

**ACHIEVING GOALS OF ETHICAL CONSUMPTION: ASSESSMENT OF
TARGET CRITERIA FOR THE COMPARISON OF ORGANIC
AND LOCALLY PURCHASED PRODUCTS WITH
A MODIFIED SCORING MODEL**



DIRTJE MARIE DERKSON

**MASTER OF SCIENCE
IN SUSTAINABLE AGRICULTURE AND
INTEGRATED WATERSHED MANAGEMENT**

**GRADUATE SCHOOL
CHIANG MAI UNIVERSITY**

JULY 2015

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The seal of Chiang Mai University is a circular emblem. It features a central figure of an elephant standing and facing left. Above the elephant's head is a stylized sunburst or flame-like symbol. The entire emblem is enclosed within a circular border. The Thai text "มหาวิทยาลัยเชียงใหม่" (Mahavithayalai Chiang Mai) is written along the top arc of the border, and "CHIANG MAI UNIVERSITY 1964" is written along the bottom arc. There are decorative floral motifs on the left and right sides of the border.

DIRTJE MARIE DERKSON

**A THESIS SUBMITTED TO CHIANG MAI UNIVERSITY IN PARTIAL
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF
MASTER OF SCIENCE
IN SUSTAINABLE AGRICULTURE AND
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THIS THESIS HAS BEEN APPROVED
TO BE A PARTIAL FULFILLMENT OF THE REQUIREMENTS
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AGRICULTURE AND INTEGRATED WATERSHED MANAGEMENT

Examination Committee :

R. Apichatpongchai
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(Dr. Manoj Potapohn)

Harald Grethe
.....Co-advisor
(Prof. Dr. Harald Grethe) Hohenheim
Institut für Agrarpolitik
und Landw. Marktlehre
-Fachgebiet 420a-
70593 Stuttgart

Universität Hohenheim
Institut für Agrarpolitik
und Landw. Marktlehre
-Fachgebiet 420a-
70593 Stuttgart

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Dirtje Marie Derkson

The seal of Chiang Mai University is a circular emblem. In the center is a stylized elephant facing left, with a decorative tusk. Above the elephant is a five-pointed star. The text "CHIANG MAI UNIVERSITY 1964" is written in a circle around the central image. Thai script is also present at the top of the seal.

ลิขสิทธิ์มหาวิทยาลัยเชียงใหม่
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