

Research Title	Trends in Creating Value of Local Functional Raw Material: Case Studies of Chiang Rai, Nong Khai, Phetchaburi, Surat Thani Province
Researcher	Asst. Prof. Nongluck Popichit Asst. Prof. Dr. Gritsanaporn Prasitwisate Asst. Prof. Apinya Taharawanich Miss Jarunee Wites
Organization	Bachelor of Management Program, Faculty of Management Science Bachelor of Communication Arts Program, Faculty of Management Science Bachelor of Management Program, Faculty of Management Science Bachelor of Arts Program in Home Economics, School of Culinary Art Suan Dusit University
Year	2018

The aims of this research is to find for the properly local raw materials in order for producing the local foods for health, and the trend to create values of local raw materials for health. The research methodology is carried out based on the important information collected from the 4 groups of key informants mainly included academics, food business entrepreneurs, farmers, and local philosophers, respectively. These key informants were selected for 12 people from each province; thus, there are 48 persons in total. Furthermore, the significant information was also provided by a 100 tourists from each province, thus 400 persons in total. The semi-structured questionnaire and statistical questionnaire, which statistics data such mean, standard deviation, frequency and percentage, were used as the research tools. The findings results are:

1. The findings of properly local raw materials in order for producing the locally healthy foods were selected based on consideration on 3 facets of value of raw materials which consists of nutrition, economics, and culture/lifestyle. The names of local raw materials in the first 3 orders of each province are listed as following: Chiang Rai: Puk-Whan-Paa (*Melientha suavisPierre*), Nanglae Pineapple (*Ananas comosus*), and Assam Tea (*Camellia sinensis var. assamica*); Nong Khai: Jullien's Golden-Price Carp (*Probarbus jullieni*), Mekong Giant Catfish (*Pangasianodon gigas*), and Vietnamese

Pangasius (*Pangasius bocourti*); Phetchaburi: Blue Swimmer Crab (*Portunus pelagicus*), Common Limes (*Citrus aurantifolia Swingle*), and Herrings (*Herklotsichthys*); Surat Thani: Hoi-Joh (*Saccostrea circumsuta*) Langsat (*Lansium parasiticum*), and Bitter Bean (*Parkia speciosa*).

2. The trend of value creations of local raw materials for health in term of nutrition. Firstly, healthy food products are produced in terms of foods and snacks made by ingredients from each local that tourists have been visited. Secondly, the food products are considered to be suitable for consumption in daily life for any age. Also, the smell or taste of individually local raw material can be recognized. Lastly, clearly information should be provided about nutritional values meanwhile raw materials must be fresh, clean and safe for consumption.

3. The trend of value creations of local raw materials for health in term of economy. Firstly, the entrepreneurs are encouraged to bring local materials for processing in various forms of food products, such as transform into sauce or salad dressing cream, with various levels of productions namely included community enterprise, OTOP, and industry. Secondly, the innovation can be applied to create an opportunity in competitions which is value added for local materials. Lastly, local government sectors and educational institutions should be conducted on knowledge transfers about nutrition in raw materials, and participate in the planning of local healthy food process development for entrepreneurs.

4. The trend of value creations of local raw materials for health in term of culture/lifestyle. Firstly, local food culture and learning and creative tourism are linked together in order for tourists to experience the traditional lifestyle. Secondly, conservation of local plants/animals are preserved for conserving community lifestyle, such as fishermen, vegetable garden, etc. Lastly, youth or interested parties are served by created the learning places for knowing of the type of raw materials in each area. It preserves the cultural food consumption which cooked from local ingredients, never let it disappears.