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## Development of Beef Cattle Farmer Group of Suratthani Province for Response to Supply Chain

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### Abstract

The project for development of beef cattle farmers group in Surat Thani province aims to solve farmers' problems related to their strength, beef production efficiency, and marketing. A total of 632 farmers from 16 districts of Surat Thani join the project. Before operation, most farmers had problems with high feed cost, labor shortage, and unclear marketing strategies. Therefore, the current study has implemented change process in various aspects. They include arranging meetings to help set up a provincial beef cattle club, taking farmers for study visits in other provinces, organizing a beef cattle contest, providing training courses for research knowledge transfer, and settling marketing deals with big cooperatives. After five years of data collection (2008-2012), improvements in local farming efficiency and marketing are revealed. The value of beef cattle has increased by 20%. The farmers have developed their cattle breeding as the number of European crossbred cattle has increased by 80%. The feed costs are reduced by 35%. The cattle's average growth rate is 0.8-0.95 kg/day, which increases from the original growth rate of 0.5-0.6 kg/day. Promotion of meat consumption by selling meat and food made from beef results in a 40% increase in the value of beef cattle. The research has encouraged the farmers to rely more on themselves and their groups. The project results are also used and extended to support the development of beef cattle farmer network in the southern provinces group on the Gulf of Thailand, whose purpose is to create a network of Srivijaya beef cattle farmers. The group receives continual support from the development budget for the southern provinces group on the Gulf of Thailand in 2013, 2014 and 2016. In the policy-oriented approach, the development of beef cattle in the southern region has been included in the National Economic and Social Development plan, Issue 12 on page 177. Such movements will benefit cattle farming and affect the long-term sustainability of beef farming in the southern region.

**Keywords:** Surat Thani province, Participation, Srivijaya beef, Beef society, Supply chain



## Development Process of Grains Ba-Jang for Commercial Production by Community Participation in Tannamtip Sub-district, Yala Province

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### Abstract

This research aims to study the process development and study the customer satisfaction toward Ba-Jang of dessert producer group at Ban Ayyaweang, Tannamtip sub-district, Betong district, Yala province. This spatial research focuses on the level of community participation and involvement, which include several activities. These activities are surveying the target area, implementing technology development and technology transfer to the target groups, studying the consumer's satisfaction, evaluating and summarizing the project. The results show that the dessert producer group is able to apply the knowledge gained from research development and their Ba-jang product also meets the consumers' needs. Members have production skills and are able to improve the consistency in quality. The local producer gains higher income, and the survey results indicate customers' high level of satisfaction toward Ba-Jang overall.

**Keywords:** Yala province, Tannamtip sub-district, Grains Ba-Jang, Development process, Community participation



## The Process to Create a Pattern of Mud Mee Woven Fabric with the Participation of Ban Muang Hom Woven Handicraft Group, Phitsanulok Province

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### Abstract

This research aims to design the weaving and dyeing techniques through community's participation. The research is a blend of both qualitative and quantitative approaches in the form of action research. The sample group is 10 people from Mudmee Ban Muang Hom, Wang Thong district, Phitsanulok province. The research is conducted in 3 stages: 1) an exploration of the local context, 2) a workshop on weaving patterns development, and 3) an evaluation of consumers' satisfaction. The instruments employed include a survey, interview and questionnaire. The 3 key research findings are revealed. 1) The community needs to upgrade the products to meet the OTOP standards and the ability to design woven fabric patterns. 2) The Mee Khan woven patterns and cloth dyeing developed through community participatory process are (1) Mee Kho Thayang patterns, (2) Mee Dok khud San patterns, (3) Mee Luk Khang patterns, and (4) Mee Seelaim Khan patterns; the 4 dye-colors are yellow, fuchsia pink, emerald green and black. 3) The consumers' satisfaction with the developed patterns of woven fabric is at a high level. The woven fabric products have been awarded a 4-star of OTOP standards.

