



THE Journey THROUGH BCG ECONOMY MODEL



THE Introduction

The Tourism Authority of Thailand (TAT) developed the BCG & Happy Model community tourism route project based on the objective of adding value to community tourism. By selecting communities, OTOP products, and Gl products under the concept of the BCG & Happy Model, the project supports the government's initiative to disseminate specific information about community tourism, OTOP, and Gl products to create a valuable experience for tourists. At the same time, the project offers economic, social, and environmental balance for each community. Moreover, the information can lead to further marketing and sales opportunities with partners.



THE Contents

CBT

COMMUNITY BASED TOURISM THAILAND

- 6 Agrotourism
- 17 Company Outing
- 28 Creative Experience
- 38 Cultural Tourism
- 48 Digital Nomad
- 58 Eco Adventure
- 68 Gastronomy
- 78 Homestay
- 88 Learning Holiday
- 98 Responsible Tourism
- 108 School and Family Outing
- 119 Voluntourism
- 128 Wellness Tourism

OTOP

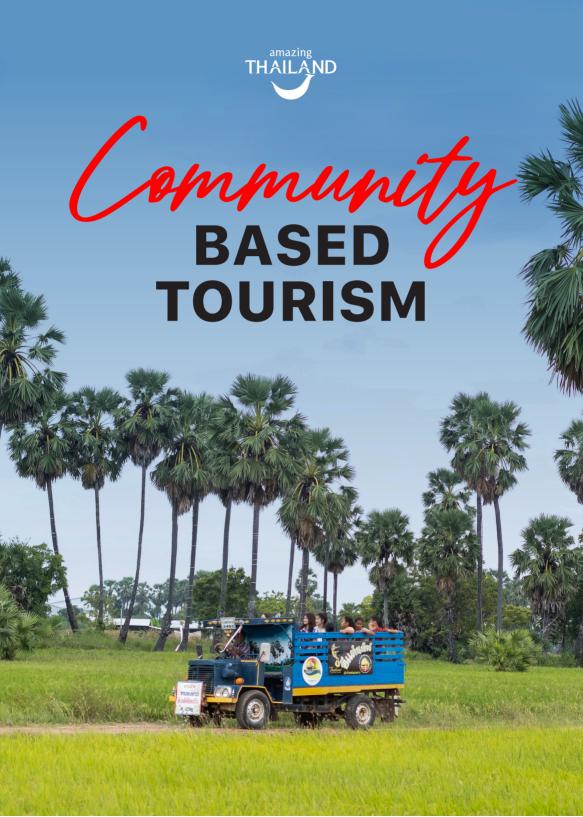
ONE TAMBON ONE PRODUCT

- 138 Beverages
- **159** Foods
- 180 Herbals
- 201 Household Items
- 222 Textiles & Clothings

GI

GEOGRAPHICAL INDICATION PRODUCTS

- 244 Northern Region
- Northeastern Region
- 296 Central Region
- 319 Eastern Region
- 331 Southern Region





Agricultural and local farming methods all over Thailand have adapted to become part of a journey that leaves a lasting impression and completes the travel experience. Agrotourism offers opportunities for learning, fun, and relaxation. Importantly, agricultural tourism routes inspire communities to add value to their community agriculture, successfully developing creative ideas that combine knowledge, local wisdom, culture, and beliefs with modern technology.



"Phu-Anna Eco House", whose name means "the land of rice". is a small hotel with 8 questrooms. The classic two-storey colonial building was built with the environment and surrounding ecosystem firmly in mind, and it is surrounded by green paddy fields that are both a source of income for local agriculture and a home to many species of indigenous wildlife. The buildings themselves were made using local materials, such as earth and clay, which are used to color the external walls, and local bricks. It's therefore no surprise that this green hotel is a big hit with tourists who are keen on conservation. The cuisine on offer is, as you probably guessed, locally farmed. As well as being fresh and delicious, it supports and generates income for the local agricultural industry.













- Hang Dong Sub-district, Hot District, Chiang Mai
- 18.19452617995336. 98 60801072674016
- The fields are at their greenest during the rainy season; during cool season, the weather is regarded as best, and you can see the locals harvesting their crops
- Nature loving, environmentally conscious travelers
- Starts from at 1,200 baht (includes breakfast and activities)
- **(**+66) 8 1716 9109
- 🖪 ภอันนา อีโค่ เฮ้าส์ Phu-Anna Eco House
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use OR codes to give В information regarding the
- materials in decoration, while earth and clay are used to color
- Offer glass bottles instead of plastic and provide information regarding energy saving measures to guests

- Serve safe and hygienic foods like fresh organic vegetables, steamed organic pumpkin, fresh chili paste made daily, and other produce from local markets
- Build eco-style houses from the earth in the middle of nature: free from chemicals
- Activities are available for interested guests and, if the timing is right, quests can return. harvest, and eat the crops they planted on their previous visit



This community is populated by an ancient ethnic group known as Le Wuea, who are believed to have been living around the Mae Sariang district for over 500 years. The village is situated on a lofty plateau with plenty of water sources, so life for the inhabitants has always been basic vet convenient, with rice farming being the main source of employment and income. However, in 1970, His Majesty King Rama IX visited the village and established Thailand's first rice bank along with the Mae Sariang Agricultural Development Program. From that day on, the village has flourished and at present, the sustainable agricultural practices and natural beauty of the area have led to it becoming a popular spot for ecologically minded tourists













- Pa Pae Sub-district, Mae Sariang District, Mae Hong Son
- 19.124385290756326. 98.70407143288621
- All year; plantations and surrounding areas are most beautiful and the climate is perfect during rainy season. but reaching the village may also be more difficult during this time
- Those who love tranquility and a slice of rural life
- Start from at 800 baht (homestay accommodation/ food/excursions)
- Chanchai, Prapan
- **(**+66) 8 5620 5071
- f ชมชนท่องเที่ยว Otop นวัตวิถี บ้านป่าแป๋ อ.แม่สะเรียง จ.แม่ฮ่องสอน
- 9 AM-5 PM (contact agent)

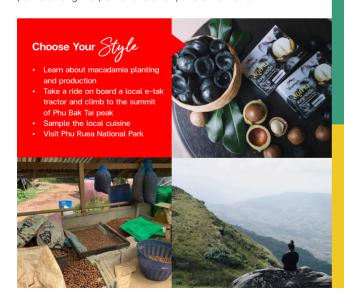
BCG MODEL

- Promote local wisdom like weaving and dyeing fabric resulting products like bags, shirts, wraps and sarongs
- Grow pesticide-free vegetables such as lettuce, cos, green, and red oak

- Real local food like fermented bean chili paste, oyster mushroom soup, and fresh vegetables
- Enjoy a homestay service for up to 30 people
- Villagers illustrate their lifestyles and sustainable methods of agriculture to visitors, using vegetable farming and mushroom cultivations as examples



In the past, the villagers of "Plaba" encroached on the adjacent Phu Ruea, which was a reserved forest area, leading to some confusion and dispute. Eventually a compromise was reached, with the local villagers generously giving up a portion of their farming land and helping to plant a further 200 acres of forest to redress the balance. At present, visitors to the village can admire the macadamia plantations and resulting production processes, a mainstay of the local economy. As far as natural beauty is concerned, the area contains mountain peaks, green forests, and gushing waterfalls. It also houses the source of the Pasak River and several viewing points among the plantations offer panoramic views.



學 繼 為 企 證

- Plaba Sub-district, Phu Ruea District, Loei
- 17.32065460023996, 101.42929030464764
- All year, although the rainy season should probably be avoided as some activities will be unavailable due to weather conditions
- Nature loving tourists and agrotourism fans
- Around 2,000 to 3,000 baht (includes camping/tractor rides/quide/meals)
- Cherd (Village Head), Saengduean
- **(**+66) 9 5701 3139
- plabaofficial
- 9 AM-5 PM (contact agent)

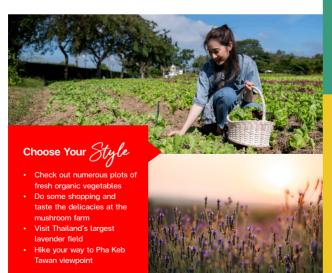
BCG MODEL

- Produce macadamia products including cookies, baked macadamias, and macadamia
- Find beneficial uses for discarded macadamia shells
- Engage in reforestation and plant vegetables to prevent forest fires breaking out

- E Enjoy rare local delicacies like steamed tadpoles in coconut milk
- F Join activities at Phu Bak Dai and admire the breathtaking scenery
- G Ride traditional e-tak tractors and hike at Phu Bak Dai with a knowledgeable local guide



Formerly known as Huay Cumin Village, "Suk Somboon" was given its new name in 1986 by the governor of the province who observed, during a visit, that the village was full of locals working on the land in diverse ways, such as growing corn, potatoes, and chilis and tending to orchards, flower gardens, and vegetable plots. This caused him to rename the locality Suk Somboon meaning abundant and happy. Thirty years later, the abundance and happiness remain, and the agricultural practices have developed further. The village is now a popular tourist spot, thanks to the locals who have conserved this source of the Mun River and organized trips to local spots of interest. Recently, renowned chef Chumpon Jangprai opened a 100% organic lavender field within the community.













- Thai Samakkhi Sub-district, Wang Nam Khiaw District, Nakhon Ratchasima
- 14.346545007652619, 101.94198096345127
- All year, but the area will be in full bloom and looking its most colorful between November and January
- Agrotourism lovers and couples looking for a romantic break
- Homestay accommodation starts at 700 baht (includes meals and activities)
- Bang-orn.
- **(**+66) 9 3372 3122
- สุขสมบูรณ์ วังน้ำเขียว
- 9 AM-5 PM (contact agent)

BCG MODEL

- Sell agricultural products to create value and generate revenue, including mushroom based products, coffee, and
- G Engage in organic agricultural practices

- Use locally grown
 mushrooms in a variety of
 dishes, including chili pastes,
 stir-fried dishes, and soups
- Stay in a resort with a great year-round climate and an itinerary of activities created by the local society
- Learn about agriculture according to local philosophies



"Pho Thale" was an ancient, spiky-stemmed vegetable that was always pulled out and tossed away due to its toxicity. The vegetable has long since disappeared, but its village namesake, however, remains. The villagers here have collaborated with the Royal Forest Department to conserve the local marshland and forest, and it has become a haven for travellers looking to relax among nature and learn rural ways. The village features just under 8 acres (20 rai) of original farmland at Suan Sumlatta where lemons, acacia, and bananas are planted, and chickens are raised. Visitors can stroll around the award-winning village and check out one of Sing Buri's most important historical sites. The Pu Thong Kaew Memorial, and the museum that houses boat building artifacts from the Ayutthaya period.















- Pho Thale Sub-district, Bang. Rachan District, Sing Bur
- **Q** 14.837664178190812. 100.25230687776029
- All year
- Those looking to find out about integrated farming. history buffs, and those with an interest in Sing Buri
- Day trips start from 300 to 500 haht
- Kampol (Village Head)
- (+66) 9 0979 2257
- www.atsingburi.com
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use local wisdom to create low-investment lemon orchard
- Establish, conserve, and project covering 11 acres (28 rai); chemical free organic

- Enjoy local delicacies like kang som curry with fried acacia, grilled fish, preserved eggs, and local sweets
- Learn about integrated farming, including details of Sing Buri's history, from experienced agriculturists



"Aromatic Farm" is an unmissable location for fans of agrotourism, as all the coconuts produced here are the result of a totally organic farming process with an emphasis on environmentally friendly methods. The farm is in no way old-fashioned though, and makes use of modern technology and innovations to analyze, nurture, and protect each individual tree in the plantation, right through to creating attractive packaging. As well as being a successful business, the farm also manages to adhere to the principles of self-sufficient economy and are more than willing to share their know-how with interested visitors.













- Phaeng Phuai Sub-district, Damneon Saduak District, Ratchaburi
- 13.570322107683527, 99.91251979764847
- All year (but contact the farm in advance)
- ◆ Anyone with an interest in agriculture and coconut lovers
- Contact the farm for details
- **(**+66) 8 1909 0226
- Aromatic Farm
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use technology for management purposes, including QR codes for the farm, OA programs, and hydroponic smart farming systems
- Gather duckweed from irrigation channels as natural fertilizer, and recycle coconut leaves, fiber, and shells for agricultural purposes
- G 100% organic farming; no chemicals used

- Taste the coconuts fresh from the trees or sample coconut based products like ice cream, pudding, jelly, and cake
- G Tour the farm with a knowledgeable guide and allow visitors to observe every part of the process, from maintenance to production



The land here was originally donated to the Chaipattana Foundation by HRH Princess Maha Chakri Sirindhorn and. Somjit and Manee Im-Ey for the creation of a Royal Project School to train buffaloes for agricultural work. The word "Kasorn" means buffalo in Thai and "Kasivit" translates as agricultural knowledge. The school welcomes visitors who have an interest in local agriculture, wisdom, or conservation of Thai buffaloes. Apart from the body of knowledge on display, the school boasts a wonderfully relaxed atmosphere and as a result, has become one of Sa Kaeo's top agrotourism attractions.













- Sala Lamduan Sub-district. Muang Sa Kaeo District, Sa Kaeo
- 13.859090654697301. 102 02124218627897
- All vear
- Tourists of all ages but especially recommended for voung citizens who wish to see some Thai buffaloes up close and at work
- No entrance fee (contact the office before visiting)
- **(**+66) 8 8289 1299
- www.sakaeo.go.th
- โครงการโรงเรียนกาสรกสิวิทย์
- 9 AM-5 PM (contact agent)

BCG MODEL

- knowledge about buffalos and agriculture for various educational institutions
- Demonstration of bio-fertilizer well and biogas well from animal dung and food waste
- Rice and vegetable farming to keep the soil healthy and full

- Kwai Khanong Coffee Shop serves food and beverages, and sells fresh organic vegetables grown in the project
- Clay house accommodation gives visitors an example of the uncomplicated rural lifestyle
- Ploughing activities involving local buffaloes for an authentic experience
- Local philosophies for educational and agricultural purposes



Located just 4 km. outside of Chumphon city, a visit to this village is like stepping into a whole new world. Shaded, verdant fields and coconut, palm, and rubber orchards line the canal banks, and the village lifestyle goes on as it has for decades, making this community a wonderful and deservedly popular agrotourism destination. The villagers' devotion to preserving their lifestyle and conserving their environment is evident in every part of village life, from the coconut harvesting methods which still use trained monkeys, through to traditional dessert making and organic farming. The addition of Villa Varich, a resort hidden in the midst of the village's natural surroundings and their introduction of activities in and around the community has made the village an even more attractive place for visitors.



■ 2 1 2 2 2

- Bang Mak Sub-district, Muang Chumphon District, Chumphon
- 10.4689611934494, 99.19269199762287
- All year (although from
 October to December, there is
 a possibility of monsoon rains)
- Those looking for a peaceful getaway and checking out authentic local ways of life
- Accommodation starts from 700 baht (for information about activities please contact the office/relevant persons before arriving)
- **(**+66) 8 7884 9136
- f villavarich
- 9 AM-5 PM (contact agent)

BCG MODEL

- Preserve ancient traditions of training monkeys to harvest coconuts by raising them as community members
- Engage in organic farming for the benefit of the environment and for higher quality produce

- Enjoy a selection of local sweets and Yay Buat Restaurant, a famous local eatery offering local southern dishes
- Stay in a small, convenient resort in the midst of a farming community
- Explore the village and surrounding areas on a bike or paddle down the canals in a kayak
- G Stroll among the orchards, study local agriculture, make local sweets and roast coffee with the locals at Villa Varich





A mist-covered mountain provides the idyllic setting for this untouched village. "Ban Paya Bangsa" offers some truly stunning scenery to its visitors but it's also a great place to observe the agriculture and lifestyles of the entirely Muslim inhabitants. The locals have come together to conserve their community and surroundings as well as establishing it as a center of knowledge for visitors with projects like organic rice farming, beekeeping, vegetable plantations, and a cookery group created by local housewives. Visitors here are warmly welcomed and encouraged to try their hand at any or all of these activities.













- Khuan Pho Sub-district. Muang Satun District, Satun
- 19.193036651139117. 101.19816088194464
- All year, although there are often heavy rains during monsoon season (May to September)
- Nature lovers and those looking to take part in some diverse rural activities as well as those looking to see authentic rural life and agricultural practices in action
- Day trips start at 500 baht
- (+66) 8 6480 6165
- ชุมชนท่องเที่ยวพญาบังสา
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use innovations to assist various local occupations and creation of a body of knowledge gathered from vegetable farm and apiary
- Use leftover foods, fruits, and vegetables to create bio-fertilizer for agricultural
- Conserve wetland areas and the Nong Plak Phra Ya Reserve

- Enjoy the great taste of local dishes like Lipe sticky rice, fermented fish, and roti with curry
- Stay at a private resort or homestay among the warm atmosphere of the community
- Explore the surroundings on a bicycle or hike in the local forest
- Visit knowledge stations manned by local experts and get the opportunity to join in activities such as a observing a cookery, rice milling, or ploughing



Reward yourself, your team, and your organization with relationship-building outings. Create a new kind of unity that shifts from a seminar hotel event to a learning-based activity in the community. Combine beautiful natural attractions with surprises along the way and soak in the good vibes of a community culture that many people may not have experienced from traditional company outings.



Of all of Thailand's ancient settlements and civilizations, "the ancient city of Sukhothai" is well known for its city plan, water management, and irrigation system – and this has been recognized by the Fine Arts Council of Thailand. As a result, the city is a popular choice for educational and research visits. Aside from the fascinating history, there is plenty to do, with cycling trips around the city, amulet making workshops at the Buddhist Votive Tablets Learning Centre where guests can try their hand at every part of the process from molding to kiln baking, and making Sangkhalok ceramic ware at the Kanesha Gallery. There are also full day tours available, in which a vehicle escorts guests around the ancient city, taking in all of the sites and points of interest.

