

Grassroots Innovation: Local Food in Upper-North Area of Thailand

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Abstract

Food is one of the four basic needs for any human race as a vital source of energy to maintain our life. However, there are differences in eating pattern in each society which depend on various factors such as geography, economic, way of life, beliefs, tradition and custom that have been carried on in each region. The “Grassroots: A case study of local cuisine in the northern region of Thailand” Research with the purpose to (1) Study the origin of ingredients used in unique local cuisine of the upper northern region of Thailand in order to continue the wisdom and pass on to the next generation. (2) Study the food security establishment of local cuisine in the upper northern region of Thailand as healthy food option in commercial dimension in order to create economic revenue for the community. (3) Study the management approach of Thai local wisdom on local cuisine in the northern region of Thailand for proper development in which would lead to sustainable development for Grassroots Innovation. This is a Qualitative Research as a case study which particularly focus on local cuisine of the upper northern region of Thailand. The research taken only in 4 provinces: Chiang Rai, Chiang Mai, Lampang, and Nan. The research found that local cuisine is natural food which characterized by climate, geography and have significant traits - the food would be cook with local ingredients and specific method in accordance with culture in each region that have been collected and passed on to the next generations as wisdom from their ancestors. Moreover, local wisdom in cuisine also plays a significant part in health promoting that focus on harmonizing with the nature under the conditions of differences of ecological and culture. Local wisdom in cuisine is a cumulative process from life experience and social adjustment. Thai local herbs and vegetables have useful and beneficial properties in 4 dimensions as following: (1) Local Wisdom Dimension (2) Health Dimension (3) Economic Dimension that support local Thai vegetables that create income for the local farmers. And (4) Food Security Dimension

Keywords: Grassroots Innovation, Local Wisdom, Health, Economic, Food Security

Background and Signification of Research Problem

Local Knowledge System is thought, perception, attitude that has been developed by the local before it formed and brings it to use in their daily life. It has the same meaning as ‘Practical Thought’ that play a vital part in maintaining our daily life - be it cooking, building a house, medical treatment or allocation of social roles and social relationship. An effective Local Knowledge System can be measure by how it benefit to life on a daily basis. The study methods on local or indigenous knowledge system are cumulative experiences of knowledgeable people in the community, also the passed on knowledge from their ancestors and various institutes, which have been influenced by environment and with religious involved. These wisdoms are based on culture and have been long accumulated and practiced by the people in that community. The early stage of the study is about the culture in each

community, the self-reliance of the people and expanded the study to the local philosophers aspect later on.

Thai local wisdom need to be studied and should be revived and more promulgated. Human race, being together as a community, have learnt, adapt and create a proper culture that suit their environment to maintain life and sustain their indigenous knowledge. Therefore, local wisdoms of people in each community are learning process, experiences, vision, beliefs, and rituals put together and became the accumulated way of life that have continually changed and carried on. As for the wisdom from the process of carry on and pass on the traditional knowledge in the communities, then have developed, selected and improved these knowledge until they became skills and expertise that can be use to solve problems and properly improved life to suit the time and became 'new wisdom' or 'new body of knowledge' which can pass on and endlessly develop. The factors that affect the continuity of Thai local wisdom are the knowledge that consisting of moral that in harmonious with traditional way of life. Life of the villagers is not divided but everything is related to one another, mutuality in the community, religious practice, ritual and tradition. Knowledge is virtue which use to create good relationship between man to man, man to nature, man to transcendent, these knowledge are related to way of life, are the approach, rules, method about relationship between family members, with others, with the deceased, with holy spirits, and with nature. (Office of National Education Commission, 1998: 17)

When referring to the word 'Innovation', people usually think of the overall idea of a creation that use for economical, efficiency and market competition purpose, along with the products that consumer in capitalism response to. In general, when referring to 'Innovation', people usually see the use of high technology, specialized knowledge and a lot of capital investment, complicated and difficult to understand equipments and various relevant sciences. Particularly in Thailand, we often overlooked the simple things that are economical and beneficial to the local development, things that can easily find in the area that might be cheap or worthless in the eyes of people from different region or even people living in big cities. The locality that represent the simplicity, which useful, economical and effective in their communities. Even though it might be of cheap value, outdated, or even worthless to some, it helps support and strengthens the communities all over Thailand in a unique and different way of each region. These locality and local wisdom might be called "Grassroots Innovation" which are the traditional knowledge inherit from our ancestors and pass on from generations to generations.

