

Abstract

The project “Development of chemical-free vegetables production systems to build strong hand with economic and to access food safety in communities” is a research-based area that participate with the farmers in Tambon Mae Ka, San Pa Tong District and Tambon Ban Kad, Mae Wang District, Chiang Mai.. The objectives of this research are to transfer knowledge of chemical-free vegetables production systems, to encourage farmers to extend this technology in their farms, to find out the optimum chemical-free vegetables production systems, to build strong economic and to access food safety in communities. This research emphasizes on the farmer’s participation and the learning by doing processes. The method classified into 3 groups as follows: the production technology research group, the capacity building of community group and the marketing and campaign group. The result shows that the farmers have good and very good attitudes on the technology adoption. There are 18 farmers adopted this technology by planting chemical-free vegetables, planning crop rotation production systems in an annual year and applying integrated pest management. The total planted area of 15.5 rai can harvest more than 80 percent of the total yield about 80,000 kg.

The farmers and the representatives in each group operate marketing activities along with providing information to consumers in various marketing channels, including 1) direct selling products to the local markets, 2) direct selling products to the different organizations and 3) selling products through healthy shops or middle men and 4) selling product through middle men in their communities. The result shows that the marketing channel of direct selling products to the organizations could response consumer’s demand and generate good return and high satisfaction for farmers in comparison to the other marketing channels. In case of farmers who have a well plan on crop rotation production systems in an annual year, they could obtain the net return over the cash costs about 91,311 baht per rai per year or the net return deducted the family labor costs about 51,000 baht per rai per year.

Moreover, not only the cash income benefit but farmers also get benefit from the learning by doing process. They adjust their plans and marketing channels. They use feed-back information from consumers to improve their production and the post harvest management. In terms of consumers, they can access more chemical-free agricultural products and more awareness on chemical-free agricultural production systems.

Although, this project might be fulfill the objectives at the initial stage. But it still has some constraints and other issues to manage along with the farmers in further study. Farmers still need supports from both local and outside organizations to operate their farms in the future.