Choose Your Style

- Cycle around Sukhothai
 Historical Park
- Learn about early irrigation processes
- Take a truck ride around the local community
- Make some local sweets





日本 北路 四

- Muang Sukhothai District, Sukhothai
- 17.034212730424255, 99.70101861838403
- All year
- Company tours and history buffs
- For details and pricing of local activities, contact the office/responsible persons
- Bonglert Chalermririroj, Sukhothai Ancient City Community
- **(**+66) 8 0116 4141
- ชมรมส่งเสริมการท่องเที่ยว
 โดยชุมชนเมืองเก่าสุโขทัย
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Keep ancient traditions alive by taking part in an amulet making workshop
- Reduce carbon emissions and pollution by touring the city by bike

- E Enjoy local foods including sweets and the local version of noodle soup
- F Take a cycling trip around the community
- G Learn the history in detail from locals









"Ban Pho Kong Community", Surin, is famed for preserving ancient silk weaving methods, even down to raising the silkworms themselves. Wandering into the village, you can still hear the sound of the looms click-clacking, see the mulberry trees planted everywhere, and observe the silk weavers at work under the canopies of their houses. A stay at the village homestay is perfect for an educational visit or research program. What's more, you can catch a rare glimpse of Thai-Khmer culture, which encompasses dialects and cuisine from both cultures in a real melting pot. You can even see traditional "praying mantis" folk dances here.

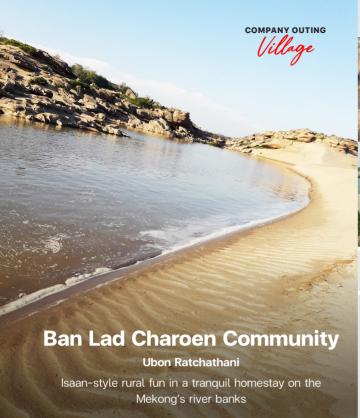
- Chuea Plerng Sub-district, Prasart District, Surin
- 14.719223435260721, 103.39402084016432
- All year
- Company tours
- Activities start from 40 baht/ person
- Ban Pho Kong Community
- Tel. (+66) 8 0472 2372, (+66) 9 9069 7739
- 🐧 ชุมชนบ้านโพธิ์กอง Ban Pho Kong Communi
- 9 AM-5 PM (contact agent)



BCG MODEL

- Preserve weaving culture and the distinctive woven fabric patterns of the community
- Maintain ancient weaving techniques with use of naGural dyes and home-grown mulberry bushes

- E Enjoy a mixture of Isaan and Khmer culture and cuisine
- Learn weaving techniques as well as local wisdom



Sometimes a company outing doesn't need to be full of activities, and the quiet rural life can translate into a great company tourism experience. This country style homestay on the banks of the mighty Mekong River is ready to welcome visitors in true Isaan style with a welcome party and mor lam musical performances. The village is also famous for its products made from natural local materials including liquid soap, fermented pork sausage, and sun-dried bananas. Beaches, caves, and cliffs engraved with ancient Chinese characters complete the experience. In the evening, enjoy a fiery Isaan style feast and settle for the night in a cozy local homestay.













- Khemmarat District, Ubon Ratchathani
- 16.012063145360063, 105.41199382988641
- All year
- Company tours
- For details and pricing of local activities, contact the office/ responsible persons
- **(**+66) 8 3723 9277
- ชุมชนโฮมสเตย์บ้านลาดเจริญ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Preserve local customs and performing arts like the "Bai Sri Sukhwan" welcome ceremony and mor lam folk dances
- G ลดการใช้วัตถุดิบจากถิ่นด้วย พาแลงที่เน้นวัตถุดิบจากพื้นบ้าน

Choose Your Style

- Check in at Lad Charoen Beach and raft down the Mekong's rapids
- Check out some local seasonal delicacies like tasty, dried termite mushrooms
- · Learn local practices like soap making
- Join the "Bai Sri Sukhwan" welcome celebration



- Dine local and enjoy the village delicacies
- Enjoy some activities at the waterside, take a boat trip down the Mekong, and visit cayes and cliffs





Adventure, nature, and conservation are all in one place. "Tara House" e is a fond favorite with companies when it comes to organizing outings due to its ample accommodations and range of activities, including watersports. It's also a stone's throw from Khlong Khon Mangrove Forest and a surrounding community where visitors can go mud-boarding and collect local clams and cockles, help plant mangrove forests, take a boat trip to watch local fishermen at work, and sample the fresh local seafood.

Choose Your Style

- Do some great team building with a variety of watersports
- Take a boat trip to watch local fishermen at work and enjoy the mangrove forest
- Collect cockles from your mudboard
- Go kayaking





- Khlong Khon Sub-district, Muang Samut Songkramt District, Samut Songkram
- 13.322493060684687, 99.94088288325264
- All year
- Company tours
- 2 day/1 night packages start at 1,399 baht (prices vary depending on size of group and activities)
- www.baanmaithararesort.com
- **(**+66) 3476 4778
- บ้านไม้ธารา แอนด์ วอเตอร์สปอร์ต
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop local cockle fishing customs into tourist
- Keep the locality green with forest planting activities

- Enjoy fresh local seafood caught by the community fishermen
- Improve unity and team morale and keep yourself fit with watersports activities

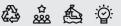


The problem of enormous garbage patches in the sea has pushed the locals in "Ban Amphur Community" to join forces for a solution, and the result is the first complete plastic waste processor in Thailand, Called Ban Amphur Community Enterprise. it produces bricks from sea waste using a process called upcycling, creating a new source of income for the community. In addition, it attracts many people as well as corporations to volunteer to survey and pick up trash from the sea and coastal areas of the community.













- Na Jomtien Sub-district Municipality, Sattahip District, Chon Buri
- 12.80562307591148. 100.95242942503442
- Inquire in advance for volunteering activities and upcycling demonstration
- Those who want to learn about and help the environment
- For details and pricing of local activities, contact the office/ responsible persons
- Anusorn Sainapa, Chief of Volunteering Local Conservation Group
- (+66) 8 1901 5679
- รักษ์ทะเล เสน่ห์บ้านอำเภอ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Learn about the upcycling process, adding value to waste
- Develop waste into new products or items

- Eat fresh seafood from local fisherman
- Take a run to pick up trash
- Learn about the upcycling process from the community















From now on, people's memories of Chon Buri will be more than just beaches. "The innovative OTOP community at Ban Pa Daeng" features 2,750 acres (7,000 rai) of forest. It is home to a unique community who has made their home on the plateau with their self-sufficient agricultural methods. A walk up the nature trail towards the village during the end of the rainy season or during the winter often involves strolling through swathes of mist, something that people usually need to travel to the far north to experience. There's also a campsite here next to the reservoir for nature loving tourists. Visiting groups can also observe the agricultural practices used by the locals in their everyday life.

- Hang Soong Sub-district, Nong Yai District, Chon Buri
- **Q** 13.259642587554271. 101.33443960756532
- All vear
- Company tours and camping enthusiasts
- For details and pricing of local activities, contact the office/ responsible persons
- Ban Pa Daeng OTOP Community
- (+66) 8 1761 2828
- f ชมชนท่องเที่ยว OTOP นวัตวิถี น้ำเมเปาเเดง
- 9 AM-5 PM (contact agent)

Choose Your Style

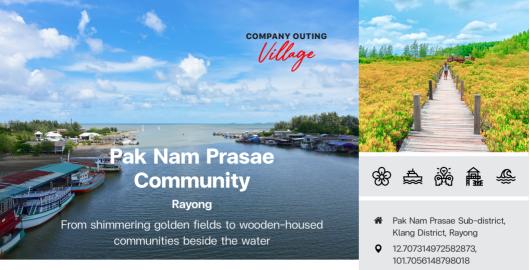
- Take the nature trail and enjoy a stroll in the mist
- Get fit at one of the many trail runs held here
- Study the financial model used to create and maintain this small, intimate community
- · Explore the mountain bike trail



BCG MODEL

Raise the level of appreciation

- Create a convenient camping atmosphere beside the reservoir by installing the necessary facilities
- Share community financial knowledge models



Prasare recently announced its arrival on the tourist scene with one of the hottest check-in and photo spots. Visitors have recently begun flocking to get a snap on the wooden walkway with 2,300 acres (6,000 rai) of golden fields as a background. Aside from photo opportunities, "Pak Nam Prasae" is also hiding a century-old community with charming wooden houses which has been converted into a chic walking street for visiting tourists where they can enjoy local delicacies like pad thai noodles with crab meat. Visitors who stop by can find out all about this fascinating locality or spend the night in a cozy homestay.

- All year
- Company tours
- For details and pricing of local activities, contact the office/ responsible persons
- Pak Nam Prasae Local Tourism Venture
- (+66) 8 4088 4768
- วิสาหกิจชมชนท่องเที่ยววิถีชมชน ตำบลปากน้ำประแส อำเภอแกลง จังหวัดระยอง
- 9 AM-5 PM (contact agent)

Choose Your Style

- demonstrations
- Explore the golden fields on foot
- Admire he HMS battleship and investigate Thai naval history
- Take a boat trip and check out the local fishing



BCG MODEL

- Increase the value of the in the village by converting
- Convert the mangrove forest into a tourist destination and planting area for conserved plant life to flourish



- Enjoy local food in a cultural zone and some fresh seasonal seafood
- Learn about local wisdom from the philosophy of the local people themselves and take part in a local tea ceremony



A tiny community in Surat Thani's Punpin district that has been recognized as one of the top ten CSR company outing locations throughout the country, "Leeled" is often referred to as being in "Thailand's Amazon". Visitors can explore the 3,090 acres (7,818 rai) of mangrove forest by boat, sail through the tunnel of trees, and arrive at Bang Bai Mai Community. There's also a market on the canal banks to check out as well as local fishing and trademark coconut plantations. In addition, the area is home to many famous delicacies like shrimp paste and kanom chak desserts, to name just two, and there is the famous chak pra ceremony at the end of Buddhist Lent. Last but not least, take an evening trip to see some fireflies in their natural habitat, one of the best few remaining spots in Thailand where you can view these illuminating insects.

Choose Your Style

- Take a boat trip into "Thailand's Amazon"
- Visit the coconut plantations, check out the range of local products, and support the development of creative ideas
- · Check out a local market on the river banks at Bang Bai Mai Community
- · Relax at a local homestay













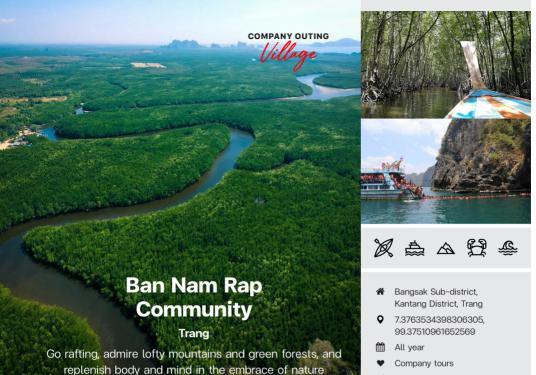


- Leeled Sub-district, Punpin District, Surat Thani
- **9**.190154009923113. 99.25481636525188
- All year
- Company tours
- For details and pricing of local activities, contact the office/ responsible persons
- eeled Local Community **Ecotourism**
- **(**+66) 8 1271 0017, (+66) 8 0499 0742
- f Leeled.Suratthani
 - 9 AM-5 PM (contact agent)

BCG MODEL

- Develop local customs to create profitable tourism
- Create tourism which

- Enjoy good local homestay accommodations with clean, well sanitized rooms
- Share stories and experiences to promote new ideas and ways of thinking in various organizations



Trang province isn't all beaches and spicy cuisine. The heart of this southern province is a vast strip of mangrove forest known as "Ban Nam Rab", a community that has recently converted local customs into a fascinating destination for natural tourism which is suitable for large groups. Float leisurely along the waterways that connect the Andaman Sea and the rivers further inland on a comfy wooden raft, and enjoy the views from Khao Chom Pa Mountain, which offers a 360-degree panorama of the bays down below. Had Pladao is a secluded beach that offers a chance to check out colonies of beautiful starfish at low tide. For those looking for some local activities, there is a chance to explore and study the community and take part in home cooking and dessert making workshops.

- For details and pricing of local activities, contact the office/ responsible persons
- Ban Nam Rap Fishing Association
- **(**+66) 8 4629 7971
- ส่องแพบ้านน้ำราบ
- BanNamRabTrang
- 9 AM-5 PM (contact agent)

BCG MODEL

G Transform a previously damaged mangrove forest into a thriving ecotourism destination

Choose Your Style

- Look after the fragile underwater ecosystem by planting seagrass
- Ascend Khao Chom Pa to enjoy the great views of the bay
- Raft among the shady mangrove forests
- · Enjoy fresh seasonal seafood



- Enjoy fresh seasonal seafood
- F Mountain trekking to check out the scenery
- G Keep local traditions alive through local community based activities



Experience community tourism in different regions throughout Thailand in a way that's more fun. Adding creativity to the mix of identities, roots, lifestyles, and traditional cultures that differ in each locality injects color to your journey - bringing a unique new flavor as well as breathing life into the cultures, traditions, and ways of life.



Green minded, organic loving tourists need to make the trip to "Nhong Bua Daeng", Chaiyaphum. This small community is famed for its natural fabric production which uses absolutely no chemicals. Visitors here can observe every step of the organic process and hopefully realize the importance of community and the resources it can provide. The community offers natural fabric dyeing workshops using indigo dyes, yellow dyes from jackfruit trees, black dyes from ebony trees, red dyes from lac, and purple dyes from mangosteen skins. There is also a chance for visitors to watch the traditional dyeing methods and the making of unique local designs. Those interested in agriculture can check out how to grow organic vegetables and irrigation using solar cells.













- Nong Bua Daeng Sub-district, Nong Bua Daeng District, Chaiyaphum
- 16.040959042699605, 101.77212873241231
- Weaving and dyeing processes can be viewed all year round; if you want to see the fields at their greenest, visit between October and December
- Nature lovers, fans of organic products, and those wanting to check out local communities
- Activities start from 300 baht, homestay accommodation from 700 baht
- Ananya Khaononenork
- **(**+66) 9 2325 4655
- ผ้าทอมือย้อมสีธรรมชาติ หนองบัวแดง จ.ชัยภูมิ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use solar power for hydroponic agricultural systems
- G Learn natural dyeing, and organic agriculture management

- Enjoy some chemical free vegetables and organic rice
- Stay in local resort accommodations
- F Cycle around the community and check out local activities
- G Local wisdom, weaving, and knowledge from community elders



Given the geological make-up, soil, water, and accommodating climate, Sakon Nakhon is widely regarded as one of the most ideal places to plant mulberry and indigo bushes. Visitors here can also see some traditional and natural indigo dyeing up close at "Ban Nhong Khae village". Ban Pa Toom Pa Tai Museum is a two-storey wooden stilted house that offers activities such as weaving and silk dyeing. Usually, indigo dyes will not adhere to silk but after a consultation with a professor from Kasetsart University, the villagers came up with a way to bleach the silk before dyeing it, to allow the dye to stick permanently. The second floor of the museum features an impressive collection of dyed silks in various ornate patterns.

- Ton Khong Sub-district, Khok Srisuphan District, Sakon Nakhon
- 17.059807841388892. 104.30678235612598
- Silk dveing and other activities are available all year round but the harvest takes place between August and December
- Fabric and design lovers
- Day trips start from 500 baht (please contact the museum in advance)
- (+66) 8 3562 2354
- กลุ่มทอผ้าใหมบ้านหนองแข้ จ สกลบคร
- 🖪 ชมชนท่องเที่ยว OTOP นวัตวิถี บ้านหนองแข้ จ.สกลนคร
- 9 AM-5 PM (contact agent)



BCG MODEL

- Use local silk growing processes to create indigo garments and other products
- Use natural dyes and grow organic rice to preserve and protect the environment

- Taste organic rice fresh from the paddies
 - Local philosophy teaches the silk production process, including weaving and dyeing



- and grown



"Tawarawadee Archeological Site" is a natural attraction and the main draw of this ancient community. The entire community consists of a total of 25 villages, of which 5 are tourist highlights. Nern Plub Pla houses an important archeological site, Khao Phra offers nature and adventure, Ban Khok focuses on rice culture, Ban Dong Yen is notable for agriculture, and the Wat U-Thong community is where local lifestyles can be seen. Each of the villages and communities offers its own unique appealing activities like coin making, herbal smelling salt workshops, and massage using palm branches. There's also a tram that operates in and around the community, transporting visitors and stopping off at major points of interest like Wat Khao Phra Sri Sanphet, Pu Hang Nak Stone Garden, Suvarnabhumi Centre for Ancient Boat Models, and Prayachak Shrine.













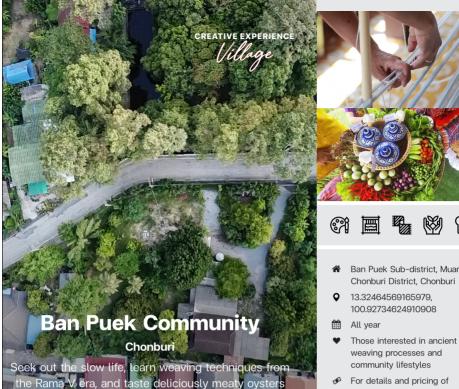


- U-Thong Sub-district, U-Thong District, Suphan Buri
- 14.392112703491179. 99 89557288722631
- All year; the fields turn a lush green in July and golden yellow in November
- Those with a love of history and an interest in nature-based lifestyles
- Day trips start from at 990 baht
- Prayoon Assumpinphong
- (+66) 8 1851 7087
- dvaravatiuthong
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use local wisdom to create creative tourism opportunities
- Utilize the abundance of palm tree branches in the area for therapeutic massage purposes
- Try environmentally friendly agricultural experiences

- Taste food created from organic vegetables and herbs grown within the community
- มีที่พักชมชน และโฮมสเตย์ พร้อมกิจกรรมการท่องเที่ยว
- Investigate local philosophy, understand the local history. and find out about local activities ในกิจกรรมต่าง ๆ



It's not just the wisdom of the elders and ancestors that make "Ban Puek Community" a unique attraction, it's the fact that younger generations have kept the wisdom and traditions alive and turned them into eco-tourism draws, keeping the community in safe hands. The local grandmothers are on hand to pass on weaving techniques from the Rama V era, including creating batik patterns. There are also some old looms on display here as well as the Pang Thai Yai Mom Factory, a Thai dessert kitchen preparing pandan jelly, khanom tian kaew, sticky rice, and the local specialty, oysters. These delicious molluscs are best enjoyed with some tangy seafood sauce, fresh chili, toasted garlic, and acacia leaves. You'll leave the community with a belly full of food and a mind full of knowledge.