In fact, Thai people are familiar with these innovations from the day we born through the nature of society, culture and our upbringing as extended family in which 2 or more generations living together. By the familiarity with the knowledge of Grassroots Innovation that have shaped our way of living and eating, our beliefs, personalities, habits and attitude, which make us overlook or unaware of the importance of the local knowledge that surround us in the environment that we were born and grown up with, which have shaped up our unique taste.

Local Innovations are 'creativity, development and management toward the problems that occurred in the community' that in harmony with the key mission of local government in order to provide public services, development of political and government affairs, and/or substantial and beneficial management that can magnify the outcome and pass on to another local government. Local Innovation doesn't have to be perfect or original, doesn't need capital investment but have to be effectively fix the problem. Any new initiative in the local community should have a reasonable implementation expense. (Kruehhep, 2005)

On the contrary, researchers, scholars and local institutes in western countries have a different view and opinion over the simplicity of our locality that we are so familiar with. They have been significantly attentive and active on the knowledge of Grassroots Innovation,

along with many published researches and academic projects within the past few years, also their government's policies that promote and support fund management, research and seek to develop and improve for sustainability of Grassroots Innovation.

Researcher agreed with Pricha Piamphongsant (2014) who have suggested that: "In local society nowadays, there are various driving force that caused issues like poverty, despite the continuing growth of economic, people in many communities still live a struggle life with lack of food. Capitalism also caused a wide spread of deterioration of environment due to Capitalism's fast development and greedily exploit on natural resources. This effect could also caused desperation of people in communities and human's creative capability to go waste"

If we could study the essence of Thai cuisine and local ingredients in each regions and continue to create acknowledgement of the local Thai cuisine, to impel toward a more principally record. Thai cuisine and local ingredients would sustain and creating enormous value economically, without need of high and complicated technology nor capital investment. We tend to overlooked the simplicity that could be beneficial to the local development. Things that can be easily find in the area and economical, or even seem worthless in the eyes of foreigners or people living in big cities. The locality that represents simplicity that benefit, cost saving and efficient for its communities. It can be something of cheap-value, outdated or even worthless to some, it helps support and strengthens the communities all over Thailand in a unique and different way of each region. These locality and local wisdom might be considered "Grassroots Innovation" which are the traditional knowledge inherit from our ancestors and pass on from generations to generations.

Thai cuisine is an important cultural legacy, which have been accumulated and passed on from generation to generation. A true wisdom that should be cherished. According to some evidence found that Thai cuisine have been continuously evolved since pre-historic era, the early settlement - prior to Siam history to Sukhothai, Ayutthaya, Thonburi Era til present days - Rattanakosin Era, Thai cuisine is considered a unique cuisine in all aspects - flavor, nutrients, and unique decoration. Thai cuisine can be categorized into 2 types - the savoury dish to served with rice, consisting of all flavors: salty, sweet, sour and spicy, and the desserts with aroma and sweet and nutty flavor, usually served after meal. However, with the rapidly acculturation these days that changed the Thai's consumption behavior, the decreasing of natural resources, the lack of systematically data collecting, caused a crisis situation for Thai cuisine. If related organizations are not aware of the importance of Thai cuisine, a lot of Thai cuisine recipes may lost, just as well as the other long lost cultural heritage. If people in the nation didn't see the signification of our cuisine, which is considered a healthy food option, and turn to foreign cuisine instead, this may caused some health issues later on. Therefore, it is time that every individuals, every organizations to work together in order to reserve and continue our cuisine, a cultural heritage of the nation for our next generation.

Researchers are well aware of the signification of local cuisine, along with ingredients of traditional Thai cuisine, which is a national cultural heritage, especially the upper northern Thai cuisine. These are the origin and inspiration behind this research study "Grassroots Innovation - a case study of local Thai cuisine in the upper northern region of Thailand" and hopefully wish that this research study could reflect and create awareness on our cultural heritage of Thai cuisine, particularly the northern region's cuisine and impel any relevant organizations to help support, reserve and develop the knowledge of Thai cuisine, particularly the northern Thai cuisine, so that it would last as our national treasure forever.

