

APPENDIX A

Table 5: Certifications Available in Northern Thailand

Organization	Certification Name	Standard	Permit use of pesticide
ACT	ACT	ACFS , IFOAM, International Recognition	NO
International Certifiers	BCS and GmbH (EU), Soil Association (UK), IMO (Switzerland and Germany), OMIC (Japan), Skal (Netherlands), USDA (USA)	Vario us internationally accepted organic standards for export.	NO
DOAE	<i>Pak Plod Pai</i> <i>Jak San Pis</i> “Safety Vegetable”	Pestic ide Reduced, MOPH regulations	YE S
MOAC	Q Logo	GAP	YE S
MOPH	Food Safety	MOP H public safety standard for clean retailing	YE S

		space	
NOSA	NOSA	ACFS , IFOAM	NO
Royal Project Foundation	<i>Pak Plod Pai</i> <i>Jak San Pis</i> and Q Logo	GAP, MOPH regulations	YE S
MCC	“Safety Vegetable”, Q logo, and informal certification	GAP, MOPH regulations	YE S

Source: (Ellis et al. 2006; Vitoon Panyakul 2001)

ACT (Organic Agricultural Certification Thailand), DOAE (Department of Agricultural Extension), MOAC (Ministry of Agriculture and Cooperatives), NOSA (Northern Organic Standards Association)

Table 11: Local *Lanna* Vegetables

English Name	Thai Name	<i>Lanna</i> Name	PF	CS	mall Farming	arden or Pick
Long Bean	Tour phak yow	Tour phak yow				
Bitter Gourd	Ma ra jean	Ma ra koem				
Wing Bean	Tour pu	Tour pu				
Chayote squash	Ma ro warn	Phuk meow				
Basella Alba	Pak plang	Pak plang				
Sauropus androgynus	Pak Wan	Pak wan baan				
Passion Fruit	Soalv alot	Ka toke loke				
Purple Egg Plant	Ma Kua Muang	Ma Kua Muang				
Chayote plant	Yod ma roi warn	Yod phuk meow				
From China, Locally grown	Tang -o	Pak Kee Kuye				
Pumpkin	Fuk tong	Fuk tong				
Green Bean	Tour keal	Tour Keal				
Abelmos chus esculentus	Ga Cheab kioa	Ma kua muun				

Mormord ica charantia	Ma Ra Ki Nok	Ma hoi ki nok			
Local Spinich	Pak home Thai	Pak home meang			
Local Morning Glory	Pak boong	Pak boong			
Luecaena Leucocephak	Ga Tin	Ga tin			

Table 11: Local *Lanna* Vegetables CONTINUED

Sesbania grandiflora	Dok kaa	Dok kaa				
Acacia Pennata	Pak cha om	Pak ra				
Colocasi a gigantia	Dtun e	Dtune				
Doliches labtab	Tour pap	Tour pap				
Momordi ca Cochinchimensis	Pak kaew	Pak kaew				
Glinus oppositifolius	Pak Kee kuang	Pak kee kuang				
Raphanu s Sativus	Pak kee hood	Pak kee hood				
Houttuyn ia Cordata	Pak khao tong	Pak khao tong				
Coccinia grandis	Pak tam lueng	Pak cap				
Spilanthe s acmella	Pak Phet	Pak phet				
Polygonu m odoratum	Pak Pai	Pak pai				
Marsilea crenata	Pak waen	Pak waen				
Centella asiatica	Bai bua boke	Pak gnoc				
Solanum torvum	Ma kua poun	Ma Khun Pak Goodg goo la				

	Oroxylu	Linn	Ma lid			
m indicum	pha	mai				
peppermi	Sa ra	Hom				
nt	nea	duan				
Fern	Pak	Pak				
	good	good				
Gymnem	Pak	Pak				
a inodorum	Chiang da	chiang da				
Neptunia	Pak	Pak				
oleracea	ga chet	gnoc poun				
Cassia	Pak	Pak				
Siameca	kee lek	kee lek				