Thai sweets Sample some fresh oysters



- Ban Puek Sub-district, Muang Chonburi District, Chonburi
- activities, contact office or responsible persons
- Kasem Intachote,
- **(**+66) 9 6593 2414
- ท่องเที่ยวโดยชุมชนตำบลบ้านปึก
- 9 AM-5 PM (contact agent)

BCG MODEL

- Promote ancient weaving techniques to create a tourist
- G philosophy for the benefit of the oyster farming industry

- Try making some Thai sweets and taste some large, tasty oysters
- Listen to stories of ancient weaving from the ladies of the community



Bangkachao is so close to the capital, all you have to do is cross a bridge, but it's like stepping into the remote countryside where bicycles are the main mode of transport and green fields replace skyscrapers and busy roads. As well as being a great place to relax and get some fresh air, it's also home to "Ban Toop", a local tourist attraction tucked away in a quiet soi where visitors can come and make their very own incense sticks from local herbs such as the peel of kaffir limes, limes, and lemons; lemongrass; neem leaves; cinnamon; and cumin, all of which are safe and effective at repelling insects. There's also the chance to tie-dye garments, make local snacks and sweets, and try your hand at decorative paper cutting in the local Mon style.













- Bang Nam Phung Sub-district, Phra Pa Daeng District, Samut Prakan
- 13.679053080831606, 100.58015885528371
- All year (large groups planning to visit should call in advance)
- Those interested in herbs, bike riders, and weekend daytrippers
- Activities start from 60 baht
- (+66) 8 1801 3702 (+66) 8 6569 1650
- บ้านรูปหอมสมุนไพร
- 9 AM 3 PM

BCG MODEL

- Use local products and the skills of Bang Nam Phung
 Housewives Association to create incense sticks and other products
- G Use leftover herbs to reduce production costs and increase safety of materials

- Bike ride around the local community
- G Dissemination of local knowledge and exchange of ideas







People from all over the world know of "Talang", Phuket, but not many people have ever heard of this tiny village that is bringing a new dimension in cultural tourism with some memorable local activities. There is "norabic", a fascinating hybrid of dance, aerobics, and ram nora southern style folk dance; traditional dessert making; traditional games; toy making using coconut shells; and ecotourism in accordance with the sufficiency economy ethos, all of which are actually practiced by the locals in their daily lives, despite being surrounded by a thoroughly modern city.

Choose Your Style

- Do some norabic dance
- Cook up some local food and taste the local delicacies
- · Make some traditional sweets
- Try your hand at 'Saba', a traditional game played all over the region
- Make some creative toys from coconut shells













- Thepkasatree Sub-district,
 Talang District, Phuket
- 16.040959042699605, 101.77212873241231
- All year
- Tourists who are into local community tourism and looking to get away from big cities
- Day trips start from at 1,500 baht (contact the community in advance)
- **(**+66) 8 1895 6864
- หมู่บ้านวัฒนธรรมถลาง บ้านแขนน
 อำเภอถลาง จังหวัดภเก็ต
- หมู่บ้านวัฒนธรรมถลางบ้านแขนน
- 9 AM-5 PM (contact agent)

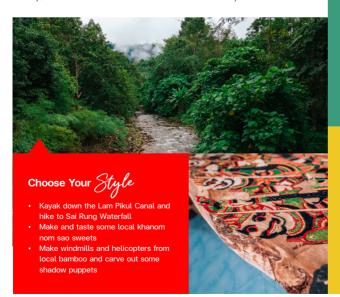
BCG MODEL

- Develop local culture and lifestyles to create income through tourism
- G Use locally grown organic vegetables to create delicious cuisine

- Try your hand at cooking local dishes and sweets and taste the local chef's menu
- Exercise with norabic, a combination of local folk dance and aerobics
- G Local philosophies for cultural knowledge and instructing tourists as they take part in local activities



Situated between the marine marshes and a mountain range, "Ban Lam Khanun" is a small village yet it is incredibly abundant in natural resources. As well as the mountains, woodlands, and clear water, there are also numerous activities for tourists to enjoy. Visitors can make model helicopters and windmills from local bamboo, carve out some shadow puppets, make some local southern sweets, hike to Sai Rung waterfall, and take the 8 km. kayak trail to soak up some of the incredible greenery. Don't forget to sample the desserts and snacks made from the renowned local phrong honey, and take some home for friends and family.





- 7.470942036946649, 99.80135820539016
- Open all year but visit between
 December and May for the best
 weather
- Adventurous tourists and nature lovers
- For details and pricing of local activities, contact the office/responsible persons
- A Nhoo-Im Panini (Village Head)
- (+66) 8 5478 1044
- บ้านลำขนุน ตำบลนาชุมเห็ด
- 9 AM-5 PM (contact agent)

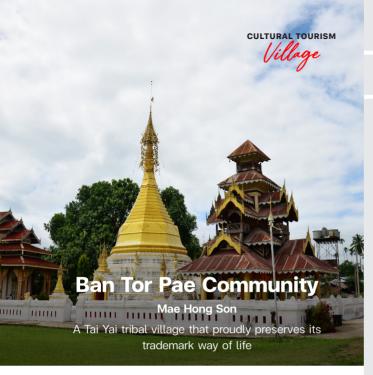
BCG MODEL

- Introduce local materials of the South to create tourist
- Study water and solar power as alternative energy sources
- Learn organic and sustainable agricultural methods based around self sufficiency

- Try making and tasting some southern sweets and desserts
- Stay in a local homestay
- F Kayak among nature
- G Local wisdom to disseminate knowledge and introduce activities



The colors of Thailand are enhanced with cultural diversity, from ethnic traditions to community culture, which is distinct to each region. These differences are being transformed into a tourism route that is as charming as the natural attractions. Most importantly, it's not just foreign tourists who are excited to discover the colors of Thai culture. If you traverse this route once, you will discover that there are many subcultures that make up Thai culture – something even Thai people may not have known before.



This village has held onto its traditions of growing and harvesting rice before loading it onto rafts to be floated down the local waterways for sale. At the heart of the community is Wat Tor Pae Temple, a Tai Yai temple with Burmese inspired architecture and the most beautiful chapel in Mae Hong Son with plush, 150-year-old ruby curtains. The village and Tai Yai culture are inseparable, with most residents wearing traditional outfits and a shop selling locally made products. The Herntai lifestyle and cuisine have also been preserved, and there are chances to follow the archaeological trail, go hiking in the forest, explore the route of the Japanese army during World War II, and learn how the locals here live in perfect harmony with nature.





- Ban Tor Pare, Mae Ngao Sub-district, Khunyuam District, Mae Hong Son
- 18.801369739284613, 97.90396472025583
- All year, but the rainy season is best if you are looking to view the area at its greenest and most scenic
- Those with an interest in Tai Yai tribal culture and World War II history
- Start from 500 to 2,000 baht, depending on number and type of activities
- Chaidech Sutinnakorn
- **(**+66) 8 1980 7743
- บ้านต่อแพ ชุมชนท่องเที่ยว
 เชิงวัฒนธรรม
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Showcase traditional lifestyles, places of worship, and historical sites by converting them into tourist destinations
- Preserve beliefs like ordination and ancient conservation

- E Eat unique Tai Yai cuisine and locally grown vegetables
- Spend the night in Herntai Homestay, a wooden Tai Yai style building in tranquil surroundings
- F Follow the tracks of the Japanese troops in World War
- G Learn how 'Gup Tai' hats are woven, observe the iron forgery process, and watch performances from the local youth



Centred around the Nong Kae Dam Reservoir, "Ban Hua Khua Community" enjoys a water-sustained way of living. The word "Khua" refers to the old wooden bridge that spans the rice fields, and has stood firm for the last 60 to 70 years, eventually becoming regarded by many as the symbol of the province. The locals farm rice, grow organic vegetables, raise livestock, and make Thai desserts in accordance with the sufficiency economy philosophy. One tradition that visitors to the community can witness in action is the "Zerng Krachome", a folk dance originally believed to summon rain but is now used to welcome visitors to the village. The dance, performed by villagers clad in blue cotton, accessories, and trademark decorative hats reflects the community's distinctive ancient culture.

Choose Your Style

- Visit Kare Dum Bridge and Lake, landmarks of Maha Sarakham
- Check out local handicrafts
- Enjoy agricultural tourism and check out local fishing
- Take in unique local performances and folk arts







- Kae Dam Sub-district, Kare Dam District. Maha Sarakham
- 16.023319931876877, 103399349971536
- All year
- ▼ Those looking for some alternative cultural tourism
- Around 500 to 700 baht (including homestay accommodations)
- 💄 ผ้ใหญ่อาทิตย์
- **(**+66) 8 3339 3470
 - ชุมชนอุดมสุขบ้านหัวขัว
- 9 AM-5 PM (contact agent)

BCG MODEL

- Adapt loincloths produced in the community into a range of products for retail
- Engage in organic farming and production of organic fertilizer, to maintain environmental balance and reduce use of chemicals

- Try out the local dishes and ruea e-pong sweets
- Stay in a local homestay and check out the village temples
- Work out your legs and lungs in the fresh air with a bike ride around the Bueng Kae Dam Pond
- G Learn about the "Zerng Krachome" folk dance from the locals and the meaning behind this rare performance



While this small community is not made up of exotic ethnic groups. it boasts the beauty of uncomplicated rural life and time honored traditions of the Isaan region. The other notable feature is that the community is known as "Thailand's first light", as it is the location where the dawn's first rays can be seen bursting out of the darkness each morning. The forest dwelling people have converted areas of the surrounding woodland into practical herb gardens that visitors can enjoy, and there are also a host of natural sculptures like Sao Chaliang Park's mushroom-like columns, the Kong Koi ghost cave, and Lan Hin, a stone plateau that blooms during the end of rainy season. As far as cultural activities are concerned, there is tiedyeing, broomstick crafting, cooking with the local housewives, and, if you are an early riser, giving alms to the local monks.

Choose Your Style

- Ride on a local tok taek tractor and study nature
- Make the local Khao sao huen dish, a Sa Som custom
- Make some great tie-dye fabric designs
- Pay respects to the Buddha image in the "miracle" cave















- Na Pho Klang Sub-district. Khong Chiam District, Ubon Ratchathani
- **9** 15.588946229863637. 105 53760366870078
- All year, although Lan Hin is in bloom between October and November
- Couples seeking a romantic atmosphere
- Day trips from 700-1,000 baht
- Community Homestay
- (+66) 8 5414 9176
- ซะซอมโฮมสเตย์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Help grow the local woodland trail for Thai herbs
- Make attractive, hard-wearing brooms from local rudder
- Use natural dyes for tie-dyeing from bark to create "first light" designs, the trademark of the

- Enjoy herbal juices from the forest and local dishes
- Homestay accommodation in the community and a tourist route to explore local temples and places of religious importance



This ethnic group, originally from Vietnam, boasts a very distinctive culture that has been passed down through the generations and dates back hundreds of years. It has amazingly remained with them since their migration to Thailand. The tribespeople are essentially Buddhist in their belief system, but they also believe in the spirits of their ancestors and upholding traditions like sporting the tribal dress. As well as keeping their original customs, the villagers have developed their locality into a cultural tourist attraction and have even received awards for cultural tourism and self-sufficiency. They were also recognized by TAT for their industry and use of local wisdom, including weaving of local garments and mats to generate income.

Choose Your Style

- Learn about Thai Dam culture
- Watch performances by villagers
- Study local weaving techniques and watch unique designs being made
- Make merit at Wat Siriwong Temple





- Huai Yang Ton Sub-district, Pak Tor District, Ratchaburi
- 13.340403880537238, 99.74836479074736
- All year
- ▼ Those interested in the diverse culture of ethnic groups
- Varies according to activities
- Secretary of Community Enterprise
- **(**+66) 8 6018 9318
 - www.เที่ยวราชบุรี.com
- 9 AM-5 PM (contact agent)

BCG MODEL

- Create hand-woven loincloths and wraps with distinctive local designs that received an industry award from TAT
- Engage in fabric weaving using natural dyes from various barks

- Sample hard-to-find local dishes including local vegetables, soups and curries, and sweets
- Check into a rural styled homestay at Ruean Mai Thai Tong Dam
- G Local housewives are ready to disseminate information about weaving culture and local products



CULTURAL TOURISM

When talking about Lao Krang people in Thailand, "Ban Kok" in U-Thong city is recognized as the cultural heart and centre for this ethnic group. At present, it has become a popular tourist spot. The ancestors of the community's current residents migrated from Luang Prabang in northern Laos during the Rattanakosin Period and over time, the group's origin was mispronounced until it became "Lao Krang". The beliefs and customs, however, remain firmly intact, with a particularly strong belief in various deities and guardian spirits. The village has now become a tourist destination under the supervision of the local antique cycling club, which features century-old bicycles that can be ridden around whilst admiring the community's scenery.



- U-Thong Sub-district, U-Thong District. Suphan Buri
- 14.386522530305328, 99.89830281452386
- All year, but the winter season is recommended due to the cooler, drier weather
- Anyone who loves community tourism
- Activities and accommodation around 1.500 to 2.000 baht
- Ban Kok Community
- (+66) 8 4457 7271
- ชมชนบ้านโคกเมือง
- 9 AM-5 PM (contact agent)

BCG MODEL

- Adapt antique style
 Tawarawadee era coloured
 beads, a local trademark, to
 become popular souvenirs
- Promote carbon-free tourism on antique bicycles

- Refuel with local cuisine like
 'Hua Ngork' sticky rice, fried
 fish, and ta wua ta kwai sweets
- Choose from a selection of locally-owned homestays and resorts
- Exercise your legs with a scenic bike ride
- G Study local methods of agriculture and collect healthy vegetables



Around 240 years ago, the Phuan tribespeople migrated from Chiang Kwang, Laos, and put their roots down in Nakhon Nayok. Although they had settled in a new land, they strove to keep their many customs and traditions alive, and they have succeeded in doing so, right up to the present day. The original language, dress, recipes, folk arts, and customs remain intact and firmly connected to the Buddhist religion. The community is also home to a Thai-Phuan Folk Museum where visitors can learn about the culture and contemporary history. The museum has received awards from the Ministry of Culture for its exemplary philosophy and successful implementation of the self sufficiency economy.





- Koh Whai Sub-district, Amphor Pak Plee District, Nakhon Nayok
- 14.163739311698963, 101.26337010343532
- All year, but the area is at its greenest during the rainy season
- ▼ Those interested in ethnic groups like Thai-Phuan
- Day trips start at 1,000 to 1,500 baht
- Community Tourism Coordinator
- (+66) 9 9504 7704 (+66) 9 2757 9377
- ชุมชนท่องเที่ยวเชิงวัฒนธรรม
 ใทยพวนนครนายก
- f watfangklong.thaipuan1
- 9 AM-5 PM (contact agent)

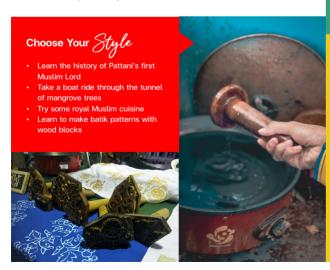
BCG MODEL

- Preserve woven fabric making of the Thai-Phuan people that has been passed down through the generations, and retain the original patterns from Chiang Kwang, Laos
- Engage in agricultural practices according to a self sufficient economy plan to keep the ecosystem balanced and reduce damage to the environment

- Eat local Thai-Phuan food like fish with herbs, rice with lotus leaves, and various local curries
- Visit homestay accommodations in the community and local temples to pay respects
- F Kayak in the local reservoir and join other adventure tourism activities in Khao Yai National Park
- G Practice folding pandan leaf roses with the villagers for making offerings at the temple



For a real glimpse of Pattani's colourful history and rich heritage. don't miss out on a visit here. The locals have developed their community into a fascinating cultural tourism destination, and it is home to the cemetery where Raja Initira, the first Muslim Lord of Pattani, is buried along with the three famous gueens, Rayaheeya, Rayaberu, and Raya Ou Ngoo. Visitors can check out Melayu handicrafts like wood carving and batik patterns based on ancient tiling patterns. There's also a trail through the nearby mangrove forest with its stunning tunnel of trees and a chance to check out the local fishing industry.









