

Recognizing the importance of sustainable community development, Walailak University, led by the Academic Service Center, in collaboration with the School of Agricultural Technology and Food Industry, organized an activity entitled “Development of Quality Standards for Coastal Fishery Products.” This activity is part of a project aimed at improving the quality standards of coastal fishery products, with the goal of supporting local fishermen and seafood processors in managing their harvesting, processing, and storage processes to meet safety standards. By doing so, the harvested or processed seafood products can be sold more widely at fair prices, without being undercut by middlemen, ensuring a sustainable livelihood.

Assistant Professor Dr. Tanong Aewsiri, a lecturer in the Food Science and Innovation Program at the School of Agricultural Technology and Food Industry, has contributed by sharing knowledge about post-harvest fishery product management and safety practices for processing fishery products. These efforts aim to assist local fishery communities in registering their food production facilities and complying with Good Manufacturing Practices (GMP) related to site requirements, equipment, sanitation, hygiene, processing procedures, and personnel. Challenges faced during fieldwork in Pak Nakhon and Pak Phanang districts of Nakhon Si Thammarat Province were addressed and developed into projects that focus on utilizing waste materials, such as fish bones and fish scraps, for product development. This was done with the participation of students from the Food Science and Innovation Program and interested local fishermen.

One notable project involved transforming fish bones into seasoned fish bone products, increasing their value from 200 baht per kilogram (as dried bones) to 1,000-1,500 baht per kilogram as processed products. Another initiative involved using fish scraps to create fish meal powder. The emphasis on sustainability in every production process is crucial to ensuring that community products can compete in the long-term market. Efficient use of natural resources, along with careful planning to avoid wasteful resource consumption, will not only sustain the products themselves but also benefit the environment and the community in the long run.

Additionally, the project incorporated digital marketing to enhance sales, brand development, and customer base expansion through online platforms. In today’s market, the use of e-commerce platforms and social media to promote products is essential for reaching a broader target audience, helping community products quickly expand their

market reach. Building networks with consumers is another key factor in ensuring the sustainability of community products. Good relationships and close communication with customers not only facilitate smooth transactions but also foster trust and make customers feel involved in the community's development.

High-quality packaging is also essential. Good packaging not only protects the product but also serves as a representation of the brand and the community's image. Packaging designs that reflect local identity can differentiate the products and serve as a unique selling point that attracts customers.

Sustainable development is not just about efficiently utilizing existing resources; it also involves prioritizing the development of skills and knowledge within the community. With the expertise of the university's faculty, eager students seeking learning experiences, and well-equipped laboratories, the activities were designed to promote community self-development through training, consulting, and quality education. This will enhance the long-term capabilities of the community, while also improving the knowledge and skills of the university's students, enabling them to work effectively with the community.