Table 11: Local *Lanna* Vegetables CONTINUED

Acantho panax trifoliatum	Pak pam	Pak pam			
Telosma minor	Pak saleet	Pak saleet			
Ceome gynandra	Pak seant	Pak seant			
Marsdeni a glabra	Pak saol	Pak saol			
Lasia spinosa	Pak naam	Pak naam			
Oenanthe stolonifera	Pak chee lom	Pak on au			
Dregea volubilis	Pak huant	Pak huant			
Piper sarmentosum	Bai cha pu	Pak pu ling			
Macropa nax dispersus	Pak tau sai	Pak pia fan			
Solanum stramonifolium	Ma kua poo	Ma kua poo			
Moringa Oleifera	Pak leehoom	Pak leehoom			
Moringa Oleifera	Fuk ma room	Ma kon gom			
Solanum indicum	Ma wang	Ma Khun Pak Goodg kome			
Aspidistr a sutepensis	Pak ling lao	Pak ling lao			
Brousson	Salae	Salae			

etia kurzii					
Caesalpi nia mimosoides	Pak naam pu ya	Pak naam pu ya			
Ocimum basilicum	Pak ho ra pa	Pak ho ra pa			

Source: (Puongmanee Jatarong 2007)

Table 14: Location of ISAC community markets

Muang, Chiang Mai
JJ Organic Market, Assadatorn Rd., Patun, Wed & Sat 5-10 am.
Organic Fresh Zone in YMCA Soa Hin, Kao Klang Rd., Nong Hoi, Saturday 6 am. - 1 pm.
Organic Market at Dara Academy, Thursday 3 - 5 pm.
Organic Market at The Prince Royal's College, Fri 3 - 5 pm.
Lawan's House Organic Market, Muandampracod Rd. (behind Rajabhat University) Mon 6-10 am.
Organic Fresh Zone in Nong Hoi Market, Chiang Mai -Lumphun Rd. Everyday 7 am - 6 pm.
Mae Rim, Chiang Mai
Organic Market at Nakornping Hospital, Chiang Mai-Mae Rim Rd. Mon, Wed & Fri 6 - 12 am.
San Sai, Chiang Mai
Organic Market in Mae Jo University, Chiang Mai - Maejo Rd., Mon, Wed & Fri 10 am. - 3 pm.
Organic Market at Land&House Village (Maejo), Chiang Mai - Maejo Rd., Sat 2 - 5 pm.

**Table 18: Vegetable Sellers in Chiang Mai Conventional Markets
November 16, 2008**

Store	Seller	Label	Certificate	Source	Farmers	Motto
Carrefour	C	MC	Chiang Mai University	Chiang Mai	Multiple Farms	None
Imping	R	First Q Farm	GA	Hang Dong	Single Owner	None
Imping	R	Natural and Premium Food	GA and Organic Thailand	Bangkok	e-seller	None
Imping	R	Future Farm	GA	Chiang Rai	Single Owner	None
Imping	R	CH Veggies	Organic Thailand	RPF	e-seller	"Fully Organic Product"
Imping	R	Queen Project	"Safety Vegetable"	Chiang Dao	Single Owner	"Supported by Phuping Palace and Mae Jo University" in Thai
Imping	R	Earthbound Farm	US	USA and Mexico		None
OPS	T	Srim Mit Rung Reang	GA	Bangkok		None
OPS	T	Pak Doctor	GA	Prathum Thani	Multiple Farms	"Safe Vegetable"
OPS	T	TO PS	GA	Prai Bangkok	Pri-Inc. e-seller	None
OPS	T	Future Farm	GA	Chiang Rai	Single Owner	None

OPS	T	Tha i Organic Farm	GA P, SSS	Ratch aburi	ingle Owner	None
OPS	T	“Saf ety Vegetable” from Chiang Doa	“Sa fety Vegetable”	Quee n Project	ingle Owner	None
arrefour	C	Ngo c Ngoi	No ne	Non- cert		"Safe Vegetable"

**Table 18: Vegetable Sellers in Chiang Mai Conventional Markets
November 16, 2008 CONTINUED**

arrefour	C	Pak	No	Non-		None
	Sot	ne	cert			
arrefour	C	Sara	No	Non-		"Grow n with organic fertilizer"
	phi	ne	cert			
imping	R	SP	No	Non-		"Fresh and Clean"
	Farm	ne	cert			
imping	R	"Pa k Sot Prot San Pit"	No	Non-		"Safet y Vegetable" in Thai
		ne	cert			
imping	R	Aha	No	Non-		"Safety Plant"
	n Prot Plai	ne	cert			
imping	R	Da	No	Non-		"Fresh Vegetable"
	Wan	ne	cert			
imping	R	Udo	No	Non-		
	n Porn Pak Sot	ne	cert			None
imping	R	San	No	Non-		
	Sai Noi	ne	cert			None
imping	R	Cfre	No	Non-		"The quality and safety you can trust"
	sh	ne	cert			
OPS	T	Run	No	Non-		
	g Aroon	ne	cert			None
OPS	T	Tak	No	Non-		
	e Me Home	ne	cert			None