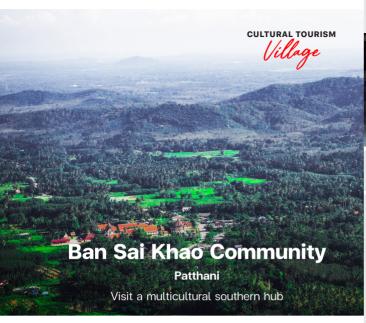


- Barahome Sub-district. Muang Pattani District, Pattani
- 6.874218051333648. 101.31526112945782
- All year; towards the end of the vear there may be monsoon rains, so it's advisable to check the weather forecast before travelling
- Culture lovers and those looking to find out more about the history of Islam in Thailand's South
- Local trips start from 450 baht. boat trips at 700 baht (maximum 6 people)
- **(**+66) 9 3580 2702
- ชมชนท่องเที่ยวบาราโหม
- 9 AM-5 PM (contact agent)

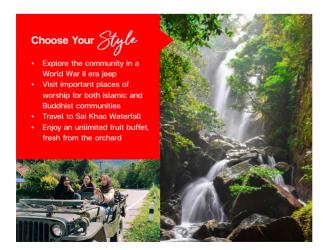
BCG MODEL

- adapt old designs from tiles and ceramic ware to create award winning batik designs
- Take a boat ride through observe local fishing to create highlight conservation issues

- Sample royal Muslim cuisine and rare local delicacies like fried local fish, budu fish sauce with condiments, Muslim style yellow curry, and khanom agoh sweets
- Enjoy a foot spa utilizing mangrove tree roots for a unique massage experience
- Join a community bike tour
- Find out about local handicrafts like carving or contemporary batik design



Forget about all the violent images and negative reputation because this southern community and cultural tourism spot is a perfect place to see Buddhist and Muslim cultures living harmoniously side by side. Temples and mosques line the streets and World War II era ieeps escort visitors around the community. Pay your respects to important Buddha images atop Khao Rang Kiab, enjoy some resplendent views out over the Gulf of Thailand, visit the Banagol Labggar Masajid to check out Langkasuka design and architecture, observe the production of Juantanee fabrics, and visit the orchards to taste the famous sai khao durian, famed all across the nation for its exquisite taste and texture.















- Sai Khao Sub-district, Khok Pho District, Patthani
- 6.667813037381959. 101.10170583450865
- June to August, when the fruit is ripening
- All ages, especially those with an interest in religion and multiculturalism
- Activities start from 500 baht
- Ban Sai Khao Community
- **(**+66) 8 9737 9553
- การท่องเที่ยวโดยชมชน บ้านทรายขาว
- 9 AM-5 PM (contact agent)

BCG MODEL

- Convert World War II era ieeps into unique tourist
- Use rinds and skins from the fruit buffet to create organic fertilizer

- Enjoy homemade southern cuisine like stir-fried stink beans, chicken curry, chili paste with fresh vegetables, and fresh fruit
- Stay in a community homestay surrounded by Buddhist and Muslim cultures
- Study the rich culture and history of both religions along with local wisdom



World of technology never stands still.. This makes Digital nomad travel has become the new travel trend that's gaining popularity all over the world. This tourism is linked work to travel. Wherever you are, in any corner of the world. You can work and travel Also, working in the digital era without an office is not limited to the big cities. There are many communities full of local Thai charm that are equipped with the technology to seamlessly connect work with travel.



"Hern" in the Tai language means house, and "Tai" refers to the Tai ethnic group, hence, "Herntai" means the Tai people's house. The owner of the resort, who has Tai lineage, inherited lands in Mae La Noi, and saw that there are still no good accommodations in this small town. This led to the birth of a resort consisting of contemporary wooden houses inspired by Tai architecture in the middle of the green rice paddies. Each house is only connected by wooden bridges for privacy. Although located in the peaceful countryside, there are all the standard facilities that will let you connect to the outside world, for work or leisure. You can even support your favorite teams in Premier League football matches while relaxing in the middle of a rice paddy. Other activities include authentic Mae La Noi lifestyle experiences.



M & & & &

- ★ Mae La Noi Sub-district, Mae La Noi District, Mae Hong Son
- 18.375243337614744, 97.93673817044474
- All year, but it is cool, wet, and green in the rainy season, and cold in the winter
- Couples, friends, or those who yearn for the peaceful setting of rice paddy fields and green mountains in a country village
- Starts from 1,200 baht
- Herntai Resort
- **(**+66) 8 6915 3555
- เฮินไต รีสอร์ท
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Developed from the Tai's culture, combined modern facilities with conserving the local lifestyle
- Wooden houses blend in with nature, while the ingredients for each meal are from local produce

- Delicious local dishes such as pork spareribs with Roselle leaves in soup, chili paste with organic vegetables, rice noodles and fresh coffee from Huai Hom
- Peaceful accommodations among rice paddy field and mountains
- Hiking and running trails to sightseeing spots and cycling around the village
- G Transplanting paddy sprouts activity with the resort



Nan has become a destination for people who yearn for a slow lifestyle and pure nature to recharge their energy levels. This is especially on offer in "Ban Na Kang Tong", a new resort in Muang Nan District, Nan, that has become widely popular. Situated among green rice paddies and as its name suggests, it is "a house in the middle of a rice paddy field". The spacious 4 acre (10 rai) area is designed to blend in harmoniously with nature; the modern wooden house gives visitors a relaxing sense along with providing standard facilities. Being in a paddy field can provide a relaxing day for those who want to get away from the busy world while not having to go into the mountains or forests.

- 100.73249735512434
- Movember to February has the best weather, but the rainv season is the most peaceful
- Couples and families
- Accommodations starts from 3,500 baht, café 300-500 baht
- **(**+66) 8 6654 4564
- บ้านนาก๋างโต้ง Baan Na Kana Tona
- ② 24 ชั่วโมง

Choose Your Style

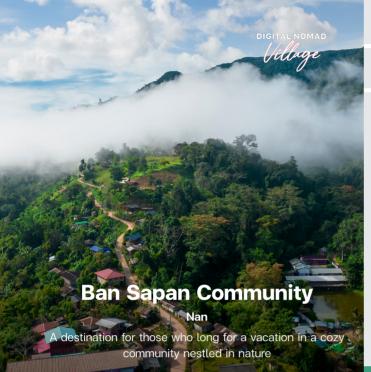
- Take a relaxing vacation in a resort surrounded by rice paddy fields
- Enjoy refreshing and delicious beverages and bakery items in the cafe
- Experience the agricultural area of
- Visit the town and pay home to Wat Phumin



BCG MODEL

- Combine the Nan lifestyle such as farming with an to add value to the resort

- Enjoy bakery items and beverages in the café that use ingredients from local
- Offer modern facilities but remain close to nature





- Dong Phaya Sub-district, Bo Kluea District, Nan
- 19.193036651139117. 101.19816088194464
- Green mountains and rice paddy fields are most beautiful in the rainy season, while winter boasts the most romantic atmosphere with the sea mist
- Couples and those who are fascinated by the country lifestyle in the peaceful setting of a small villagen
- Starts from 700 baht
- Village Tourism Community Enterprise and Homestay
- (+66) 6 1349 8766
- 9 AM-5 PM (contact agent)

Some refer to the "Ban Sapan Community" as heaven on earth, some compare it to a village scene from a beautiful movie, and some have said that it is like a fascinating scenic town in a foreign land. About 9 km. from Bo Kluea, if coming from Muang Nan, you would have to travel across a winding road over the gigantic Doi Phu Kha before arriving at Ban Sapan Community. It can be considered a destination for digital nomads to hide among the country lifestyle and nature, with all the convenience of tourism facilities that are popping up along with homestays, resorts, cafes, and restaurants. Despite these developments, the main attractions are still the agricultural way of life, pure water stream, expansive rice paddy fields, mountain surroundings, and countless twinkling stars in the night sky.

BCG MODEL

- Grow rattan in the community forests, to be used as materials for OTOP products etc., creating income for the
- The community and Khun Nan

Choose Your Style

- Cycle around the village
- Visit Sapan Waterfall and Khun Nan National Park
- Try makwaen chicken, Bo Kluea's original dish
- See an ancient salt making at Bo Kluea



- Sample local dishes from home grown vegetables, fish from the river, and makwaen chicken, the original dish of Bo Kluea
- Choose from various accommodation styles such as homestays, camping, or modern resorts among the mountain scenery
- Cycle around the village or hike to all the three tiers of Sapan Waterfall



This Mekong River community, despite being just 3 km. from Chiang Khan, is much more tranquil. It offers a slow country lifestyle along the river that brings you peace of mind, possibly adding years to your life. There is also the famous destination of Kaeng Khut Khu with beautiful natural islets in the middle of the Mekong River between Thailand and Laos, which only appear at the beginning of the year. The lifestyle of this agricultural community makes for a good, relaxing vacation to get away from the hustle and bustle of urban life. For some color and culture, check out the Phi Khon Nam ceremony, long-tailed boat racing, and other Buddhist ceremonies throughout the year, or take a trip to nearby Chiang Khan.



△ ≯ 亀 壨 ♀

- Chiang Khan Sub-district, Chiang Khan District, Loei
- 17.90784718350984, 101.68775758244146
- Kaeng Khut Khu is most beautiful from February to May
- Those who like smaller and more quiet places with culture and a country lifestyle
- Those who like smaller and more quiet places with culture and a country lifestyle
- Adul Ponkam
 (Ban Noi Village Head),
- **(**+66) 6 1358 5395
- หมู่บ้าน OTOP เพื่อการท่องเที่ยว
 บ้านน้อย อ.เชียงคาน จ.เลย
- 9 AM-5 PM (contact agent)

BCG MODEL

- Produce sweet coconut, a famous product of Ban Noi community, as well as other processed fruits
- G Visit Phu Thok via well managed public transportation to reduce pollution

- Sample local menu items from Mekong River catches such as poached redtail catfish, deep-fried fish, deep-fried small shrimp, etc. by the local women's food group
- Stay in a model homestay, recognized for its tourism management, and enjoy the good atmosphere along the Mekong River while offering food to monks in the morning
- Cycle along the Mekong
 Riverside Road and get some
 fresh air



"Asita Eco Resort" is not just a beautiful resort by a canal but an award-winning Thai boutique hotel for sustaining the environment and nature. It won the Kinnaree Award for Green Resort in 2020, and recently, the Best Influencer in Ecology Style Resort 2021 from France's Numero. Its distinctive sustainable Thai houses and villas have been carefully planned with materials and decorations that blend in with the local ambiance of Samut Songkram's river streams. Intersecting canals that twist their way along with the greenery of various species of trees make for a very idyllic setting. Visitors would not want to go anywhere else and digital nomads can all relax as they wish.





- ★ Tai Had Sub-district, Muang Samut Songkram District, Samut Songkram
- 13.391513561116737, 99.97623425559598
- All year, especially beautiful in the rainy season
- Couples, family, or anyone who wants to experience a delightful stay in a garden resort by a canal
- Starts from 2.500-3.500 baht
- **(**+66) 8 4289 6264
- www.asitaresort.com
- Asita eco Resort
- 24 Hours

BCG MODEL

- B Develop weekend local activities such as tie dye fabric making, fragrant pandan leaves folding, painting, kite crackers, etc.
- Make dye colors from coconut shells and taboon
- Promote eco-friendly design, good management, and activities that do not create pollution

- Dine on organic food from community farmers and fresh seafood in Thai and western styles
- Stay in award-winning accommodations, and enjoy Thai or aroma massages
- F Cycle on land or paddle a SUP board in the water
- G Donations from the Thai costume photograph service go to Her Royal Highness Princess Sirindhorn Children Foundation



"Ban Tung Play" is about 40 km. from Muang District, Chanthaburi (or 250 km. from Bangkok), a destination worth visiting as a getaway from big cities. The community is located by the same upstream water source as the Khitchakut Mountain National Park. Khao Banchob Waterfall flows into the middle of the village, a beautiful highlight along with the abundant upstream forests. The geography facilitates integrated farming with various types of fruits like rambutan, mangosteen, longan, etc. The locals have also established the Ecotourism Support Community Enterprise with more than 20 branches, and built homestay accommodations by the stream so that visitors can enjoy the garden and waterway all year long.

Choose Your Style

- Relax, sleep, and work in a homestay while listening to a waterfall
- Soak in the stream, imaging it as a private jacuzzi
- · Learn about fruit farming
- Visit Wat Khao Banchob, and walk through the tree tunnel





- ★ Chamun Sub-district, Makam District, Chanthaburi
- 12.817274190957336, 102.23191552687234
- May to July is fruit season, with fast flowing water in the stream
- Families and those who yearn for a chill location without any active pursuits, just pure relaxing
- Accommodations start from 700-1.500 baht
- Ban Tung Play-Chanthaburi Homestay
- **(**+66) 8 9093 0144
- กลุ่มโฮมสเตย์บ้านทุ่งเพล-จันทบุรี
- 9 AM-5 PM (contact agent)

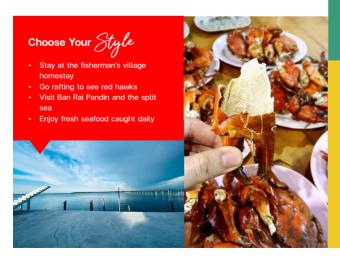
BCG MODEL

- Process fruits into various products like food and consumer goods, such as shampoo, soap, and cream, available at the community store
- Serve as a model province in sustainable waste management
- G Promote agriculture and forest conservation, with the clean water stream at the heart of tourism

- Aside from fruits, try other famous local dishes of Chanthaburi such as braised pork with cowa leaves, chan noodles with crab, etc.
- Enjoy fruit plantation homestays by the river stream



"Kha Yang Homestay" is in a fisherman village that has developed its homestay and tourism in a simple way. However, for a big group of tourists or family members, the homestay can welcome everyone in its many rooms in a beach house where the sounds of waves lull you to sleep. Also, wake up to absorb the first rays of sunlight that hits the sea plus enjoy delicious food, especially fresh seafood, for all three meals of the day. As for fun activities, you can choose to go rafting to see red hawks, swimming, walking through the split sea, and kayaking. And don't forget to explore the fisherman's lifestyle in the small villages and shop for a little something to take home.













- Bangchan Sub-district, Khloong District, Chanthaburi
- 12.36134552793879, 102.25519494102286
- All year
- Friends, company trip or families who want to experience nature with fun activities and relax in a different atmosphere
- Accommodations and activities start from 2,000 baht/person
- (+66) 9 6156 5911, (+66) 8 9910 2612
- ขาหย่างโฮมสเตย์ จันทบุรี
 Tha Kha Yang
- 9 AM-5 PM (contact agent)

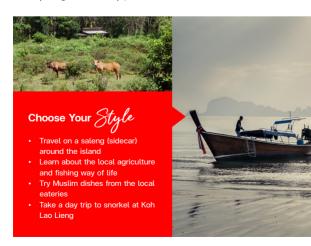
BCG MODEL

- Process seafood such as dried shrimp, shrimp paste, and dried fish
- Promote coastal environment conservation as well as water saving measures to visitors

- Enjoy fresh seafood from local fisherman such as steamed crab, oysters, grilled shrimp, and stir-fried chan noodles with crab, as well as seasonal fruits
- Relax in a standardized beachside homestay that can privately serve a big group of visitors
- Take a rafting trip that can include kayaking



The second largest island in Trang, "Koh Sukorn" or Pig Island boasts a charmful and peaceful community. Despite its name, more than 90% of the locals are Muslims, hence, the lifestyle is calm but can make an impression on visitors with its simple agricultural and fishing lifestyle. It is especially known for its sweet and delicious watermelon. Buffalos are raised so naturally that they can even be spotted swimming in the sea. Visitors can also enjoy a day trip to Ko Lao Liang. In the past few years, the locals have developed the island to support more tourism, with new accommodations, homestays, cafes, and even street arts so most people would want to stay longer than they planned.











- Koh Sukorn Sub-district. Palien District, Trang
- **9** 7.098798235068839. 99.58123089996549
- Best from October to April. the high season of the Andaman Sea area
- Everyone of all ages who wants to get away from a busy life into a local community on a peaceful island
- Day trip on a saleng costs 400 baht
- Koh Sukorn Community Tourism
- (+66) 6 2656 9097
- www.kohsukorn.go.th
- ท่องเที่ยวชมชนเกาะสกร จ.ตรัง
 - 9 AM-5 PM (contact agent)

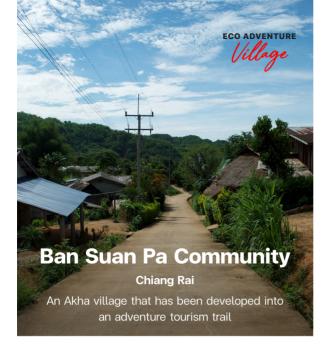
BCG MODEL

- Process seafood into
- Support local artists to create their works from
- fertilizers, and bio-fermented water for farming

- Sample the famous watermelon and many local dishes such as roti and sweets
- Stay in accommodations such as a standard resort on the beach or community homestays
- Cycle around Koh Sukorn and take a day trip to Koh Lao Lieng for snorkeling or kayaking
- Learn about conservation of resources at a crab farm learning center and join a seagrass growing activity



Travel all over Thailand and help water the green seeds of conservation, growing the importance of preserving nature in fellow travelers' minds. Slow down, lower your carbon footprint, and create a new travel lifestyle that reduces waste. Travelers will learn about the local wisdom related to conservation and the environment with practical applications, and see how people in the community work together, with the help of travelers, to make such changes happen.



This Akha Village used to be a drug-transporting channel, which means that it is tucked away amidst abundant nature in a faraway mountain. However, after Mae Fah Luang Foundation has stepped in, it has been developed into an agricultural area hidden harmoniously in nature. Today, the foundation has developed three-level hiking trails for adventure tourists, from a simple nature walk in the village to the vegetable and herb gardens, all the way to a trail through the forests to the waterfall.