Objectives

1) To study the origins of ingredients used in the unique process of the upper northern Thai's cuisine in order to pass on to the next generation.

- 2) To study food security of the local cuisine of the upper northern Thai region commercially as healthy food option in order to create economical revenue to the community.
- 3) To study the local knowledge management approach of the northern Thai's cuisine in order to find a proper and sustainable development that would lead to Grassroots Innovation.

Research Methodology

This research study is a Qualitative Research as case study which particularly study the local cuisine of the upper northern region in only 4 provinces: Chiangrai, Chiangmai, Lampang and Nan. The inclusion criteria for the focus group are the local cuisine restaurant operators, local wisdom elite or community leaders who have good knowledge about northern local cuisine. The collections of data are done with In-depth Interviews method and Focus Group Discussion. Tools and techniques used in this study consist of (1) Literature Review (2) In-depth Interview (3) Group Discussion. In order to collect relevant data about local wisdom management on Northern Thai cuisine in 7 subjects including Knowledge Identification, Knowledge Creation and Acquisition, Knowledge Organization, Knowledge Codification and Refinement, Knowledge Access, Knowledge Sharing, and Learning.

The source of knowledge used in local food operation in northern region as unique ingredients used in production process of local northern cuisine, commercial production, as an healthy food option, cost of production, production problems, demand for government assistant and other remarks, including (1) Type and origin of ingredient (2) Production process (3) Commercial production (4) As a healthy food option (5) Knowledge propagation.

Research Result

Research Result found that Thai people from the northern region like to eat medium flavor with salty taste as dominant flavor, sour and sweet are less or not so favor. Meat that people usually consume is pork as it's easily found in the market and cheap. Beef, chicken, duck or birds are second favorite. Seafood is expensive due to the distance from the ocean that makes it less popular. The favorite snack and well known among the local people is "Maeng Mun" (Winged Ant) - a kind of ant with wings that live in the ground and come out a few days after the first heavy rain. They would usually slowly roasted with small amount of oil and season with salt. This delicacy have only once a year and quite expensive nowadays. Another edible insect is "Gee-Kung" - a kind of cricket with red brown skin, usually deep fried or coated in egg and deep fried. Moreover, the northern region of Thailand have distinctive kind of vegetables in their cuisine that different from other regions like "Pum" or "Khai Nae", or what they called it in central region as "Khai Nam" (*Wolffia globosa*) It's a small bead like fish roe floating in the water like duckweed. Usually boiled with Galangal, Lemongrass and Kefir Lime leaf, shallot, garlic and shrimp paste, serve with steamed rice or sticky rice, minced pork or shrimp can be add to the dish too. Another distinctive vegetation that use in upper northern Thai cuisine is "Toa", a kind of aquatic plant or algae that known as "Takrai Nam" in central region. The recipe is simple, finely cut fresh "Tao", and then add another ingredients to make spicy salad. There is also "Phak Pae", "Pae" is literally mean 'sparse forest or forest of tall trees' in northern dialect. Therefore, "Phak Pae" means vegetables that found in sparse forest. Usually serve this vegetable fresh with chili paste. The northern Thai cuisine have sticky rice as the main staple, accompany with various kind of condiment like 'Nam Prig Noom' - Chili paste made of long green chili, 'Nam Prig Ong' - a kind of chili paste made of mince pork and tomatoes, along with variety of curry, northern style sausages with a lot of herbs, crispy pork rind and vegetables. Climate condition is another factor that make northern Thai cuisine different from other regions. The cold weather is a reason caused most of the recipes contains a lot of fat to keep the body warm in winter. Also the geography

of the region, situated in the high mountain surrounded with woods, vegetables and herbs found in the wood are commonly used in their recipes.

1. Inheritance of the uniqueness of the upper northern Thai local cuisine in order to pass on from generations to generations.

In order to support the strength of local Thai cuisine culture, which should be considered through out the whole food chain, from the origin to the end. The knowledge gained from data collected in the area resulted in the concept of continuing the uniqueness of the local cuisine from the upper northern region of Thailand in order to pass on to the next generations. The concept consisting of 4 subjects as following: (1) The traditional local cuisine culture needs strength (2) Family and community are the root of good society and health safety. (3) Knowledge management for the local cuisine has to be systematically. (4) The approach to strengthen the local Thai cuisine to make it become a strong Grassroots Innovation.

