The world responded when Dr. Datta's study results were published. Philippine President Ferdinand Marcos read about the new rice and came to IRRI to see for himself. On November 28, 1966, the IRRI seed committee rechristened IR8-288-3 as IR8 and officially released it. A ray of hope for people across the continent, IRB was quickly dubbed the "miracle rice".

At around the same time, Agriculture Minister C. Subramaniam had invited Nobel-laureate Norman Borlaug to work on improving the agricultural sector in the country.