

## Abstract

This is a study of revitalizing of local vegetables' consumption towards Healthy Community at Banjumrung. It is the qualitative study aiming to study that procedure and to investigate the use of people's cognition and wisdom in producing and consuming the local vegetables. The study analysis was based on families among the groups of local agriculture. Both participant and non-participant observation in the study field were done to collect the data and information. Moreover, deep interviews with a sample group and informal conversation regarding the context of the community were also employed. In addition, a table indicating the advantages of local vegetables, a table of the local vegetables found in the community, and a table showing the benefits of using those vegetables as foods in every day life of people living in Banjumrung Community had been made.

According to the result, it is found out that the revitalization of local vegetables' consumption of Banjumrung Community occurred due to the problem of cultivating single plant species by using chemicals. This resulted in the increase of production costs and household debts. Moreover, people's health and balance of ecology system were affected and a number of local vegetables, which grew naturally, decreased. These problems were considered as lessons leading to the realization of the problems caused by the use of chemicals. Therefore, Mrs.Uthai Rattanapong, a senior woman in the village, was a person who began to change agricultural system from mainstream Agriculture to organic agriculture. The new system helped reduce the production costs, was harmless to people's health, and was environmentally friendly. Furthermore, it led to the revitalization of the local vegetables, which were significant food plants of the community.

Because of the success in operating the organic agriculture and the confidence that this kind of agriculture was the way helping people sufficiently earn the living, it was encouraged by Mrs.Uthai. To do this, she started forming a group of local agriculture consisting of her relatives and close friends, who had faith and good wishes to each other. They passed on their knowledge and naturally exchanged their

experiences to each other. These actions performed through the act of narrating, composing songs, and exchanging people's learning at the monthly meeting arranged of the village council were in agreement with people's ways of life. In addition, community radio was also used as another medium helping people to perform those actions. As a result of those actions, concepts, attitudes, and lifestyles of members of the local agriculture group had eventually changed. At the beginning only a few people were asked to be the member; however, the concept of doing the organic agriculture were then expanded, and it eventually become the developmental plan of the village. A lot of local vegetables were widely planted by the members of the group in most of the land in the village. This was considered as the behavioral change in the level of an individual and of the group, and that change led to the change in the community level as well. Therefore, the revitalization of local vegetables' consumption not only changed the way of production but it also changed people's way of life as people had learnt to change themselves in the basic level (transformative learning). This was due to the member of agriculture group had learnt the basic practice of the procedure, and they did not learn for just knowing or memorizing, but they learnt with the purpose of changing their behaviors so that they could change their own behaviors.

From the study it is recommended that there should be encouragements for making the community realize the importance of changing old production system to the organic agriculture system. Besides, the learning of the local vegetables' value as well as their importance should also be supported in order that there is not a lack of those vegetables because they are not only food plants but they also had the economic value. As the vegetables help decrease expenses, increase household's income, and have positive effects on the ecology system, revitalization procedure should be expanded in order to change the whole system of the household production so that the community will be able to have an organization pattern that helps increase the number of local vegetables, and resources of the community will be stored. In addition, there should be some research gaining information from experiences. Apart from this, local

people's cognition, which gains from the participation of those people and is used in the revitalization of local vegetables' consumption, should also be gathered.