Table 22: Market Venues and Messages

etailer	Vegetables	Vegetable Slogan	Mission Statement	Observation
tesco-Lotus	Uncertified, Doi Kham, GAP	Healthy	Tesco Core Purpose & Value -To create value for customers to earn their lifetime loyalty - Values - No one tries harder for customers: * Understand customers better than anyone	Package and sell, Everything has a label
Carrefour	Uncertified, Safety, Doi Kham, GAP MCC	Everything you like is in Carrefour	Freedom: We respect our customers' freedom of choice through the variety of our store formats and the diversity of the products and brands we sell. We give consumers the freedom to buy at prices consistent with their purchasing power. ALSO: Responsibility, Sharing, Respect, Integrity, Solidarity, Progress	Mixed Strategy of many logo options, Product Differentiation, package and sell
Topops	Uncertified, Safety, GAP, International Organic	"fresh food fresh ideas fresh thinking"	To be recognized as an innovative and exciting supermarket chain with a wide range of good value, quality food in modern and convenient locations. Selecting the best fresh vegetables and fruits from all parts of Thailand and exotic produce from foreign countries.	Convenience, Cleanliness, Package and sell
Imping	Uncertified, Safety ,GAP, Other Organic	"The Food You Can Trust" and "The Market of Choice"	Organic Aware, Campaign to lift environment and social standards, Premium supermarket chain, We can assure that we stand for our goal to provide great products at fair prices to meet our customers' needs.	High Quality, High Prices, Many label options, package and sell

Table 22: Market Venues and Messages CONTINUED

SAC	I	Ot her Organic	Su stainable Agricultural Communities	To build and develop ISACs (in Chiang Mai), Be a key player in the sustainable communities movement, Become a model Sustainable Community	Fre sh, bulk locally produced vegetables sold by farmers
CC	N	Ot her Organic		Systems approach to improve agricultural production systems and natural resource management with emphasis on sustainable agriculture, agricultural resource management, and agribusiness and management.	
hanin Market	T	Un certified, “Safety Vegetable”	Cle an Food, Good Taste	No specific mission statement, but acquiring the golden label of the Public Health Ministry was a specific goal.	Fre sh, bulk vegetables sold by retailers
ak's Stand	F	Do i Kham, “Safety Vegetable”, GAP	Pes ticide Free	Pak and her workers communicate directly to the customer the ideas of consistency, cleanliness, and food safety	Bul k and packaged certified vegetables

The Consumer Survey Instrument in English

Note that the translation from Thai is approximate and does not account for the politeness of words.

1. Gender Male/Female
2. Age: Over 18, Over 30, Over 40, Over 50
3. How days each week do you cook at home?
4. Where do you buy vegetables? Fresh Market, Tesco-Lotus, Carrefour, Tops, Rimping, MCC, ISAC
5. What does the Q logo represent? No Pesticides, Control Pesticide, Organic Vegetable, Not Sure
6. What does “Safety Vegetable” represent? No Pesticides, Control Pesticide, Organic Vegetable, Not Sure
7. What does Doi Kham represent? No Pesticides, Control Pesticide, Organic Vegetable, Not Sure
8. How often do you buy local vegetables? Never, One times per week, Two or three times per week, Four or more times per week.
9. How often do you cook *Lanna* food at home? Never, Everyday, Every week, Every month
10. How often do you buy broccoli, cauliflower, or radish? Never, One times per week, Two or three times per week, Four or more times per week.
11. How often do you buy cabbage? Never, One times per week, Two or three times per week, Four or more times per week.
12. Put in order who you trust more? Farmer, supermarket, Government Logo, Doi Kham Logo, Not Interested, “Safety Vegetable” Logo
13. Put in order which is important for buying vegetables? Clean and good looking, Price, Taste, Label, Origin.
14. Does the farmer use pesticide? Not at all, A lot, Some, Too much
15. How do you feel about the price of safe vegetables? Too Expensive, Expensive but will buy when possible, Accept and buy

The Consumer Survey Instrument in Thai Language

เพศ : ชาย _____ หญิง _____

อายุ : มากกว่า 18 ปี _____ มากกว่า 30 ปี _____ มากกว่า 40 ปี _____ มากกว่า 50 ปี _____

1. ท่านทำอาหารที่บ้านสัปดาห์ละกี่ครั้ง ? _____

2. ท่านซื้อผักที่ไหน ?

