

**Project:** Promote health by producing and consuming vegetables in the households of Ban Ma Muang Thong, Tha Di Subdistrict, Lan Saka District, Nakhon Si Thammarat Province.

**Context:** Consumption of pesticide-free vegetables is a health-promoting behavior that impacts the health of individuals across all age groups. In Ban Mamung Thong, there are a total of 456 households, with 112 growing vegetables. However, only 29 households cultivate vegetables without using chemicals, while 83 households grow vegetables for sale, utilizing chemicals in the process. The average monthly expenditure on chemical fertilizers is approximately 1,900 baht. Additionally, vegetable consumption in the area is low, with a preference for purchasing vegetables from markets. The community lacks knowledge and skills in organic vegetable cultivation, and there are no community regulations promoting pesticide-free vegetable farming. A survey identified two cancer patients and 19 individuals with allergies within the community. In response, Ban Mamung Thong community recognizes the importance of producing and consuming organic vegetables in households. The aim is to equip community members with the knowledge and skills to grow organic vegetables, leading to increased consumption and exchange of pesticide-free produce within the community and reducing household expenses on vegetable purchases.

**Process and Activities:** A working group comprising 15 members, including community representatives engaged in vegetable production and consumption, village committee members, and subdistrict administrative organization (SAO) members, was formed. The group surveyed household behavior regarding the consumption and cultivation of pesticide-free vegetables. Initiatives were undertaken to create a conducive environment for organic fertilizer production within the community. A marketing channel for pesticide-free vegetables was established, and community zones were designated for organic vegetable cultivation. The project also promoted the consumption of at least 400 grams of vegetables per person per day and encouraged households to grow at least 20 different types of organic vegetables.

**Collaborating Partners:** The success of the project was made possible by collaboration between community households, who focused on growing and consuming pesticide-free vegetables and exchanging produce with one another. The community also developed channels for selling organic vegetables. The working group, consisting of village committee

members and SAO representatives, worked together to monitor, evaluate, and encourage organic vegetable cultivation and consumption. Regular community forums were held to share best practices and expand pesticide-free vegetable consumption across the community.

**Project Outcomes:** The formation of a 15-member working group included 10 community representatives engaged in vegetable production and consumption, 3 village committee members, and 2 SAO members. An action plan was developed based on the survey of issues related to vegetable cultivation and consumption. A community agreement was established, emphasizing the use of organic fertilizers such as bio-fermented liquid, compost, and manure. The community environment was enhanced to support organic farming practices. A group of bio-fertilizer producers was established, with members including vegetable farmers growing produce for both local markets and personal consumption. The project promoted organic vegetable cultivation and consumption among 65 households. A survey conducted on September 1, 2024, revealed that 45 households, or 55% of participating households, consumed at least 400 grams of vegetables per day per person.