- Mae Fah Luang Sub-district, Mae Fah Luang District, Chianα Rai
- Q 20.285032339928332, 99.83108770992864
- The forests are verdant and there are many Akha ceremonies in the rainy season (August and September) or if you like cold weather, the end of the year is a good time
- Adventure tourists who enjoy raw nature and learning about an ethnic culture
- Day trip starts from 800 baht/ person
- Khun Yo Hun (Guide)
- **(**+66) 9 3258 9994
- ท่องเที่ยวโดยชุมชนบ้านสวนป่า ดอยตง
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop a red-zone village which used to be a drug-transporting channel into adventure tourist trails
- G Use banana leaves and bamboo as cooking materials

- Use ingredients from organic farms such as Akha chili paste, upland rice, vegetables, and herbs in local Akha dishes
- Hike into three different trails among fresh air
- G Learn about Akha culture and lifestyle from the community expert, as well as how humans and forests can coexist together



"Ban Phu"'s geography is unique as it is surrounded by high mountains from every direction, and the plateau of the village is a verdant plantation and hence, the name "Ban Phu" is most appropriate. The mountains produce very fresh air in the area. Tourism activities in the village represent the cultural lifestyle of the Phu Tai people, an ethnic group that migrated from across the Mekong River since the early Rattanakosin Era. The learning activities vary from weaving fabric, cooking local food, making wicker, natural dyeing or, for those who want to sweat a bit, going on a trip to the mountain to see temples such as Phu Jo Ko and Phu Pa Kao with some beautiful scenery. Visitors can also take on fun activities in the village such as playing mai tok tek (leg extension stands) or other folk games, as well as taking a bicycle for a spin around the rice paddy fields.



▲ 温 ▲ □

- Ban Pao Sub-district, Nong Sung District, Mukdahan
- 16.441170027388242, 104.33430649377873
- In the rainy season, the rice paddy fields will be green and verdant, making for impressively beautiful scenery
- Everyone who enjoys community tourism and local Isaan culture
- Day trip starts from 300–500 baht
- Community Tourism Group
- (+66) 6 1110 8462
- บ้านภูโฮมสเตย์ มูกดาหาร
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Make natural dyes from mud, basks, and many other plants to add value to fabric
- Produce palet brooms and bamboo kitchenware
- With rich soil and an upstream location, engage in quality rice farming without the use of chemicals

- Eat organic rice, and use locally grown vegetables and herbs as ingredients for local dishes
- Stay in a standardized homestay in the village
- Cycle around to explore the village
- G Learn about the Phu Tai culture from the community expert



"Khiri Wong Kot Community" is definitely worth making the 140 km. trip from Muang Udon Thani District, Udon Thani, and the reward is a small, abundant village in the upstream forest of Nam Som-Na Yung National Park. An ecotourism village, the highlight activity is travelling around on a local farm truck called e-tak, an agricultural transportation mode that has been developed to take adventurers into a small creek all the way to Huai Chang Plai Waterfall to enjoy a local meal set. In addition, the Khiri Wong Kot Community is also home to many seasonal fruit plantations as well as a coffee learning center that helped develop Na Yung coffee until it has become widely known today.



- Na Kae Sub-district, Na Yung District, Udon Thani
- 18.053838417185148, 102.08677033898076
- All year
- Couples, groups of friends, or families seeking moderate adventure activities and want to experience the charms of agricultural lifestyle and pature
- Homestay, food, and activities for 2.000-3.000 baht
- (+66) 8 3147 9004, (+66) 8 9422 9873
- กลุ่มท่องเที่ยวชุมชนคีรีวงกต อ.นายูง จ.อุดรธานี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop e-tak farm trucks into adventure transportation
- G Serve rafting meal sets a in natural bamboo and banana leaf containers

- E Eat buffet-style local meal served in bamboo, with som tum, grilled chicken, fish, Isaan spicy soup, wild fruits, and vegetables
- Choose among homestays, resorts, and natural campsites
- G Coffee learning center provides complete knowledge about coffee by local experts



Located 31 km, from Thong Pha Phum District, "Ban Huai Pak Khok Community" is hidden in pure nature. "Huai" in the name refers to the huge creek that flows through the middle of the village while "Pak Khok" references a trap door that the huntsman used to trap elephants in the olden days. The name therefore reflects life amidst nature. The village creek has been developed into a bamboo rafting destination, and it's refreshing mountain streams are not too deep and can be enjoyed by visitors of all ages. Travelling through the creek, visitors can take in the verdant scenery on both sides. The route ends with shopping for local products. Intrepid tourists can choose to kayak further for more self exploration. In addition, there are also beautiful temples, an elephant cemetery, and the Community Products Learning Center to be discovered.

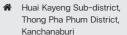










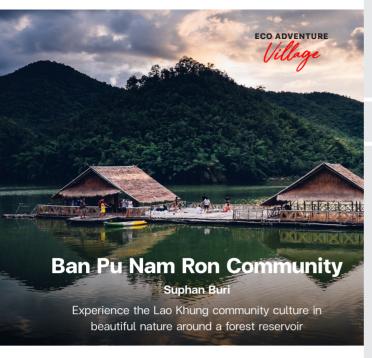


- **Q** 14.765755077215692. 98 50179467649757
- Rainy season to winter is good for rafting, though the water level has to be monitored
- Adventure tourists, nature lovers, and those who want to learn about the culture of an ethnic group
- Homestay and local guide start from 1.000-2.000 baht/ person
- (+66) 9 8997 9935 (+66) 8 1526 6823
- ชมชนท่องเที่ยว OTOP นวัตวิถี บ้านห้วยปากคอก
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop the local creek into a rafting route, to attract adventure tourists
- from the community such as vetiver key chains, palet brooms, and bamboo wicker
- Bamboo rafting or kayaking along the creek, no-pollution

- Eat various local Karen food, and roast coffee beans from the coffee plantation that uses organic fertilizers
- Relax in the homestay by the creek, listen to the stream, and wake up to the sea mist
- Take a hike through the forest to visit a hot spring or to a cave with a temple inside
- Learn about the Buddhist Karen culture from the community expert



In the past few years, Dan Chang has become an A-list destination for outdoor adventure tourists who have an affection for pure nature. At Khao Wong Reservoir, nicknamed Pang Oung of Suphan Buri, a beautiful expansive reservoir awaits, surrounded by mountains. Located in "Ban Pu Nam Ron Community", it has been developed by the locals into an adventure tourist destination with a camping area, floating lodge, water cycling, kayaking, bicycling, nature trails, and afforestation. The locals in the village boast Lao Khung lineage, and this is thus also a good place to learn about the culture and ancient wisdom of this ethnic group.



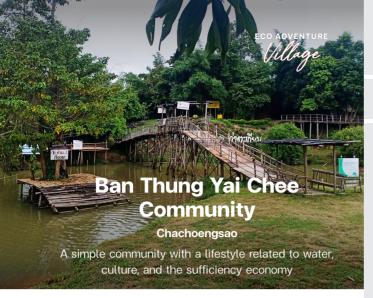


- Dan Chang Sub-district, Dan Chang District, Suphan Buri
- 14.7908340160274, 99.57728198698204
- From August 12 to the end of February (according to the reservoir's schedule)
- Adventure tourists, and those who like camping and the great outdoors
- Camping starts from 100 baht/ person
- Cultural Tourism
- (+66) 8 9910 9618
- f อ่างเก็บน้ำเขาวง กลุ่มโฮมสเตย์ชุมชนบ้านพุน้ำร้อน
 - 9 AM-5 PM (contact agent)

BCG MODEL

- Develop the ancestors'
 weaving technique into the
 Lao Khung sarong, a famous
 product
- G Support the floating lodge, water cycling, and kayaking as pollution-free initiatives

- Shop in the community market for delicious organic vegetables and herbal tea
- Stay in the floating lodge or go camping
- Engage in a variety of water activities in the reservoir
- G Learn about the history and local culture as well as afforesting at the community



Since the early Rattanakosin Period, legend has it that there was a nun who wanted to travel to pay homage to Luang Phor Sothorn but stayed in a Buddhist monastery in this village until her death. These days, "Ban Thung Yai Chee" has become a small community with a simple lifestyle that has been developed into a tourist destination. It features mini-adventure activities for a bit of fun. The highlight is in Thung Yai Chee Waterfall, which was built as a stone weir to slow down the water stream from Khlong Si Yud Reservoir, the biggest reservoir in Chachoengsao. There is also a hundred-stall food market offering a variety of local dishes as well as showcasing the community lifestyle.



- Tha Takieb Sub-district,
 Tha Takieb District,
 Chachoengsao
- 13.525341220770454, 101.57062135849705
- December to February is best for the cool and dry weather, with many ornamental plants
- ♥ Families and friends seeking a vacation
- Day trip starts from 399 baht, homestay starts from 500 baht/night
- Contact Tourism Authority of Chachoengsao
- **(**+66) 3851 4009
- **เ** แหล่งท่องเที่ยวเกษตรอินทรีย์ ชุมชนบ้านทุ่งยายชี
- ท่องเที่ยวสียัด
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop a stone weir at Khlong Si Yud, which flows through the village, into a small waterfall and tourist
- G Kayak and swim at the community waterfall, and promote environmental conservation to the locals

- Lum Po Pieng is an integrated vegetable garden where visitors can gather their own vegetables to cook their own meal
- Check out Bamboo House
 Homestay, a cool and relaxing
 stay by the waterfall
- F Kayak to explore Khlong Si Yud



In this community, the locals have migrated from Isaan a long time ago, and have inhabited the forest, living off the abundance of Thap Lan National Park, which is a part of the Khao Yai – Dong Phayayen World Heritage. The highlight that is a must for all the adventurists is **"Kaeng Hin Phoeng"** rafting. One of the best locations with a degree of difficulty from 3 to 5, rafting along the rapids involves twisting and turning through the rocks among the abundant forests. Apart from this exciting challenge, there is another fun activity in the village for visitors: fan palm conservation using a slingshot to crack the shells of the seeds to propagate the species. Meanwhile, the palm leaves can be turned into many wicker products.



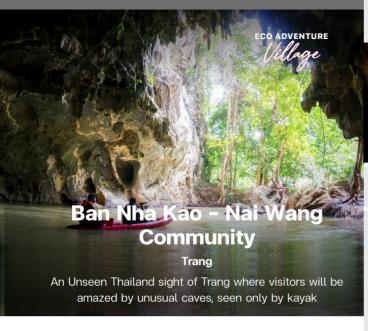
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- Bu Phram Sub-district, Nadee District, Prachin Buri
- 14.167675357023295, 101.72880554670935
- In the rainy season between
 July and November is the best
 time for rafting
- Groups of adventurists friends and nature lovers
- Rafting (8 persons) starts at 3.500 baht
- Kaeng Hin Phoeng Rafting
- Tel. (+66) 8 9828 8127, or Wicker Group, (+66) 8 9831 3369
- บ้านทับลาน (แก่งหินเพิง)
- 9 AM-5 PM (contact agent)

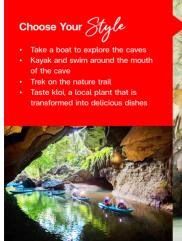
BCG MODEL

- B Develop different parts
 of palm, especially palm
 leaves, for wicker into OTOP
 products
- G Promote rafting, which causes no pollution and can also conserve the forest and waterways

- Eat local dishes cooked with local ingredients
- Raft or cycle around the reservoir
- G Learn palm leaves wicker making from the locals and be a part of propagating the palm trees



The partnership between the locals from "Ban Nha Kao and Ban Nai Wang" has led to an ecotourism community that is considered a must for those who love adventures in the great outdoors, especially where geological exploration is concerned. There are two miraculously beautiful caves with two different characters: Nakarat Cave and Wang Phraya Pichaisongkram Cave. The only access is by kayaking. The stalactites and stalagmites are as if in an underwater world or within the stomach of a great animal in ancient legends. The trip takes around 3 to 4 hours but it is filled with the delightful, otherworldly experience of these two unusual caves.









- Nong Bua Sub-district, Ratda District, Trang
- 7.986015932249589, 99.71152585166197
- All year, except for the rainy season (June to September)
- Adventure tourists who like to explore natural caves
- Day trip starts from 1,000-2,000 baht/person
- Community Enterprise
- (+66) 8 7280 1599, (+66) 8 6266 8030
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop tie dye making group products into shirts scarfs, and bags, adding value to local products
- G Create a local rare seedling center, to improve the ecosystem

- Use local plants such as wild yam to process into a variety of desserts and sweets.
- Stay in a homestay in a peaceful community
- F Kayak through the caves and walk in some areas
- Join afforesting activities with the community



Travel with a full stomach on food routes, sampling local Thai ingredients and relishing the variety of delicious seasonal flavors. Delight in recipes that have been passed down from generation to generation, making their way into local cookbooks created by master chefs and local specialists from each community. Some routes don't just serve tasty meals – they also take you right to the source of the non-toxic raw materials. Many routes will also convey the history of food that has been passed down through the ages until it becomes the signature dish of the area.



The Lahu people that migrated to these faraway mountains from China were long-engaged in rotational crops and the cultivation of opium. In 1972, however, the first Assam tea plant was provided by King Rama IX. It was planted in "Doi Pu Muen", and marked an important turning point for the village to gradually become the largest Assam tea producer in Thailand. At 1,200 to 1,600 m. above sea level, the cold weather helps produce the unique taste of the Assam tea. In addition, there is also an arabica coffee plantation. The area was then developed into a village tourism destination for visitors who want to learn about "The Life of Tea", including picking tea buds, watching original brewing techniques, and sipping tea amidst lush mountain vistas.





- Mae Sao Sub-district, Mae Aye District, Chiang Mai
- 20.02639887991981, 99.18166467234869
- Best time is the harvest season with beautiful cold weather between November and February
- Tea lovers, nature lovers, and those who want to learn about the tribal culture of an ethnic group
- Day trip starts from 500-1,000 baht
- ▲ Doi Pu Muen Tourism Group
- (+66) 8 2190 5957, (+66) 8 6432 3564
- 🖪 ดอยปู่หมื่น ลาหู่ โฮมสเตย์
- 9 AM-5 PM (contact agent)

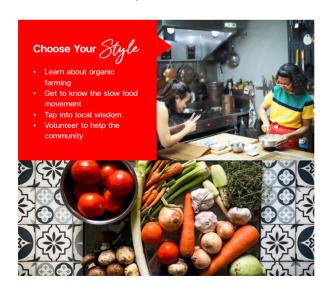
BCG MODEL

- B Cultivate tea and coffee plantations, process product into popular products, and develop ecotourism activities
- G Engage in organic farming with no chemicals, and avoid shifting cultivation or crop rotations

- Try good tasting Assam tea and the Lahu food culture such as rice cooked in bamboo, Lahu chili paste, and tea spicy salad
- Stay in a Lahu community homestay, surrounded by fresh air
- Hike to the Pu Muen Waterfall
- G Learn about tea from the locals, including farming, harvesting, and the authentic processing technique



You could have mistaken the name for a world-famous city, but "Sansaicisco" is actually a food community enterprise for the people and the environment. Established by Pongsila Kummak, a Bangkokian who moved to Chiang Mai, it was initially opened as a shared kitchen for food processors to use with the intention to create safe food for consumers. The group joined forces with small farmers to build a network to conserve local wisdom and to ensure that food is not just the big players' market. During the Covid-19 pandemic, Chiang Mai Food Bank was also established to accept donations of extra food from households and share it with people who have been affected by the situation.





- San Sai District, Chiang Mai
- 18.892255479223227, 99.0125105699059
- All vear
- Those who want to create positive change for society and the environment
- As convenient
- Pongsila Kummak
- **(**+66) 9 3426 3993
- 🖪 สันทรายซิสโก Sansaicisco
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Using an application to solve the food crisis from the pandemic, networking between local farmers and food processors.
- Take extra or unused ingredients from shops and process them into products, with profits returned to the
- G Start the Slow Food Group to promote understanding of safe food, with organic farmers to help share knowledge

- Prepare donated ingredients or foods from local farms under the safe food concept
- G Exchange ideas between local farmers and food processors, with volunteering activities to help the society deal with food problems



Though the tourism community has not been here for long, "Ban Ho Kham"m, a small community by the Mekong River, can still charm visitors easily. The natural resources from being close to the river allow agriculture to flourish, including a giant Indian beech whose fruits are made into dehydrated Indian beech and Indian beech juice, which have become well known. Being a community by the Mekong River also offers many foods from this resource, such as a variety of freshwater fish that can be made into larb pla (spicy fish salad), aom pla (Northern spicy fish soup), tom som fried fermented fish (in a sweet and sour tamarind soup) enhanced by local herbs, etc. In addition, yanang leaves are seasoned with fish meal to become a rare local dish. A visit to Ban Ho Kham is complete with every Mekong River lifestyle and food offering.





- ★ Ho Kham Sub-district, Muang Bueng Kan District, Bueng Kan
- 18.436018467274693, 103.43205095300114
- All year but it is more romantic in the winter
- Those who are interested in local Isaan culture by the Mekong River, and company employees would would like an interesting company trip
- Day trip starts from 650 baht,2-day trip 1,550 baht
- Prasit Nahokam (Village Head)
- **(**+66) 9 3056 0784
- www.hokhum.go.th
- หมู่บ้านท่องเที่ยวนครหอคำ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Add value to local produce such as dehydrated Indian beech, mud dye loincloth, or pa mak clon nakee
- Partner with the public sector to conserve local fish species and sustain food resources in the Mekong River area

- Try delicious dishes from the housewives, and unique local Isaan food in the market
- Stay at a beautiful homestay by the river, and offer food to monks in the morning
- G Learn the local lifestyle through activities such as a fishing trip, making dehydrated Indian beech, cooking, and mud dye cloth making



One of the important rivers in Isaan, Songkram River is an important food source with a beautiful lifestyle revolving around its life-giving qualities. The river has a stone with a hole in it as a water channel, hence the name "Li", which then became the name "Tha Li", a small village with the river as its main draw. As a tourist destination, visitors can experience natural islets and see fishing with a square dip net in the river. Not surprisingly, the famous products are made with river fish, including fermented fish and picked fish. Methods have been inherited from generation to generation; today, they are staples of the community that generate a lot of income.













