

'Bemo' (Beras Moringa) as Commodity Innovation Cost of Food Ingredients: In Dealing with Afta Competition

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Abstract : Indonesia is one country with the largest agricultural producer in the world but still can not meet the needs of the national rice. In addition, Indonesia was ranked the second-largest rice importer after the Philippines. Indonesia's rice consumption reached 102 kg per capita, or almost twice the average global rice consumption is only 60 kg per capita per year. One of the government's efforts in developing national food consumption is to invite people to improve diversification and food security. This is done considering the diet of Indonesia is still high consumption of rice. Therefore, this program made innovations Rice Moringa namely imitation rice with the addition of Moringa (*Moringa oleifera*). Moringa is a plant that is widely grown and easily found. In addition, Moringa has many benefits because it contains vitamin A, vitamin B, vitamin C, calcium, protein, and potassium. Based on the analysis of the nutrient content, it is known that the Moringa leaves have good potential to maintain the balance of nutrients in the body

Keywords : imitation rice, Moringa oliefera, Moringa, AFTA

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