="checkbox"/> Other (Please specify, if other.) <div style="text-align: center;">()</div>
Q.14	Good point	Which is it that your like about Japanese food? <input type="checkbox"/> The taste <input type="checkbox"/> Presentation <input type="checkbox"/> Healthiness <input type="checkbox"/> I don't like Japanese food very much <input type="checkbox"/> Other (Please specify, if other.) <div style="text-align: center;">()</div>

2. Evaluation of post-tasting Kenyan japonica rice

(5/5)

No.	Item	Answer options
Q.15	Evaluation	<p>The variety of this rice is called "Kenyan Japonica rice". How did you like it?</p> <p> <input type="checkbox"/> Yes, very good <input type="checkbox"/> Yes, good <input type="checkbox"/> It is acceptable <input type="checkbox"/> Dislike </p>
Q.16	Experience	<p>Have you ever had Japonica rice before?</p> <p> <input type="checkbox"/> Yes, I eat Japonica rice regularly <input type="checkbox"/> Yes, I have tasted it on occasions <input type="checkbox"/> No, this was my first time </p>
Q.17	Good point	<p>What would you consider favorable among the characteristics of Japonica rice?</p> <p> <input type="checkbox"/> Texture <input type="checkbox"/> Taste <input type="checkbox"/> Aroma <input type="checkbox"/> Other (Please specify, if other.) </p> <div style="border-left: 1px solid black; border-right: 1px solid black; height: 20px; margin-top: 5px;"></div>
Q.18	Purchase	<p>If you were to purchase Japonica rice, what is the maximum price you would pay for? (Unit options is price per kg.)</p> <p> <input type="checkbox"/> 160KSh <input type="checkbox"/> 180KSh <input type="checkbox"/> 200KSh <input type="checkbox"/> 250KSh <input type="checkbox"/> 300KSh <input type="checkbox"/> Other (Please specify, if other.) </p> <div style="border-left: 1px solid black; border-right: 1px solid black; height: 20px; margin-top: 5px;"></div>
Q.19	Purchase	<p>Is there additional information you would like to receive, considering purchase of Japonica rice? Please check any that apply.</p> <p> <input type="checkbox"/> Cooking instructions <input type="checkbox"/> Specific cookware <input type="checkbox"/> Place of production <input type="checkbox"/> Brand <input type="checkbox"/> Nutritional value <input type="checkbox"/> Cooking instructions of Japanese dishes <input type="checkbox"/> Other (Please specify, if other.) </p> <div style="border-left: 1px solid black; border-right: 1px solid black; height: 20px; margin-top: 5px;"></div>