- So Sub-district, Sopisai District, Bueng Kan
- **O** 17 991545733950932 103.43984869102023
- All year round but lower and gentler water in winter make the natural islets especially
- Those who enjoy simple the country lifestyle and Isaan food
- Around 500-700 baht (include) homestay and food)
- คุณจำลอง ลาภอาสา (Village Head)
- (+66) 6 1427 8153
- ชมชนนวัตวิถีบ้านท่าลี่
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop an ancient recipe into popular products, to
- Use a local fishing technique with the square dip net, with no pollution or environmental

- Try local fish menu items such as pickled fish, fried pickle fish, dipping paste, tom yum pla
- Stay in one of the 15 local homestays; all are safe and clean with warm hospitality
- Learn ikat techniques, sarong making, mat weaving or pickled fish making with the locals



A peaceful river basin and the charming community lifestyle of gardens by a canal naturally developed into a Tourism Community Enterprise in less than a decade. Adapting farming into tourist activities for everyone, the enterprise focuses on linking the local food culture to indigenous resources. For example, they offer pandan leaf-flavored salted duck eggs prepared with local marlstone, red claw crayfish, coal oven pizza from local ingredients, etc. The agritourism also highlights the sufficiency economy philosophy, including rice and vegetable growing as well as frog and crayfish farming. This river basin area has always been the land of plenty for thousands of years, and the celebration of abundance has now been extended to outside visitors.





- Mahason Sub-district, Ban Mhee District, Lopburi
- 14.992605404242704, 100.47460419705037
- All vear
- Everyone in the family and those who are interested in the sufficiency economy and living sustainably with nature
- Starts form 700-1,000 baht (including homestay)
- บ้านสวนขวัญ
- **(**+66) 8 4775 1435
- www.lopburi.org/bansuankwan
- วิสาหกิจท่องเที่ยวเชิงเกษตร บ้านมหาสอน
- ป้านสวนขวัญ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop salted eggs from local ingredients, adding little touches to make unique products
- Engage in organic agritourism with the making of herbal soaps and detergents

- Dine on self-made foods such as salted eggs, red claw crayfish, rice, herbs, etc.
- Stay at a homestay or go camping by the canal, and enjoy a hand and foot spa with 9 herbs
- G Learn and experiment with self-sufficient agriculture through knowledge sharing by community experts



"Na Phan Sam" is an ancient community since the Ayutthaya period. The locals here have inherited dessert-making techniques for generations, whether mo kaeng, foi thong, thong yib, thong yod, met khanoon, and many more sweets. The ingredients for these desserts are all from the local farms such as palm sugar, coconut, duck eggs, etc. The dessert-making process in Na Phan Sam Community is also an inherited food culture with authentic recipes. Many are household shops that employ locals and base their products on age-old family recipes. There are also yearly festivals where you can taste a variety of these delectable desserts.

Choose Your Style

- Learn Thai dessert making from the source
- See how waste such as eggshells are processed to add value
- Visit the ancient Wat Na Phrom from the Ayutthaya period





- Na Phan Sam Sub-district, Muang Phetchaburi District, Phetchaburi
- 13.053290492974433, 100.02960690411295
- All year, with advanced reservations required for dessert learning program
- Those who have an interest in Thai desserts
- Contact Tourism Community Program
- Village Head
- **(**+66) 8 5354 0569
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop on ancient dessert recipes to add more value
- Use an innovative process to turn eggshells into agricultural products, consumer products, or souvenirs

- Sample authentic Thai desserts with fresh local ingredients, and learn about salted egg making
- G Learn about a traditional way of offering food to monks from a farm cart



"Ban Talay Noi" is an estuary community in Rayong, which is charming in its abundant ecotourism offerings. History suggests that it has been around since the Ayutthaya period, and was on the route where King Taksin led his army to capture Chanthaburi. It is also home to the historical site of Wat Ratcha Banlang with a wicker Buddha statue. As for the unique food culture, burweed is a local vegetable in Talay Noi that is a light aperitive, reduces heat and blood pressure, and can be cooked into many different dishes. Also, there is a cultivated banana from fresh and brackish water that locals claim to be the best tasting cultivated banana.













- Tang Kwien Sub-district, Klaeng District, Rayong
- 12 736510144570373 101.67714904291891
- All year
- Groups of friends and company employees who like to have all-day activities
- Starts from 500-700 baht (including homestay)
- Preecha Sansern. Head of Tourism Community
- (+66) 8 1864 9086
- www.rayonghip.com
- บ้านทะเลน้อย จังหวัดระยอง
- 9 AM-5 PM (contact agent)

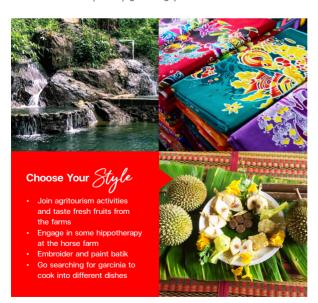
BCG MODEL

- Develop the local burweed vegetable into famous dishes. as well as baked banana from the local cultivar
- Use dried palm leaves to make a farmer's hat, an OTOP product that protects from rain
- and help conserve the

- Eat burweed dishes, 2-water cultivated banana, sun-dried fish, and chili paste - all famous foods of the community
- Stay in a homestay to experience the fisherman's lifestyle
- Learn the cooking culture through various dishes from local chefs



Pass the luxury of famed beach resorts in Kamala and get into the local goodness of "Kamala Tourism Community", the largest ancient Muslim community in Phuket with descendants of Princess Mahsuri. The highlight is in its agriculture area around the mountains and sea, with many fruit and vegetable plantations growing mangosteen, durian, longkong, jackfruit, banana, and garcinia. The latter is a beneficial local fruit that acts as an aperitive and contains AHA acid to help nourish the skin. In addition, the housewives group takes responsibility in making curry paste, chili paste, and ancient desserts - visitors will find that people in the Kamala Community rarely get hungry.













- Kamala Sub-district. Kathu District, Phuket
- O 7.956931429427822 98.28310497011663
- All year, but contact for seasonal fruits
- Everyone of all ages, agritourists, and local food culture enthusiasts
- Day trip from 500-1,000 baht
- Community Tourism
- (+66) 9 4593 7525
- ท่องเที่ยวบางหวานและกมลา
- สาดชมชนกมลา
- 9 AM-5 PM (contact agent)

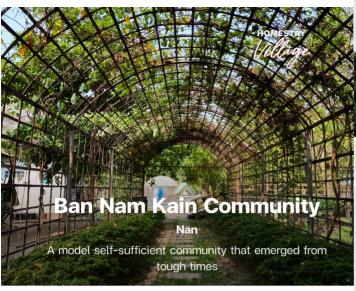
BCG MODEL

- products: juice, chili paste, tea, spicy salad and sun-
- Recycle sea waste during make decorations, and have a foot massage around Bang Wan Waterfall

- Try a variety of fruits and local dishes such as desserts and snacks
- Visit Imron Farm, and engage in hippotherapy to practice meditation by riding horses, which helps to heal ADHD symptoms
- Hike on ancient nature trails and visit Bang Wan Waterfall
- Provide homegrown vegetables to share with everyone in the community



Be enchanted by the people and communities all over Thailand with a homestay tour route. You're invited to check-in and immerse in the different identities and histories of each community. Be ready for a partial learning experience about the local way of life and the distinctive culture of each community. These are the milestones in your journey – relish the experience of living in different ways like the inhabitants of each community. There are many different types to choose from, including agricultural, weaving, fishing, and cultural communities, as well as communities in ancient historical sites and communities living according to the principles of sufficiency agriculture.



"Ban Nam Kain" is a village that used to be in an economic crisis but they pulled themselves out of dire straits by applying the sufficiency economy philosophy. The locals got together and established a community enterprise to manage the robust local resources such as kaffir, star apple, ginger, butterfly pea, tamarind, etc. to develop them into consumer products. This helped them to reduce expenses and dependency on export products, and they have especially reduced using chemical products that have adverse health effects. Also, they implemented a standardized productivity process, certified by Asian Cosmetic GMP, for their own brand until it has become widely accepted. Today, this model community has expanded into tourism. Those who visit the community homestay would pick vegetables from the backyard for the host to cook a special menu — a highlight that would make everyone rush to the dining table.





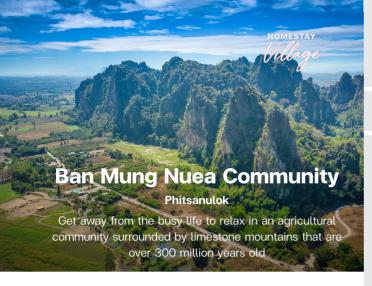


- Nam Kain Sub-district, Phu Pieng District, Nan
- 18.7324063096684, 100.82488908906753
- All year
- Students and company employees wanting to take an educational trip
- Homestay starts from 300 baht (including breakfast)
- **(**+66) 8 9266 7052
- ป้านจันสมโฮมสเตย์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use household herbs to develop into products such as shampoo, soap, lotion, etc. for exporting to other provinces and countries
- G Cultivate organic herbal gardens

- Try food and beverages from organic local herbs
- Stay in a homestay in a selfsufficient village, focusing on using the least amount of chemicals
- Go on cycling routes to experience many activities in the community
- G Locals provide information and knowledge in each activity as well as the use of local herbs in the community



"Ban Mung Nuea", Phitsanulok, is a popular destination for those who love community tourism. The accommodation standard is guaranteed by GSB Smart Homestay award by Government Savings Bank but above all, the community atmosphere, embraced by gigantic limestone mountains as if looking into a painting, cannot be beat. Archeological evidence has estimated the age of more than 360 million years with many different caves, such as Luang Po Boonmee Cave, Nang Sibsong Cave, etc. Other beautiful scenery can be found in the plantations and flower fields that blossom in winter. However, the sight of millions of nocturnal bats, the morning sea mist, and a sky full of stars can be seen all year round.











- Bang Mung Sub-district, Nern Maprang District. Phitsanulok
- 16.56239968537836. 100.68913869829115
- All year, but the plantations are especially beautiful in the rainy season and winter
- Those who love a peaceful setting of nature and and an agricultural way of life
- Accommodations from 300-600 baht
- Phitsanuchai or Jutatip
- (+66) 8 5400 1727 (+66) 8 4367 0949
- ค้างคืนกับค้างคาว
- ชมชนท่องเที่ยวบ้านมงเหนือ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop farm trucks into tourist transportation, to create income for the community
- Explore the mountains. cave, and waterfall by foot, without creating any pollution

- Try local dishes in the community such as grilled fish paste, steamed fish with curry, sesame rice, wild chili paste, etc.
- Rest and recharge in an award-winning homestay, farmstay, and campsite
- Explore hiking trails or running routes



It all started with the story about a comic book writer who came home and did not have a sarong to wear to the temple, and she thus came up with an idea to make her own. From there, a creative community was born, adapting the local wisdom of the ancient Tai Yo, who had been making indigo dye for hundreds of years, into a dyeing workshop. When a group of friends visited, the place was then turned into a homestay with a local atmosphere simple and warm enough for visitors to feel as if they were part of the family. Agriculture remains the main occupation in the community, including farming, weaving, raising animals, and planting a healthy garden as a food hub for the community. Activities for visitors include learning the indigo dye process which can be developed into a more advanced class at the first Arts and Crafts Center in Thailand in Na Wa District.



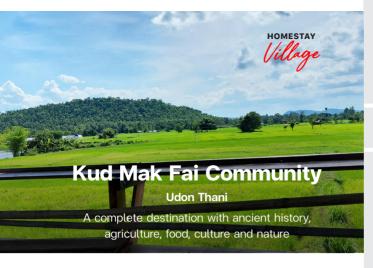


- Na Wa Sub-district, Na Wa District, Nakhon Phanom
- 17.477594489176862, 104.10659666862823
- All year
- Everyone of all ages, especially those who want to relax in a peaceful community and learn about the sufficiency economy
- Homestay starts from 1,500 baht (including food and activities)
- **(**+66) 9 2264 7561
- โรงย้อมยายยอด
- 9 AM-5 PM (contact agent)

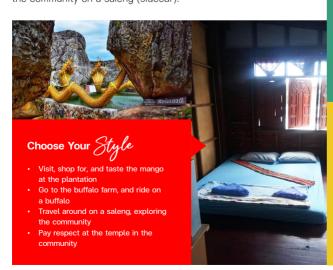
BCG MODEL

- Develop indigo dye technique of the Tai Yo into a complete learning center experience, from farming to weaving, dyeing, and even online selling
- Use parts of fruits and vegetables that are too ripe to create dyeing color
- Promote indigo dyeing as a natural process, with no chemical involved; safe for producers, consumers, and the environment

- Eat organic vegetables from the community and local dishes such as grilled egg coated sticky rice, chill dip fried fish,and bamboo shoot
- L Stay in a standardized homestay, with family-style hospitality
- G Visitors get to handpick ingredients to cook for a meal with the host, exchanging ideas and cooking techniques



"Kud Mak Fai" is home to the number one premium-grade nam dok mai mango (golden mango) producer in Udon Thani, with around 2,300 acres (6,000 rai) of land. The Kud Mak Fai Community Homestay was developed to attract more tourists, under the concept of dharma (morality), culture, and nature. A complete tourism destination, there's a lot to do here. Visitors can check out Buddhist destinations such as Wat Phu Tapao Thong, home to a 2.500-year-old red handprint; geological beauty in a gigantic stone; and Golden Phaya Nakarat. For local Isaan culture, visitors can learn about the rice offering tradition, experience a pa-laeng dinner ceremony, and see mango pattern textile weaving. Finally, visitors get to enjoy nature through a mango plantation tour, ride on a buffalo at Thai Buffalo Conservation Club, or travel around the community on a saleng (sidecar).











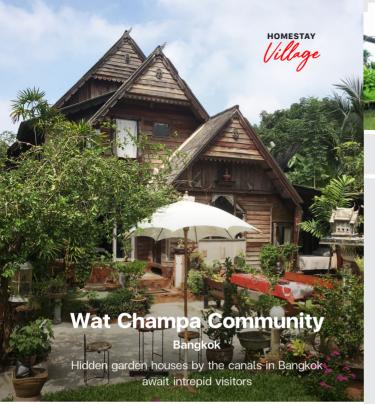


- Kud Mak Fai Sub-district. Naua Sor District, Udon Thani
- 17.085716400973062. 102.60917298277951
- All year (out-of-season mango harvesting is available as well as processed products)
- ▼ Those who enjoy local culture and an agricultural way of life
- About 900 baht (including) accommodations, activities, and food)
- (+66) 8 5014 8294 (+66) 8 9571 5696
- ที่นี่กดหมากไฟ
- โฮมสเตย์ กุดหมากไฟ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Mango Lovers Community Enterprise offers many products as well as a pattern on the local textile
- Operate an organic mango farm, with no chemicals the environment; safe for

- Process fresh mango without preservatives
- Stay in a standardized homestay, Thai pavilion-style, that is ranked on GSB Smart Homestay Award listings
- Exchange and process ideas, learning about Thai buffalo from the conservation group



A community by the Ban Sai and Bang Ramat Canals in the Taling Chan area is a hidden gem in Bangkok. Here, the simple community lifestyle is still surrounded by fruit orchards with a local museum, community shrine, and an ancient temple from the late Ayutthaya period located not too far from Wat Champa. For those wanting a homestay experience, "Ban Sawangchan", a contemporary wooden Thai country house, offers a peaceful and calm setting, as you can have the whole house to yourself. There are also many activities to choose from such as making Thai royal desserts, garlands, and scented products. Visitors can also take a tour around the fruit gardens, see an ancient Thai house that is conserved as a local museum, or take a walk to ancient temples with interesting architecture.

Choose Your Style

- Enjoy a peaceful homestay
- Learn about scented products
- Learn about Thai royal desserts
- Take a tour around the fruit gardens













- Phuttamonthon 1 Road, Soi 22 (Chokesombat), Taling Chan District, Bangkok
- 13.773359306337575. 100.43402402729966
- Weekends
- Families or couples who want to experience a country garden house in Banakok
- Homestay starts from 1,500 baht (advance reservation)
- Tun (Homestay) or Taweesak (Head of Tourism)
- (+66) 8 6838 0957 (+66) 8 7036 6322
- บ้านสว่างจันทร์
- 9 AM-5 PM (contact agent)

BCG MODEL

Organic herb gardening and walk around a small

- Enjoy kao mun som tum, an ancient Thai dish that has been adapted and added unique touches in each community
- Stay at Ban Sawangchan homestay, a private contemporary wooden Thai country house
- Community experts share knowledge on history. important places, and local lifestyle



Mai ked is a name of a rare plant that, due to its spiky characteristic, was commonly cut down. Just one plant has been conserved in "Mai Ked Homestay". Showcasing the integrated farming philosophy, the homestay is surrounded by orchards growing a variety of fruits, including durian, mangosteen, rambutan, long kong, jackfruit, coconut, pomelo, etc. The first homestay in Prachinburi to win a Kinnari Homestay Award, it can serve both private parties or groups of visitors in standardized rooms. The friendliness of the locals and the family-styled local tourism network provide warm hospitality to visitors, which can leave a long-lasting impression.



■ 魚 魚 % 11

- Mai Ked Sub-district, Muang
 Prachinburi District, Prachinburi
- 14.124731203514628, 101.32664362667148
- All year, but fruits have high productivity from May to July
- Family, friends, company trip or couples, especially those who are interested in fruit farming
- Accommodations start from 500 baht
- **(**+66) 8 1454 4148
- ff maikedhomestay
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Cooperation of the locals to develop the tourism community, with the highligh being the fruits, to create income for the community
- G Engage in organic farming, using organic fertilizers and reducing chemicals

- Enjoy different menu items such as spicy mangosteen salad, spicy santol salad, sweet and sour long kong, durian curry, etc
- Stay in an award-winning homestay, with complete facilities
- Cycle around to explore fruit plantations
- G Farmers share knowledge, information, and benefits of local food



At first glance, it may not feel strikingly remarkable but during the stay, you will gradually feel the beauty of "Ao Kram Community". A small fisherman's village with about 20 households, Ao Kram is located on the seaside of Sawee, Chumphon. The raw simplicity, without any fuss, helps visitors absorb the essence of the real fisherman's lifestyle while providing all the standard facilities of a homestay, enhanced with fresh air and the beautiful scenic Gulf of Thailand. Visitors can learn about sustainable fishing practices such as the old squid netting method, take a day trip to Ko Kula for snorkeling, see the sea turtle conservation center, and sample delectable seafood.