2. To establish food security for the upper northern Thai cuisine commercially as a healthy food option in order to create economical revenue for the community. Thai local wisdom have been used various kinds of plants for cooking in many different forms, in both savory dishes and desserts. Also have invented health nourishment recipes in the past by combined various beneficial plants to create a tasteful dish which people like, accept and continually pass on the experience to their descendants. There are various types of Thai food that consisting of preserved or pickled fruits and vegetables in both savory dish and desserts. There are many healthful recipes have been invented in the past by mixing various kinds of beneficial plants to create a tasty dish that are being acknowledged and have been continuously passed on to the next generations. There are numerous types of Thai food that made of preserved fruits and vegetables in order to extend its storage life, beneficial to health and have unique taste according to each region, also the method have been conveyed from ancestors along with the culture and way of life of local people. Moreover, there may have exchanged local wisdom in cuisine to other regions through commercial trade that create a more variety, developed and complex knowledge. However, these wisdom have been kept personally (tacit knowledge) most of the time with lack of systematic and efficient knowledge management, until recently, with the mainstream sufficiency economy that turn many parties to pay more attention on the restoration of Thai local wisdom and strengthen local community in order to increase the level of economic competitiveness at the grassroots level which based on the ability of each community and the natural sources they have, especially the use of herbs and the production of supplementary food from the local medicinal knowledge as an approach to create revenue to the community with their long accumulated knowledge on this subject and develop to create the sustainable strength for the community. Knowledge from the local wisdom from our ancestors, particularly on cuisine and medical are worth supporting and preserving so it wouldn't lost over time.

3. The knowledge management approach for local wisdom of Thai cuisine in the upper northern region for a proper development to create Grassroots innovations for sustainable development.

Local Wisdom is body of knowledge that could help individual and community to be able to efficiently make use of the environment in the region.

Wisdom is body of knowledge that able to help us efficiently perform desired activity by using knowledge and experiences wisely. This body of knowledge may consist of a proper thinking system which came from systematically accumulated knowledge and experience, and demonstrate in a way of conduct or behavior which can be either automatically or deliberately by applying principles and reasoning carefully which may be exhibit in everyday life and/or in profession. Therefore, wisdom knowledge is directly related to:

1) Beliefs, knowledge and experiences exist in an individual and social trend.

2) Database or source of knowledge in the society that can be used as raw material to search and create learning efficiently and quickly, including symbol, text, information and/or body of knowledge which have been published in each category and style.

3) Level of ability to manage the context and conditions, such as data or knowledge accurately and accordingly with the goals and facts.

As shown in Figure 1 - The elements of Grassroots Innovation for Thai local cuisine sustainability.

