



Erratum

In the article "Methane Consumer preferences toward organic food and the moderating role of knowledge: a case of Pakistan and Malaysia" published in *Ciência Rural*, volume 50, number 5, DOI <http://doi.org/10.1590/0103-8478cr20190842>.

In the author's affiliation, where we read:

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In the page 3, where we read:

Moreover, information on sales figure 1 and perceptions about organic food in developing nations is still lacking (BANATI, 2011).

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