_____ ตลาดสด

_____ โลตัส

_____ คาร์ฟูร์

_____ บิ๊กซี

_____ ริมปั๋งเปอร์มาเก็ต

_____ ที่ปั๋งเปอร์มาเก็ต

_____ ตลาดผักปลอดสารพิษคณะเกษตร ม.ช.

_____ โครงการ ISAC ตลาด เจเจมาร์เก็ต

3. ท่านเข้าใจว่าฉลาก “Organic Thailand” หมายความว่าอย่างไร?

_____ ไม่มีสารพิษตกค้าง

_____ สารพิษในปริมาณควบคุม

_____ ผักอินทรีย์

_____ ไม่แน่ใจ

4. ท่านเข้าใจว่าผักปลอดสารพิษคืออะไร ?

_____ ไม่มีสารพิษตกค้าง

_____ สารพิษในปริมาณควบคุม

_____ ผักอินทรีย์

_____ ไม่แน่ใจ

5. ท่านเข้าใจว่า “ดอยคำ” คืออะไร ?

_____ ผักไม่มีสารพิษตกค้าง

_____ ผักที่มีสารพิษในปริมาณควบคุม

_____ ผักอินทรีย์

ไม่ทราบ ไม่แน่ใจ



ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่

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The Consumer Survey Instrument in Thai Language CONTINUED

6. ท่านซื้อผักในท้องถิ่นภาคเหนือของไทยบ่อยแค่ไหน ?

___ ไม่เคย

___ 1 ครั้งในหนึ่งสัปดาห์

___ 2 ถึง 3 ครั้งต่อหนึ่งสัปดาห์

___ 4 ครั้งหรือมากกว่าต่อสัปดาห์

7. ท่านทำอาหารพื้นเมืองที่บ้านบ่อยแค่ไหน?

บางครั้ง 1 วัน/สัปดาห์ ___ มากกว่า 1 ครั้ง/สัปดาห์ ___ มากกว่า 1 ครั้ง/ 1 เดือน ___ ไม่เคย ___

8. ท่านซื้อ กะหล่ำดอก บล๊อคคอร์รี่ หรือ กะหล่ำหอมบ่อยแค่ไหน ?

___ ไม่เคย

___ 1 ครั้งในหนึ่งสัปดาห์

___ 2 ถึง 3 ครั้งต่อหนึ่งสัปดาห์

___ 4 ครั้งหรือมากกว่าต่อสัปดาห์

9. ท่านซื้อกะหล่ำปลีบ่อยแค่ไหน ?

___ ไม่เคย

___ 1 ครั้งในหนึ่งสัปดาห์

___ 2 ถึง 3 ครั้งต่อหนึ่งสัปดาห์

___ 4 ครั้งหรือมากกว่าต่อสัปดาห์

10. ท่านไว้ใจใครมากที่สุดในการสั่งซื้อ โปรดเรียงลำดับ (1, 2, 3, ...)

___ เกษตรกร

___ ซูเปอร์มาเก็ต

___ ตลาดที่ได้รับการรับรองจากหน่วยงานของรัฐ

___ สันติภาพใต้แบรนด์ดอยคำ

___ ไม่ให้ความสนใจในเรื่องนี้

___ ผลากที่ได้รับรองความปลอดภัย

11. โปรดเรียงลำดับสิ่งที่ท่านให้ความสำคัญเมื่อท่านกำลังซื้อผัก?

___ ความสะอาด และลักษณะที่ดูดี

___ ราคา

___ รสชาติ

___ ผลากที่ได้รับการรับรอง

___ รู้ถึงแหล่งที่มาของสินค้า

12. ท่านเชื่อว่าการรับประทานผักปลอดสารพิษ และผักอินทรีย์ลดความเสี่ยงต่อการเกิดโรคมะเร็งไหม?