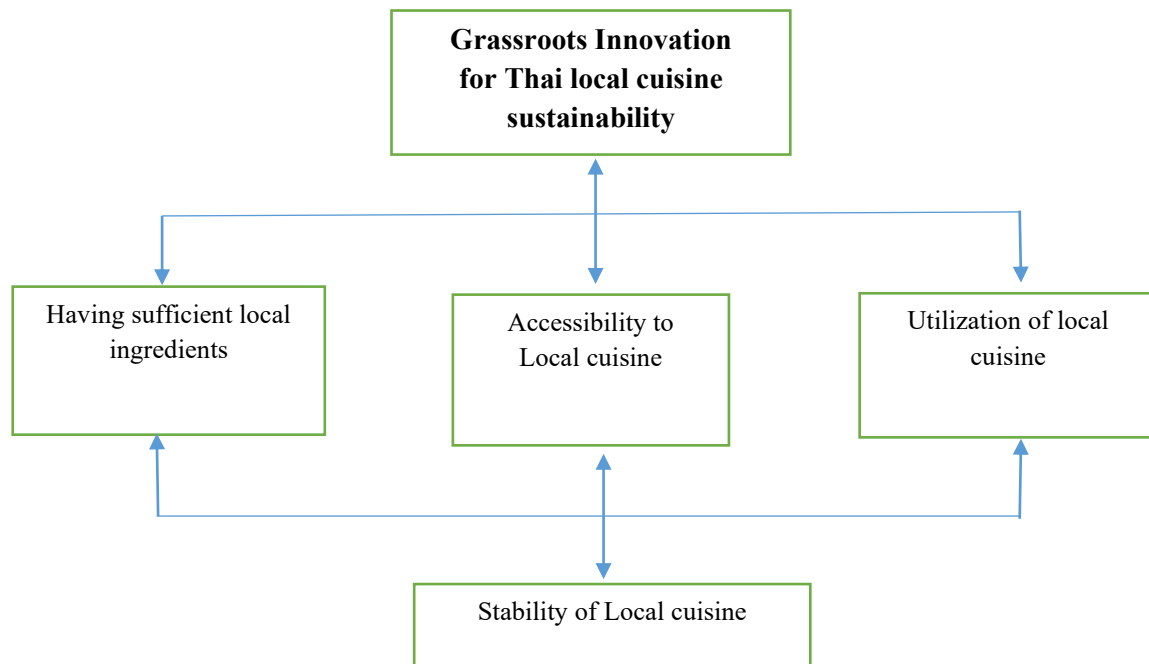


Figure 1 The elements of Grassroots Innovation for Thai local cuisine sustainability

In conclusion, the benefits of local wisdom on local cuisine is the benefits directly derived from the use of local wisdom on local cuisine. Generally, local wisdom on local cuisine can be classified into 3 levels:

1) Personal/Family Level

The benefit from Local Wisdom at Personal /family level is what beneficial at personal and/or family level from the use of local wisdom on local cuisine which is the benefits everyone should received at the early stage, including:

(1) Enhance income and/or profit on health which the local wisdom on local cuisine evidently help generating revenue and /or profits: Local wisdom on local cuisine has apparent benefits, in order to create revenue and/or profit on health for individual and family which reduce their medical expenses significantly. Due to the use of vegetables and herbs which already have in their surrounding nature as the ingredients in local cuisine, in harmonious with their context and situation in everyday life, this also profitable on health and reduce personal and/or family's medical expenses which help supporting their household economy.

(2) Enhance occupation: Local wisdom on local cuisine help local people in their occupations which harmonized to the fact. In other words, local cuisine is significantly benefit personal and family to success in their occupations, due to it helps generate and/or facilitate the conduction of activity in occupation to be able to harmonize with the fact, such as environment, gracefully. Also help them practice their occupations with no problems.

(3) Enhance living style: Local wisdom on local cuisine help the local living their life in harmonious with their living style. In other words, local wisdom on local cuisine is the key to help human living their life with well-being and improving their life for the better as this

wisdom is human ability to make use of knowledge and what they are already have, in harmonious with context and actual situation, for example, local cuisine and its hygienic value, the seeking of food source in community.

2) Group/Community Level

The benefit of Local wisdom on local cuisine at Group/Community Level is what useful for the group/community in which the wisdom have been utilized and is beneficial to the members of the group and/or community. It can be classified into 3 types including:

(1) Enhance Group/Power of the Group: Local wisdom on local cuisine have enhanced Group/Power of the Group to form a group and became power of the group that is appropriate to an individual potential and availability of vegetations/raw materials that can be found in the area. As local wisdom on local cuisine helps an individual aware of the benefit of integration, generosity and unity which could turn into a systematic integration in order to work together as a group, teamwork with continuous coordinating and escalate power which could be greatly benefit to the group, for example, the cooperation in local wisdom on local cuisine that became a group of neighbors, villages and/or occupational group that supporting each other in which everyone in the group and community confidently share the benefit together.

(2) Enhance in the Cluster of Occupations: Local wisdom on local cuisine helps create cluster of occupations, that is, local wisdom on local cuisine helps create, develop and/or distributing both operator network and number of branches, in order to benefit both the members of the group, community members, and the social as a whole. Because local wisdom on local cuisine is directly linked to intelligence wisdom on the use of local natural resources harmoniously with the natural environment, therefore, it apparently became groups and cluster of occupations, for example, local wisdom on local cuisine, particularly in the use of vegetations and herbs could help prevent the lost of Thai agricultural plants. And also help circulating and restore the plants that once have been lost. At the same time, this would create a stable source of food for members of community, and by using local wisdom on local cuisine in such way could continuously create occupations like plantation, aquaculture for both plants and aquatic animals and/or other related occupations.