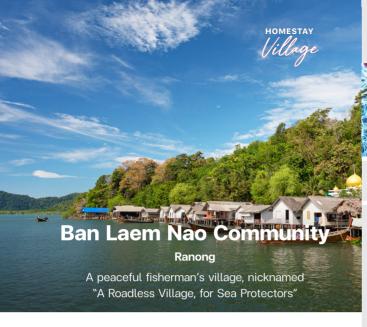


- ★ Dan Sawee Sub-district, Sawee District, Chumphon
- 10.23295222796532, 99.23483681737646
- March to September is the best season for the lower Gulf of Thailand
- A group of friends who like simple settings, enjoying local fishing activities and the sea
- Accommodations start from 2,500 baht (2 days-1 night, including 3 meals and a boat trip)
- **(**+66) 8 4745 5278
- ชาวครามโฮมสเตย์
- 9 AM-5 PM (contact agent)

BCG MODEL

B Visitors can try the old way of squid netting

- E Enjoy fresh seafood from local fisherman, cooked by the local housewives
- Stay at a safe and comfortable homestay, with a spacious seaside area
- Explore Ko Kula for snorkeling and kayaking
- G Visit the sea turtle conservation center and turtle releasing activity at Ko Kula



"Ban Laem Nao Community", located at the end of the peninsula which can only be reached by boat, has long bonded to the sea. An authentic Muslim community with a fisherman culture, they have adopted a sustainable way of fishing and developed homestay tourism. Here, visitors can relax and get away from their busy lives to experience a beautiful sea as well as learn about the local fisherman culture along with conserving resources. The latter includes a crab bank, shell nursery, waste management system, sustainable fishing, etc. The homestay at Ban Laem Nao gives you happiness, satisfaction, relaxation, and the notion that you are sustaining the environment. Many trips to different islands in Ranong such as Ko Kam, Ko Yeepoon, and Ko Kangkao can also be arranged.



- Naka Sub-district, Suksamran District, Ranong
- 9.563361285520745, 98.46839821276825
- October to April
- ▼ Those who are interested in the local fisherman's way of life
- Homestay starts from 1,600 baht, including boat transport, food, and activities
- **(**+66) 6 2038 2968
- แหลมนาวโฮมสเตย์ การท่องเที่ยว
 - 9 AM-5 PM (contact agent)

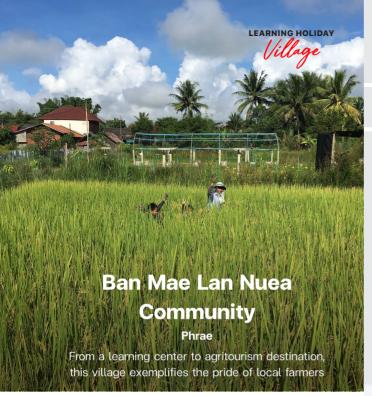
BCG MODEL

- B Develop the local fisherman's lifestyle into activities for homestav visitors
- Use waste management system; sort plastic and glass for sale to the recycling yard, with proceeds saved in the community fund
- Save electric energy by using solar energy

- E Enjoy fresh local seafood such as wing shell, sailfish, and mulloway
- Enjoy a seaside homestay, with natural sea breezes and the sounds of waves
- Learn about conserving the sea and sea animals



When learning is not limited to the classroom, educational tourism sets the path for travelers who want to seek knowledge through real life experiences, especially from local experts. Pack your bags and relish the slow life, gradually learning various disciplines according to the school and curriculum called "Community".



Muang Long in Phrae is a cozy town that is famous for its ancient Thai textiles and a kanom jeen nam yoi shop that is widely popular among both locals and visitors. Not only that, this small subdistrict is gaining recognition as an agritourism destination in "Ban Mae Lan Nuea Community", which has developed an agricultural village into a sufficiency economy and agricultural technology learning center. Visitors can come and learn from different stations, such as the Smart Greenhouse, earthworm farm, kilns for biochar burning, and wood vinegar refinery, to develop ideas for eco-friendly farming. The latter is a trend for the new generations who want to go back to their hometowns and further develop the family farmland to create food security for themselves and their community.



- Try your hand at organic vegetable farming
- Make compost from farm waste
- · Learn about earthworm farming
- Tour and learn about the Smart Greenhouse
- Learn about making biochar kilns



多 壨 糸 昂 窗

- Ban Mae Lan Nuea, Long District, Phrae
- 18.077408037109414, 99.8452457668233
- All year but different agricultural activities are available according to the season
- Those who want to learn about organic farming, local wisdom, and innovative techniques
- Contact the community
- Suriya Kangaew
- **(**+66) 8 7936 4687
- ผลิตภัณฑ์และหัตถกรรม
 บ้านแม่ลานเหนือ
- 9 AM-5 PM (contact agent)



BCG MODEL

- B Develop a learning center into an agritourism destination and create income for the community
- Engage in organic farming, with no chemicals

HAPPY MODEL

G Learn about agriculture from the community expert and try it yourself













Ban Pak Niem Community:

Loei

A simple community by the Mekong River emerges as a premium local Thai wine producer



"Ban Pak Niem" may not be familiar to many people but there is something special in store for visitors. Located in Pak Chom, Loei, the village is by the Mekong River and the lifestyle is closely bonded to the waterway. Locals still go out to fish, pan for gold, and grow fruits. Another occupation that has to be talked about is wine making, which would take fruits such as mulberry, mango, and banana into the fermentation process. It solves the problem of oversupply and adds wonderful value to local produce. Apart from sampling the wine, visitors can enjoy popular local foods such as miang kam and other flavorful fruits and vegetables. The Pak Niem local lifestyle has been presented to visitors through tourism activities, adding depth and experience to a travel destination that is not well known in Loei.

Choose Your Style

- Learn about the production process of and taste the local wines
- Try organic miang kam
- Go gold panning in the Mekong River
- Visit Wat Si Phum Surakan





- **Q** 18.055224204073706 101.92877959068015
- All year, but islets and gold panning can only be seen from January to May; 5.30 AM is the best time for viewing the river scenery while 5 PM is ideal for watching the sunset
- Food lovers, health-conscious consumers, and tourists who appreciate small towns
- Contact the community
- Tourism Authority of Loei
- (+66) 8 2100 8747
- บ้านปากเนียม ตำบลห้วยพิชัย อำเภอปากชม จังหวัดเลย
- 9 AM-5 PM (contact agent)



BCG MODEL

- Develop Wiman brand wines made by the local community and from the local fruits
- conserving the river ecosystem

- Cook food with natural local ingredients; safe for consumers
- Stay in clean and safe accommodations
- Learn about the local lifestyle such as panning for gold, river fishing, and engaging in agricultural activities



"Ban Paeng Community" is a small community in Kosum Pisai, Mahasarakam. The locals have a simple lifestyle where the housewives would gather to work on their reed mats. This normal activity has developed the handicraft, and established the Ban Paeng Reed Mats Women Makers Group. The mats are now a signature product of the area, famous for their beauty, durability, and value. Reeds are taken from Bueng Paeng, a natural swamp, and the locals have been using such reeds in their households for generations. Today, the crafts have been developed into many products such as folding mats, cushions, mattresses, placemats, baskets, and bags. In addition to creating a tourism route which traces the crafting process from upstream to downstream, the products create income for the community and conserve local wisdom from disappearing through time.





- Paeng Sub-district, Kosum Pisai District, Mahasarakam
- 16.26904180619468, 102.97974689720294
- All year, but migrating wild ducks can only be seen from November to May
- Those who love local handicrafts and tourism community
- Contact the community
- ♣ Udom
- **(**+66) 8 9505 8145
- ชุมชนบ้านแพง ตำบลแพง อำเภอโกสุมพิสัย จังหวัดมหาสารคาม
- 9 AM-5 PM (contact agent)

BCG MODEL

- Process reeds into many products such as folding mats, cushions, mattresses, place mats, baskets, and bags
- G Support aquatic animal conservation, with no agriculture around the community swamp

- Try Isaan food from local ingredients and organic vegetables
- Stay in a safe and comfortable homestay
- G Community experts guide visitors through the community and share information on the reed mat handicraft



The Khok Nong Na Model serves as an example of city people heading to their ancestral home to live the ways of a self-sufficient lifestyle. At the "Self-Sufficiency Community Learning Center in Khlong Hok", visitors can learn the real-life story of Adul Wichianchai, an award-winning farmer in 2018. He turned his back on city life to head home to turn a lifeless land into an abundant farming area. He then started a learning center for mushroom farming and mushroom processing based on the new agricultural theory of being 100% organic. After years of experimenting, he is happy to pass on the knowledge he found to students and other visitors who are interested in learning. The community spirit is alive and well in Khlong Hok, with the goal of providing sustainable happiness for all.

Choose Your Style

- Learn about different types of mushroom farming
- Try cultivating spawn
- Process mushrooms into different products
- Check out the innovative parabola dome













- Khlona Hok Sub-district. Khlong Luang District, Pathum Thani
- 14.188722800532641. 100.73225599983586
- All year, but contact in advance
- Those who are interested in the Khok Nong Na Model, mushroom farming, and self-sufficient farming
- Activities start from 500 baht/
- **(**+66) 8 6380 6792
- ศูนย์เรียนรู้สัมมาชีพชุมชน ตำบลคลองหก
- 9 AM-5 PM (contact agent)

BCG MODEL

- and processing, and use of a parabola dome and Smart
- Use soil or clay from digging swamps to build ridges where water is stored for use all vear
- Khok Nong Na Model or agricultural biodiversity makes use of all the natural

- Sample food made from mushrooms and other organic produce that have high health benefits
- The new generation of community leaders share knowledge and information



Ayutthaya is not only home to temples and archaeological sites but also many lively ancient communities that are open for visitors to gain new experiences. One such place, "Ban Sai Noi Community Learning Center" is a Mon community that migrated to the area during the King Naresuan era. These days, the Mon and Central Thai culture can still be found through tourism activities such as clay brick making, fabric embroidering, Thai dessert making, Thai boxing, or cycling to see the agriculture lifestyle. Check into the Sai Noi local homestay for a complete, authentic learning experience.

Choose Your Style

- Make therapy products from coconut shells
- Go cycling to see the community lifestyle
- Make nine auspicious desserts and taste Mon food
- Learn Thai boxing





- Sai Noi Sub-district, Bangban District, Ayutthaya
- 14.403189759186464, 100.47486681288925
- All year with different scenery; green rice paddy fields in the rainy season will turn yellow at the end of the year
- Those who are interested in learning about the local lifestyle and culture
- Homestay accommodations starts from 800 baht, not including activities
- Mavuree Sinak
- **(**+66) 9 8156 6192
- ศูนย์การเรียนรู้ โฮมสเตย์ไทรน้อย
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop the authentic Mon lifestyle and agricultural methods into tourism activities
- Make health products from coconut shells
- G Offer activities to experience agriculture in the paddy fields, banana plantations, corn plantations, and vegetable gardens, as well as conserve pature

- Try local food with organic ingredients
- Go to a standardized homestay that is clean, safe, and convenient, with engaging activities
- Cycle around to see the community lifestyle
- Community experts share stories and guide visitors through many activities



"Ban Tubtim Siam 05", Sakaeo, is a village on the Thai-Cambodian border, with many interesting hidden things to explore. First of all, it is a premium herb producer of Sakaew province under the vision of Chulabhorn Research Institute, providing the main ingredients for Siam Herb products. The community is also open as a learning center for planting and processing herbs. In addition, there are many other attractions such as chrysanthemum fields surrounded by mountain scenery, a paddy field coffee shop, a sompong tree that curves along with the road, and Ban Tubtim Siam 05's 360-degree panoramic view. This small village should not be overlooked, with many gems waiting to be discovered.



- 13.352018424982102, 102.32791061078855
- All year to learn about herbs, but the chrysanthemum fields are most beautiful in November and December
- Health-conscious travelers who are interested in Thai herbs
- Contact the community
- Mano Nueysungnern (Village Head)
- **(**+66) 8 5288 5675
- ทับทิมสยาม05บ้านเรา
- f ไปกันสระแก้ว : Go Through Sa Kaeo
- 9 AM-5 PM (contact agent)

BCG MODEL

- Learn from the premium herb producer of Sakaew, from planting to processing
- Process herbs into a variety of Siam Herb products

- Prepare food with herbal ingredients, which offer many health benefits
- Guides available to share information about every aspect of Thai herbs





In an area of more than 6.3 acres (16 rai), "Arts for Life Center", Huai Yod, Trang, exudes the spirit and color of local arts and culture. It is opened as a lifestyle, arts, and culture learning center, offering fun activities from local wisdom and arts that have been adapted for the new generation to access more easily. Art for Life Center gathers key elements of the old lifestyle and develops them further, adding more value while conserving the cultural heritage, local languages, and artistic diversity of Trang.





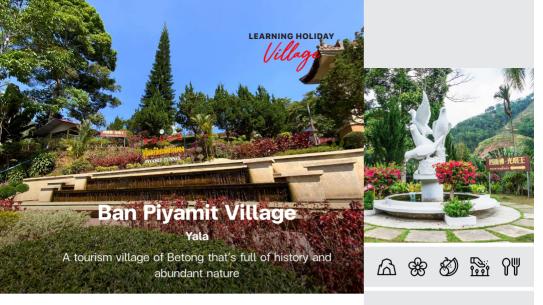


- Ban Khlong Kui, Pakcham Sub-district, Huai Yod District, Trang
- 7.715292657863208. 99.66426079765796
- All year, but especially lively during the Arts and Culture Festival
- A new generation of travelers who love arts fused with the local lifestyle
- Entrance fee 20 baht
- (+66) 8 6476 9085
- ศนย์ศิลปะวิถี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop lifestyle, arts, culture, and local languages into a learning center for
- Make things from natural
- Learn about the local lifestyle that bonds with nature

- Join many fun and engaging activities
- Community experts share knowledge and guide visitors through activities



Experience Betong, Yala, the southernmost province in Thailand that is cozy and calm surrounded by fresh mountain air. In addition to the raw nature on display, it is also a history learning center rich with traces of the past. In "Piyamit Village", visitors will find the home of Piyamit Tunnel, an air raid shelter and provision store during the battles between the Malaya communists and the Malaysian government. These days, it is opened as a tourism destination to learn about history through a 1-km. tunnel and how people lived underground. Also, a museum exhibits appliances used in those days. In addition, Piyamit Village houses an agricultural area with winter flower fields, orange orchards, and the famous Betong chicken farms.

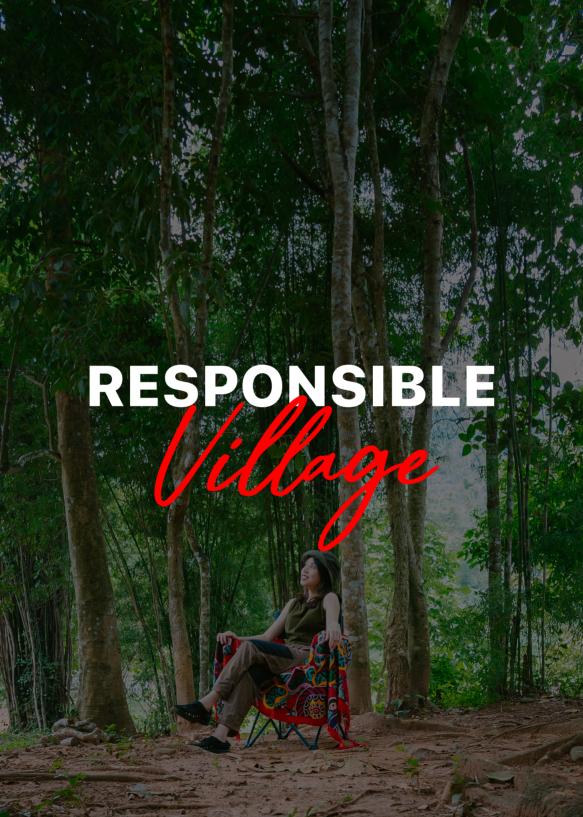


- Ban Piyamit, Betong District, Yala
- 5.883798876293331, 101.05223232842455
- All year, but the best weather is at the end of the rainy season to winter
- Those who enjoy a little adventure amidst peaceful nature
- Entrance fee of 40 baht
- Ban Piyamit Community Tourism Activity
- **(**+66) 9 8925 2320
- ② 8 AM-4.30 PM

BCG MODEL

- Develop a historical site into a learning center and museum
- Engage in 100% organic farming with no chemicals

- Go on a nature trail between
 Piyamit Tunnel and the
 thousand-year-old tree
- C Listen to historical tales from community elders



Partake in responsible tourism to be part of building sustainable cities and communities in terms of resource use and helping the communities become a pleasant place for both residents and visitors. Respect the way of life and identity of the community as well as help take care of the surrounding environment by not creating waste and pollution while traveling. The responsible tourism route offers a variety of natural and cultural attractions, including opportunities to learn the traditional wisdom of the community.



For more than 30 years ago, this community used to be deforested lands from illegal logging and overexploitation of natural resources until an important turning point. In 1993, when King Rama IX started a royal initiative to establish the Khun Mae Kuang Forest Development Project, "Ban Pa Sak Ngam Community" was one of the villages in the project. Hence, the upstream forest resource conservation and development began and the lands were becoming an abundant realm again. These days, this village has become a model village for ecotourism where the visitors can experience the coexistence and reciprocity between people and the forest. Sights amidst expansive nature are waiting to be explored, such as Mae Kuang Udom Thara Dam, Chuemiai Suspension Bridge, a waterfall. cave, sightseeing cliff, nature trails, etc.