___ ใช่ ___ ไม่ใช่ ___ ไม่แน่ใจ

13. ท่านคิดว่าในปัจจุบันการปลูกผักของเกษตรกร มีการใช้สารเคมีกำจัดแมลงอยู่หรือไม่?

___ ไม่มีเลย

___ มีอยู่แพร่หลาย

___ มีบางเป็นบางส่วน

___ มีเป็นจำนวนมาก

14. หากมีผู้แนะนำให้ท่านเลือกรับประทานผักปลอดสารพิษ ท่านจะทำตามหรือไม่?

___ ปฏิบัติตามคำแนะนำ

___ ขอบทวนดูก่อน

___ ไม่สนใจ

The Farmer Interview

1. How old are you?
2. How many people are in your family?
3. How many rai is your farm?
4. How many years have you lived on your farm/
5. How many children do you have?
6. How old are your children?
7. Do you live with your husband?
8. How many years have you been certified?
9. What vegetables do you grow?
10. How much income do you make from vegetables?
11. Do you grow rice?
12. Do you raise animals?
13. What kind of fertilizer do you use/
14. What kind of pesticide do you use?
15. Do you go to *Aw Baw Jaw*?
16. Do you go to the District Meetings?
17. How does the headman help?

Curriculum Vitae

Brett M. Wyatt

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RESEARCH INTERESTS

Southeast Asian Studies, Regulation and Agricultural Commodity Networks,
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Geography. Advanced to candidacy August 2006.

M.A. 1985. University of California, Davis, Department of Geography

B.A., 1981. California State University, San Bernardino, Department of
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ACADEMIC AND PROFESSION EMPLOYMENT

September 2003 – July 2004. Statistical Analyst, Los Angeles Unified
School District, California.

September 1999 - August, 2003. Teacher, Los Angeles Unified School
District, California. Computer Applications and Social Science.

September, 1994 – June, 1999. Teacher, Washoe Country School District,
Nevada. Computer Application, Social Science, Technology.

September 1991 – August 1993. IBM, Sacramento, California. Educational
trainer, multimedia products.

PUBLICATIONS

Wyatt, Brett (2010) Discourse Coalitions and Consumer Understanding of Organic and Pesticide Free Vegetables in Chiang Mai, Thailand. **Asian Social Science**. 6(3).