(3) Enhance the norm, value and culture: Local wisdom on local cuisine have a prominent attribute which stimulating and creating the norm, value and culture for the member of community. According to the continuously inherit of practice until we able to identify an individual and community identity clearly, that is because local wisdom on local cuisine is what that help human to live with solidarity as everyone share the same spiritual anchor like religious ceremonies, annual activities and tradition in each regions which people cook local recipes together.

3) Society/Country Level

The benefit of local wisdom on local cuisine at Society/Country Level is what useful for the society or country from the use of local wisdom on local cuisine in which the wisdom have been utilized and is beneficial to the whole and displayed the level of stability on way of life and/or how members of society as a whole and/or at country level make a living. This can be classified into 3 types including:

(1) Enhance the Re-establishment of Eco-System and Its Balance: Local wisdom on local cuisine helps re-establishing Eco-System and restores its balance. That is because local wisdom on local cuisine have an attribute to help create balance between human and nature which resulting in the continuous recovery of nature, for example, with conservation, restoration and environmental development which have a clear example including crop rotation. In addition to desired produces, crop rotations also reduce the outbreak of pests and disease by breaking the life cycle of pests and disease. It also improving soil fertility, balancing the environment and restore the degraded forest which is not only being the water source for vegetations, but also reduce the risk of wild fire and biodegradation of surface soil.

(2) Enhance the stability in way of life: Local wisdom on local cuisine helps stabilized way of life. Local wisdom on local cuisine plays a significant part in stabilizing way of life and social. That is because local wisdom on local cuisine helps people to have a steady career, unification, creating and distributing work properly, until potentially becoming Group and Group Power in which it apparently helps stabilizing the social. For example, in traditional and cultural dimension which indicating the uniqueness of community and social in way of life that harmonious with environment.

(3) Enhance Societal Security: Local wisdom on local cuisine helps with Societal Security publicly which became strength and stability. Because this wisdom generate continuous development at either personal/family level, group/community level, and society/country level as a whole as local wisdom on local cuisine is a convenience tool which easy to access and utilize, also the cost of investment is not high compared to the other tools, for example, local wisdom on saving and economical, public consciousness, consciousness of roles and duties, etc.

Suggestion

Suggestion for general public

- 1) People in community and general public should have knowledge management on local cuisine and consumption of healthy local cuisine, also a balanced diet with all 5 nutrients, consuming of local vegetables and herbs on daily basis to reduce the cost of eating out. These local vegetables and herbs have medicinal properties that promoting health such as anti-microbial, cold-cure, expectorate, stimulate elimination of toxins in the body system, lower lipaemia, lower blood pressure, lower glucose level in bloodstream, antioxidants, lower the risk of getting heart disease, Vascular disease and cancer.
- 2) People in the community should cook healthy local cuisine as mentioned above for sell to other member in the community.
- 3) The community should organize activities that encourage and participate the youth in community in order to inherit the local wisdom on healthy local cuisine, along with activities that encourage and participate the elders and local philosopher in community to impart their wisdom on healthy local cuisine to the youth.
- 4) The community should make use of mobile applications on smart phone to browse for information in a variety of formats, in order to use it as a source to publish information about Culinary or Gastronomic Tourism in Thai northern region as majority of the tourists nowadays are searching for tourism related information via smart phone.

Suggestion for related organizations

- 1) Related organization should organize activities or projects with the community to encourage adaptation of local wisdom on local cuisine in according with community's way of life.
- 2) Related organization should organize activities or projects with the community to continue the local wisdom on local cuisine, so it remains to the village, and make the youth aware of the significant of healthy local cuisine.
- 3) Related organization should create wisdom management system for local cuisine in order to conserve and continue the local cuisine culture for the sustainability from generation to generation.
- 4) Related organization should organize public relations toward associations in tourism business, related government organizations, and local cuisine operators to create awareness of the cooperation approach in order to provide information for tourists in the same direction and harmonious.
- 5) Related organization should promote tourism through Northern local cuisine via variety of media and channels, either a radio spot, brochures and magazine to reach to more variety

groups of tourists which also stimulates the economy and affects the perception of tourists as well.

6) Related organizations should promote and support the local cuisine occupation by providing knowledge, create values on consuming of local cuisine, create pride for locality by convincing about nutrition and its beneficial toward health. The stabilization for occupations is greatly important in order to reserve knowledgeable personnel in local cuisine.