**Keywords:** Phitsanulok province, Wang Thong district, Process of creating, Mud Mee pattern fabrics, Community participation



## Upgrading Community's Dried Flower Products as Souvenirs and Decorative from Community Capital at Din Thong Sub-district, Phitsanulok Province

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### Abstract

This research aims to develop a community's dried flower products to be certified by Thai community product standards and to transfer knowledge and technology of dried fresh flower production to the target communities in Din Thong sub-district, Wang Thong district, Phitsanulok province. This study focuses on the implementation of community participation. Scopes for conducting the study include 1) survey of the community context, physical information, social capital, local wisdom, problems, and demand, 2) development of products to be certified by community product standards, 3) transfer of knowledge and technology through workshops and 4) marketing. Targets of this study consist of 40 people including the locals, community leaders, community development officers, and stakeholders. Data are collected through group meeting participation, observation, and interviews. Tools in this study are questionnaires and interview forms. The results show that Din Thong community has formed and registered as a new career group. Their value added dried fresh flowers produced from local resources are certified by Thai community product standards. From the workshops, the participants reveal high levels of satisfaction in project participation and ability to learn and practice accordingly. For marketing, the products are available for sale at stores in provincial tourist attraction sites, and the social media channel as Facebook page "Sattri Sri Din Thong Group" is also open for online business. This product can generate additional revenue for the community.

**Keywords:** Phitsanulok province, Din Thong sub-district, Community products, Dried flower, Souvenirs



## The Action to Create a Sufficiency Community of Moken Ethnic Group, Koh Lao, Ranong Province

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### Abstract

This research aims to create a sufficiency community of the Moken ethnic group in Koh Lao, Ranong province. It is a participatory action research consisting of 5 activities: 1) implementing waste management system in the community, 2) developing a creative space/place for communal activities, 3) rearranging homes for healthy/hygienic living, 4) providing community welfare, and 5) creating social learning process. Data are collected by participation and non-participation observation, in-depth interviews, focus group discussions, and community meetings. The participants are 30 households in the Moken community. The action to create sufficiency in the Moken community consists of 7 steps: 1) understanding 2) community analysis 3) planning 4) public relations 5) implementation 6) evaluation and 7) improvement/development. The research finds that the arranged activities to build a sufficient community result in the Moken's understanding and positive attitude towards living on the path of self-sufficiency. While desirable behavior of sufficiency living is found low, the satisfaction on activities is at the highest level. The implementation of this approach can change the way of life and adjust some unwanted behaviors in daily life. It also helps the community to understand the value of teamwork. The results of this study imply the possibility for implementation of Sufficiency Economy Philosophy to the marginalized community because it can provide lifelong security for these people.

**Keywords:** Ranong province, Koh Lao, Community sufficiency, Moken ethnic



## Promotion and Development of Pitak Island Tourism Community to Trading Villages

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### Abstract

This research aims at constructing a business model to be used as community's business capacity development guidelines. The model will help promote and develop the local business capacity as well as enhance community enterprises' product distribution channels. The development process is based on participatory action research design. The community is involved in the planning, public relations, marketing and media design. Data are collected through surveys, action meetings, SWOT analysis and content analysis. The results are processed through descriptive data analysis. According to the findings, the tourism community in Pitak Island has the strengths in unique natural resources, local fishing and local-wisdom seafood processing. Pitak Island tourism community has prepared a business model by setting sales targets, planning production and distribution as well as managing current capital for financial liquidity. Pitak Island tourism community's distribution channels include homestay storefronts, product exhibitions and village product distribution centers with an addition of online sales and distribution in restaurants and hotels. The community survey has revealed the locals' interest and readiness for proceeding into a commercial village. They are keen on ways to promote and develop value-added local products and services, which include designing and preparing packages, using vacuum-sealed packages and price tagging equipment. Also, they see the needs to promote and develop local tourism. Recommendations are given for solving the community's weaknesses include appropriate sanitary waste collection or disposal systems, and online marketing implementation. Parking facilities, lodgings and restrooms should be managed in consistent with supporting capacity while marketing education and training be provided for the community.

**Keywords:** Pitak Island tourism community, Trading villages, Business model, Community enterprise