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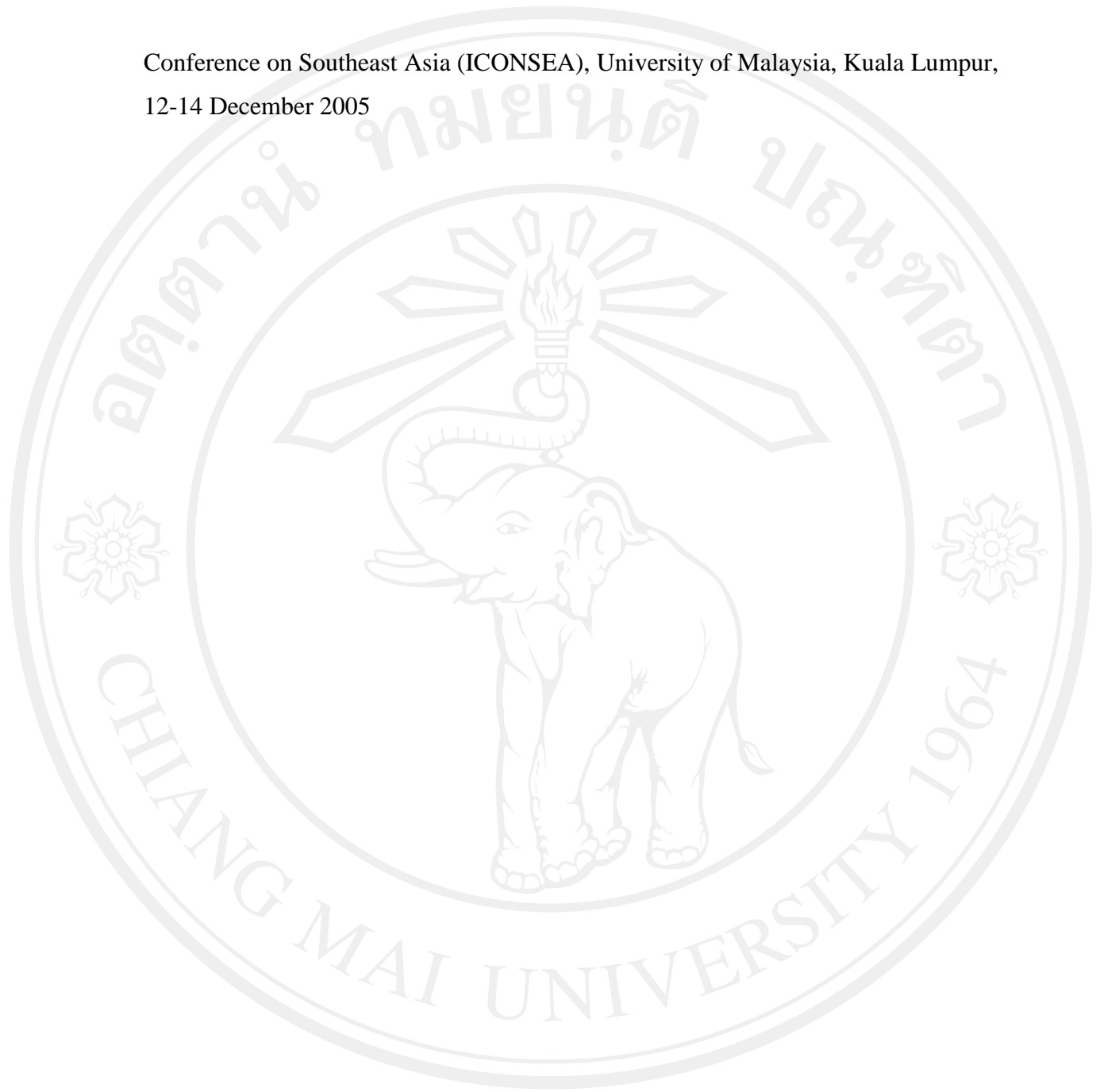
RECENT PRESENTATIONS

“Organic Regulations and Spatial Ordering of Peri-urban Farmer sin Northern Thailand.” Thai Societied in a Transnational World. The 10th Annual International Conference on Thai Studies. January 9-11, 2008 at Thammasat University, Bangkok, Thailand.

“Political Ecology of Access to Household Water in Mandalay, Myanmar: An Analysis of Actor Networks and the Production of Space.” Regionalization of Development: Redefining Local Culture, Space and Identity in The Mekong Region, Regional Center for Social Science and Sustainable Development (RCSD), Luang Prabang, Lao PDR, April 22-24, 2006

“A Geographic Analysis of Coliform Bacteria in Public Water in Mandalay, Myanmar: Politics, Practice, Linkages, and Social Consequence.” International

Conference on Southeast Asia (ICONSEA), University of Malaysia, Kuala Lumpur,
12-14 December 2005



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RECOGNITION AND AWARDS

Who's Who in America, 2000

PROFESSIONAL AND COMMUNITY SERVICE

2004: Mandalay City Development Committee, GIS training for engineering staff.

2002-2004: PDO Monastic Education School, Mandalay, Myanmar.
Teacher Trainer.

2001-2003: Congressional Awards Program, Los Angeles, California.
Youth Advisor.

1995-1997: Partners in Education, Sparks, Nevada. Technology
Coordinator.

1990-1992: Nevada Schools Net (state-wide teacher e-mail system) in
coordination with the NSF and UNS Information Service, Reno, Nevada. Founder.

1987-1988: K-12 Technology Preparation Committee, SCUSD, Sacramento,
California, Advisor.

1986 -1988: Temple B'nai Israel, Sacramento, California. Community
archivist.

PROFESSIONAL AFFILIATIONS

Alumni Association of the University of California, Davis

Alumni Association of the California State University, San Bernardino

HOBBIES:

Outdoor athletic activities: Finisher, 2007 Singapore Ironman 70.3; Finisher,
2006 Laguna-Phuket Triathlon. I also enjoy scuba diving and river rafting.

Photography and Travel: Most recent trips: Ancient Northern Thai temple
wall art, Northern Thailand 2008-2010, Yunnan, China and Tibet 2006, Irrawaddy
River 2004, Mekong River, 2003, Honduras 2001, Guatemala 2000.