Suggestion for Researchers

1) Relevant researchers or academics would benefit from research result and could extend and further the research for the other project, to create more beneficial in order to develop a utilizing approach and create innovation from local wisdom on healthy local cuisine.

2) Relevant researchers or academics would benefit from research result and could extend and further the research, particularly about Phytochemical Analysis and its properties that promote health of community members.

3) Relevant researchers or academics would benefit from research result and could extend and further the research in order to develop the local cuisine in each regions and create new innovation with creativity and uniqueness by utilized local wisdom on local cuisine as a key base. This could create uniqueness for the food and differentiate the products by integrate creativity in development and their potential in order to develop a unique, quality local cuisine.

4) There should be more research and development for local cuisine to make it interesting and notable by utilizing and build-on knowledge and new innovation like modernized local cuisine, make it instant or ready to cook and distribute it in supermarket or convenient store along with what already have on the shelf nowadays. This could be an alternative for consumers who want to have local cuisine or cook local cuisine, but also need it to be convenience, fast and delicious with standard.

Discussion

The situation of world society in globalization era where communication, business trip, education, tourism and migration are a lot more convenient which affect many cultures to change. Additionally, Thai Patent Law and System seem to be a tool for industrialized country to steal our biological resources rather than protect. Thailand has a great source of biodiversity which is valuable and is a social cost in either present and future. Various types of our crops and vegetations fall in to the hands of foreign power with superior technology as we let them, it's the rules that the Great Power draw a line for us to follow. If we fall into this trap, we may lose our original vegetation species forever.

Life is our most valuable treasure which everyone love and cherish, desire to live a happy, peaceful life in which a strong and healthy body is required. Being healthy, no illness and without any injure from accident, with muscles still operate and perform at its fullest capability, being able to adapt to the environment with ease, no anxiety nor stress and being to live happily in the society, are the desire for every human.

“Health” is a way of life that lead to happiness and success in life, as work performance for every occupations require good health as a key factor. Development of the nation depends on the health of its population. Healthy people with intellect, morality and ethics, able to make a living and take care of themselves and family without exploiting the others which lead to peace of the society. With healthy body, mind and potential brain, it is potential to learn and create which could lead to the development on both economic and social as a whole. The idea about health nowadays is based on well-being in all dimensions: body, mind, social, spiritual and human dimension: individual, family, community and society. Therefore, health can be affected by many factors which need to focus on knowledge in both Public Health Service, Public Health Service Management and other things that appeared in society as these have

directly and indirectly, negative and positive effect to health. The knowledge needed for health development and health system are not only about medical system, but also about the cooperation in society in order to create the right value for health, creating a safety environment that favor being healthy. Let's create culture of non-persecution on self and others. Let's create society where everyone can living peacefully together.

Nowadays, healthy food and local cuisine have been promoted and playing a significant role as the root to create social and community economic stabilization. Healthy food is natural food which focus on nutrients, minerals, vitamins, nutrition value, medicinal and herbal properties, wisdom, arts and cultural value. Consuming of healthy food like vegetables, fruits and cereal, not only are a good source of vitamins, but also a good source of fiber which could absorb toxin from colon which could reduce the chance toxins would contact colon. Consuming less fiber could caused various symptom related to nutrition like Obesity, hyperlipidemia, Antherosclerosis, high blood pressure and constipated. Local cuisine is natural food with special characteristic according to weather and geography, and an important identity on how it cooked with local ingredients and unique method depend on culture in each regions. Local cuisine are consisting of accumulated culture and a wisdom in which the ancestors passed on to the next generation. Moreover, Local wisdom on local cuisine is playing an important role to create well-being which focus on being harmonious with nature under the difference ecological and culture conditions. There is also cumulative process on cognition from life experiences and social adaptation, therefore, the health promotion dimension of local wisdom is both an idea approach, practicing relationship with nature and supernatural, along with othe humam race, which became way of life, food practicing, herbals, ritual, tradition and local medicinal system where it has either beliefs and tacit knowledge, embedded in eaiter family and community level.

Thailand have a highly diversity on vegetation. We learn to make use of vegetations found around our habitat. From vegetation became local vegetables, particularly how we use it as food and medicine. Knowledge of trial and error has been accumulated and conveyed through local cuisine in the region to next generations, and became local wisdom on local food. There are numbers of vegetations used as raw ingredients in local cuisine, which difference according to its region and became food culture of each region.

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