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### Examining the challenges and obstacles to improve the quality of bread in Kermanshah province

Mahnaz fatahi ,samira azimi\* ,hosein biglari ,taranom hoseini kia ,shahryar mostoofi

**Background and Aims:** In our country, bread plays a special role in the nutritional pattern as the primary source of nutrition for people, providing the majority of daily energy, protein, and some essential minerals and vitamins. Given that the quality parameters of bread play an important role in the health and satisfaction of consumers, this study aims to identify the challenges and obstacles to improving bread quality from the perspectives of experts, key stakeholders, bakers, and consumers in Kermanshah.

**Results:** The major challenges and obstacles to improving bread quality, in order of importance, included: low-quality raw materials, the use of unauthorized additives, insufficient training and experience among bakery workers, lack of personal and environmental hygiene in bakeries, pricing without considering bakers' costs, the issuance of bakery licenses without expert consultation, multi-tiered flour pricing, and lack of precision in wheat procurement due to the government-run purchasing system.

**Materials and Methods:** This qualitative study collected data through focused group discussions with experts and key stakeholders involved in the production process of flour and bread. The data was gathered continuously over one year through the sessions of a specialized working group. The information was analyzed using SPSS software.

**Conclusion:** The findings of this study contribute to a better understanding of the challenges and barriers to improving the wheat, flour, and bread supply chain in the province. This information can be useful for policymaking and planning to enhance the quality of bread production and distribution.

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