The ricebean (Vigna umbellata) is a traditional but ‘orphan’ pulse in India and Nepal. ‘Orphan’ crops are i) locally plentiful but globally rare, ii) there is little scientific information about them available and iii) their current use is limited, relative to their economic potential (GRUERE ET AL. 2007). Many orphans have a high potential to be improved by breeding as a mean of generating food and sustainable income for the local producers but until today, there are no enhanced ricebean varieties.

**Objectives**

The ricebean should be improved by breeding in two ways. First, by increasing the yield and, second, by introducing new varieties which would satisfy consumer preferences. Therefore, desired characteristics of the ricebean were identified.

**METHODS**

Hedonic price analysis - The central idea is that goods are valued by consumers for their utility deriving characteristics (LANCASTER 1966). Thus, the demand for a special characteristic is revealed through the demand for a product that contains that characteristic. Therefore, product prices change if the quantity of the characteristic changes (BROCKMEIER 1993).

**RESULTS**

The laboratories in India and Nepal respectively were entered as country-dummy to prevent distortion.

Market locations were grouped by their population density (persons/km²) into three categories, rural, semi-urban and urban. The share of each colour was determined and a colour-diversity index (Herdinandh-Index) was calculated.

\[
HI = \frac{1}{j} \sum_{i} q_{ij}^2
\]

For the regression analysis a double-log form was chosen. The estimated coefficients can be interpreted as elasticity of characteristics. The equation is shown in F.1.

\[
\ln P = \ln a + \sum \beta_j \ln q_{ij} + \sum \gamma_i \ln q_{ij} + \mu
\]

\(P_i\): price of ricebean sample i
\(a\): constant
\(\beta_j\): coefficient of characteristic j
\(q_{ij}\): quantity of characteristic j in sample i
\(\gamma_i\): random error

**CONCLUSIONS**

The results show that there are characteristics which should be considered when breeders choose the parents for further breeding.

**LITERATURE CITED**


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