- Luang Nuea Sub-district, Doi Saket District, Chiang Mai
- 18.986961037896815. 99.11863553869914
- The rainy season is when it is lush and green, so the waterfall and dam will be most beautiful
- Fco-minded tourists, and students and company employees wanting to take a trip to learn about nature conservation
- Activities start from 500 baht
- (+66) 8 2387 1625
- ชมชนบ้านป่าสักงาม
- 9 AM-5 PM (contact agent)

BCG MODEL

- program on water resource management and forest
- Grow more than 100,000 rattan trees used for wicker

- Stay in a homestay or private accommodations among greenery and cool weather all year
- Hike along the nature trails in the lush forest, and visit A-frame Waterfall and Luang
- In the environmental camp. community experts share knowledge, build consciousness, and guide visitors through the nature walk















The royal-initiated Huai Nam Bong Reservoir is a main tourism hub of "Ban Tad Hai Community", a water source for agriculture. household consumption, and freshwater fish. As an ecotourism destination, it is still not widely known as it opened to tourists not long ago, but its impressive tourism quality is second to none. A few vears ago, the locals also built Chuem Huk Bridge, a long bamboo bridge, as a new attraction. Other must-do type activities include taking a boat trip in the reservoir, bird watching, visiting Ya Lert Cave, and going to Pho Pu Suea Saming. In addition, the village is also a huge palm plantation whose produce can be processed into food. Visitors can see such processes as well as enjoy palm tree climbing, fresh palm products, and the fun palm swing.



- Kok Muana Sub-district. Non Suna District. Nona Bua Lamphu
- **Q** 16.906212718052867. 102.41344047592041
- Everyone who loves small rural villages in peaceful, beautiful nature
- A boat trip is about 300-500 baht
- Sompong (Village Head)
- (+66) 8 7214 5183
- เที่ยวตาดไฮ อยากพักใจ ให้มาเด้อ
- 9 AM-5 PM (contact agent)



BCG MODEL

- Develop a variety of products ball, hand-weaving textile, processed food from fish and
- Maintain and conserve the environment around the

- Try many local dishes such as fresh palm, palm cake, pickled fish, etc.
- Community experts share knowledge about palms. including climbing and making desserts





The forest area of Phu Phi Pop-Phu Pak Pan of "Wang Nam Mok Village"e used to be badly affected by illegal logging that consequently resulted in severe drought from the upstream forest. The locals then decided to establish a community forest project to rejuvenate the forest to its original abundance. They were given an award from the public sector, and this led to the development of ecotourism in the area while blending the indigenous Lanna and Lanchang cultures. A wooden pavilion by the creek is used as a tourism and cultural coordination center, learning center, event and ceremony area, as well as to welcome visitors. In addition to the reforestation and ecosystem education activities, visitors can experience the unique cultural heritage of this community.





- Praphuttabat Sub-district, Si Chiang Mai District, Nong Khai
- 17.987106499743607, 102.37838333245115
- Rainy season to winter has the best village atmosphere
- Everyone who enjoy local culture or are interested in learning about community forest
- About 1,500 baht (homestay, 3 meals, and activities)
- Wang Nam Mok Tourism and Cultural Coordination Center
- **(**+66) 8 3357 7035
- 🖪 วังน้ำมอก wangnammok
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop food products such as roasted mortar crushed coffee and ranunculus tea, as well as make Lanna-Lanchang taxtiles and cotton lamps
- Use remnant cloth to make bags, handkerchiefs, and napkins
- G on nature trails to the forest and waterfall, cook with wild ingredients, and help conserve the community forest

- Try local dishes, and in many variations such
- Check out more than 20 homestays in the tourism community
- F Walk the nature trail through Phi Pop community, cycle along the Mekong River scenery
- G Community experts share information about and guide visitors through activities



Embraced by verdant mountains and shady trees, a small Karen community called "Ban Pa Mak" offers visitors an idvllic setting. A creek with refreshing, clear, and cool water cuts through the middle of the village, and the camping area for visitors allows them to stay in beautiful surroundings, listen to the running water, and watch twinkling stars in the night sky. These simplicities, including a sense of true peacefulness, are the highlights of Ban Pa Mak Community. The local lifestyle still represents the identity of the original ethnic group who live, farm, and coexist with forest conservation in mind. Their robusta coffee plantation is well balanced, managed by a local community enterprise to develop products for sustainable income.















- Salalai Sub-district, Samroivod District. Prachuap Khiri Khan
- 12.276439131885432. 99.57670093225329
- Cool weather all year, but could be a little difficult to travel during the rainy season
- Tourists who enjoy camping
- 300 baht/tent
- Ban Pa Mak Tourism Community
- **(**+66) 8 0634 8199
- ท่องเที่ยวชนชนน้ำนน่าหนาก ลานกางเต็นท์
- โรเวิสต้าป่าช้างขาว บ้านป่าหมาก
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop a robusta coffee plantation, and market products under the
- Use systematic waste
- Engage in organic

- Try freshly ground robusta coffee and the community's famous wild honey lemon soda
- Pitch a tent in the camping area by the creek surrounded by mountains
- Locals share information and knowledge about their robusta coffee and Karen culture



The impact of shrimp farming once left the canal ecosystem of "Ban Fai Tha Community" in deterioration. The locals thus decided to develop the environment and recuperate Khlong Pak Pid, a canal branch that stems from Khlong Bang Saphan, to its beautiful condition as in the past by conserving the surrounding mangrove forest. The Tourism Community Enterprise was then established to build consciousness about the importance of the coastal area. which is a nursery ground for juvenile aquatic animals; reforestation activities; and cleaning up garbage from the mangrove forest. These days, visitors can experience the beauty from a local long-tailed boat ride, kayak along the canals with a community tour guide for about 1 to 2 km. to see the mangrove ecosystem, and observe the local fishing lifestyle at an outdoor learning center. A homestay enables visitors to learn even more about this community.











- Pongprasat Sub-district, Bang Saphan District, Prachuap Khiri Khan
- 11.195663738497613. 99.5088126133287
- All year, but make an inquiry in advance about the tides
- All ages, especially those who like ecotourism activities
- Kayak rental starts from 100 baht
- Ban Fai Tha Tourism Community.
- **(**+66) 8 5425 3929
- ชมชนท่องเที่ยวบ้านฝ่ายท่า เชิงอนุรักษ์คลองปากปิด อำเภอบางสะพาน
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use natural tie dye fabrics to
- Make bags from remnant cloth as souvenir and consumer
- to improve the ecosystem



Choose Your Style

- Learn about mangrove forest conservation
- Take a kayak or long-tailed boat trip along Khlong Pak Pid
- Join a reforestation activity
- Enjoy the local food



- Eat a variety of foods from Buddhist and Muslim communities such as bai klu tea with roti, massaman curry, mengpraow curry, and kaeng kua som (sour curry)
- Relax in a safe and comfortable homestay
- Kayak through a 1 to 2 km. route surrounded by the abundant mangrove forest
- Local guides are available to share information and history



In 2013, "Ban Tha Ranae Community" won a national award as a model community for mangrove forest resources, which reflects the good natural resource management efforts by the locals. Visitors' excitement starts from a boat trip along the bend of the watercourse in the mangrove forest, to experience an ancient, hundreds-of-years-old forest composed of mangroves, nipa palms, and taboon (xylocarpus granatum) forests. The taboon forest is especially interesting, with twisted roots that wind through the forest as if a scene from a fantasy movie. All this wondrous nature is under the care of the local community, with engaging activities for visitors such as growing ant plants, a rare herb that is used to make healthy tea; and returning crabs and shellfish back to their original homes, restoring diversity to the ecosystem.





- Nong Kum Song Sub-district,
 Muang Trad District, Trad
- 12.186066481516153, 102.55663976833529
- All year, but advance inquiry recommended in the rainy season as the tides could affect a trip to the ancient taboon forest
- Everyone of all ages who love nature-based activities
- Starts from 900 baht (accommodation and traveling program)
- Ban Tha Ranae Tourism Community Group
- **(**+66) 8 1161 6694
- ท่องเที่ยวมหัศจรรย์บ้านท่าระแนะ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Make wicker products from natural nipa palm and souvenirs from local herbs
- Grow ant plants to make tea, and encourage conservation of local herbs

- Try local dishes such as deep-fried mangrove leaves, crushed rice cracker with ant plant tea, and mussel curry with betel leaf
- Go taboon bowling, and test your skills in the taboon yard
- G Locals, along with junior tour guides, in the community share knowledge



"Nai Nang" is from a Malayu word that means "abundant river", and this community is just as its name suggests. Before the abundance of these days, however, there was a period when the locals were affected by a mangrove forest concession and trawlers almost completely wiped out the ecosystem. The locals took action and were successful in their battle to conserve their resources. These days, "Nai Nang" has become a model village in coastal environment conservation. A tourism community enterprise was established to build awareness about the importance of mangrove forests and fishing techniques that do not damage nature. Visitors can learn more about the conservation efforts as well as check out crab banks and bee farms, which also conform to mangrove forest conservation and discontinuation of chemical usage.





- Khao Kram Sub-district, Muang Krabi District, Krabi
- 8.229642581676156, 9876555495482228
- October to April is the high season for the Southern Andaman region, with low rain and no monsoons
- ♥ Eco-minded tourists, and students and company employees wanting to take a trip to learn about coastal resource conservation
- Day trip starts from 900 baht
- Sucha
- **(**+66) 8 7273 3798
- OTOP Village Nainang CBT
 - 9 AM-5 PM (contact agent)

BCG MODEL

- Adapt local wisdoms to honey to create products such as soap, conditioner, shampoo, balm, and snacks
- Use a waste management system and resell recycled waste, with proceeds used to develop youth education programs
- G Develop bee farming along with conserving the mangrove forest, which is a source of bee food and helps to promote organic farming methods

- Try OTOP foods such as crispy fish chili paste, curry puff, shrimp paste, organic rice, pickled fish, and honey cake
- F Kayak through mangrove forest and to Khao Karos
- G Local representatives from different groups share information and practices about conserving natural resources



You do not have to worry about visiting Phuket during the monsoon season if your destination is "Ban Bang Rong", a 200-year-old community that used to be the center of Talang Bang Rong town. Nowadays, it has become an ecotourism community that has won a Kinnari Award from the Tourism Authority of Thailand, an OTOP village award, a sufficient economy village award, etc. About 10 years ago, the community was negatively affected by a mangrove forest concession, but it decided to become a natural resource conservation community. It has embraced the sufficiency economy philosophy by offering a tourism community, showcasing the authentic local lifestyle and surrounding nature. Visitors can take a Phuket pineapple plantation tour, milk a goat at the goat farm, tour the mangrove forest, learn about gibbon conservation, visit the waterfall, and more.













- Pa Klok Sub-district. Talang District, Phuket
- 8.057289690143802, 98.4049708735864
- All year
- Everyone, especially those who want to learn about the local lifestyle and engage in ecotourism activities
- Day trip starts from 1.500 baht
- Bang Rong Tourism Community
- **(**+66) 9 4714 8707 (+66) 8 4309 9131
- ท่องเที่ยวชมชนบางโรง Bangrong CBT
- 9 AM-5 PM (contact agent)

BCG MODEL

- occupations to add value. such as goat milk, goat milk yogurt, goat milk soap, cheese
- Return gibbons to the forest

- Welcome visitors with delicious pineapple from the farm, seasonal fruits, and seafood
- Stay in a community homestay to experience the authentic local lifestyle
- Kayaking or canoeing to explore the mangrove forest ecosystem or cycling to the pineapple plantation
- Locals share their knowledge and practices about conserving natural resources



Explore community tourism routes that will take families with children to various localities throughout Thailand. Each route has been specially designed to offer activities, food, and accommodations that cater to young travelers, including school and family groups. They are safe for kids, with an emphasis on learning through fun. Whether the topic is about farmers, livestock, culture, lifestyle, cooking, nature, or energy, among others, there's no room for boredom on this trip.



A creative learning camp, "Dek Fai Dee Center" is situated on a high mountain, surrounded by nature and forests in Chiang Rai. It shares the same location as Doi Tung Development Project under the Mae Fah Luang Foundation. The camp accepts children aged 8 to 12 years old to enjoy discovering more than 10 occupations, such as Doi Tung junior chef, barista at Fai Dee Café, Doi Tung farmer, junior librarian, investigator, Thai dessert chef, musician, artist, and dancer. It also offers skills training in basic firefighting, waste management, bamboo archery, first-aid, and more. Each year, there are different options such as a 5-day camp or a 7-day camp in which the children will learn to work with new friends, try each occupation with real experience, and explore nature.

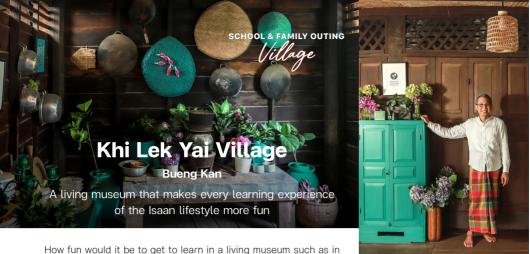


- Chiang Rai
- 20.265069382836348, 99.82932138950237
- Tuesday-Sunday
- School children and families seeking educational and enriching family trips
- For details and pricing of local activities, contact the office/ responsible persons
- **(**+66) 8 1724 1636
- f Faidee Kids Camp ค่ายเด็กใฝ่ดี
- ② 8 AM-5 PM

BCG MODEL

- Renovate an old 2-acre (5-rai) vocational training center into a creative learning project
- G Build awareness about environmental conservation through nature exploration activities

- Stay in clean, safe, and comfortable accommodations
- G Children learn to cooperate with others and coexist with nature



"Khi Lek Yai Village"? This community embodies the concept of a living museum, where the local community lifestyle has been developed into a learning experience. Tourism in Khi Lek Yai Village originated from a new generation of Bueng Kan locals, including Kab – Suthipong Suriya, one of Thailand's leading food stylists who chose to go back and develop his hometown. Kab has added his creative touch, injecting color and character into as well as creating more income for the over 150-year-old village. He started by turning his own old house into a museum in the heart of the community, to tell about the history and lifestyle of the Tai So people who were their ancestors. He brought in graffiti artists to paint images of serpents on each house to depict the stories of their inhabitants. To top it off, Kab helped bring delicious and beautiful seasonal food to life, living up to his reputation as a famous food stylist.



Nong Punta Sub-district, So Phisai District, Bueng Kan

路 影 静 像

- 18.09942377944822, 103.40493606880578
- # All year
- School children and families seeking educational and enriching family trips
- Free village tour, except for cooking activities
- Living Community Museum
- (+66) 8 6229 7626
- f LifeCommunityMuseumBuengkan
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Keep local culture alive, adding value to village tourism with ever-changing technology
- Cycle around the community, and support a healthy and eco-friendly mode of travel

HAPPY MODEL

Enjoy a local meal made from seasonal ingredients in a contemporary setting



If you want a change of scenery from the beach, check out the adventurous horse-riding activity along the mountain terrain in "Ban Nam Sub Community" in Kaeng Krachan, Phetchaburi. The village boasts a horse population of more than a hundred animals, which are used to herd cows. To create more income for the community, the locals have trained the horses as part of a tourist trail-riding attraction, which has further developed into a hippotherapy program. Since then, it has cooperated with the Thai Traditional Medicine Hospital to accept ADHD or autistic patients to help with their concentration and mental wellbeing. Ban Nam Sub is also famous for its sufficiency economy philosophy; therefore, learning stations in household gardens have been created. Here, visitors can experience how to grow durian in a lime garden, raise goats, and develop integrated agriculture. A community homestay offers an even more in-depth look at the Ban Nam Sub lifestyle.



Choose Your Style

- Mitigate ADHD symptoms and improve mental wellbeing through hippotherapy
- Enjoy nature with horse-riding around the community
- Learn about the community and its agricultural lifestyle
- Sleep in a mountain homestay and eat local meals

- Kaeng Krachan Sub-district, Kaeng Krachan District, Phetchaburi
- 12.975734491085234, 99.61878771847404
- All year, but the end of the rainy season to early winter in October offers cool weather and verdant nature
- School children and families seeking educational and enriching family trips
- Horse-riding for 500 baht/hour
- **(**+66) 9 2947 5984
- ชุมชนท่องเที่ยวเชิงอนุรักษ์บ้านน้ำทรัพย์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Cooperate with the Thai
 Traditional Medicine Hospital to
 create a hippotherapy program
 for ADHD and autistic patients
- G Support agritourism activities like lime farming, durian growing, goat raising, and horse riding

- Try the community's famous desserts and local dishes such as pickled fish
- Stay in a safe and standardized homestay
- Ride horses around the community and amidst nature
- G Community experts are available to share information and guide visitors through activities



"Krasang Community Learning Center", located by the Noi River, Bang Sai District, is recognized as one of the top listed spots for an outing with children and teens. It is especially suitable for those who want to learn more about agriculture or for getting away from the cities into the soothing green embrace of nature. A variety of activities are available, from putting on mohom clothes and hopping on an e-tan truck to go the organic farm to transplanting rice seedlings, mushroom farming, gathering duck eggs, cricket farming, harvesting fruits, and cooking local dishes. Visitors can also take a boat trip to experience the evening community lifestyle.

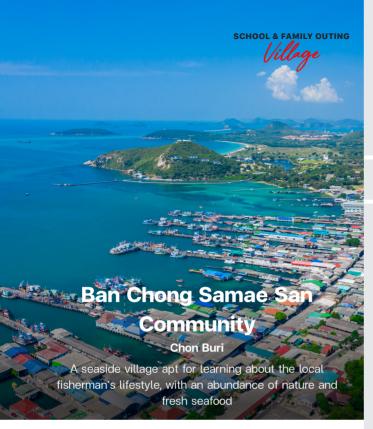
- School children and families seeking educational and enriching family trips
- For details and pricing of local activities, contact the office/
- ▲ Tumbol Krasang Learning Center
- (+66) 9 8434 7940
- http://krachang.go.th
- OTOP นวัตวิถี บ้านกระแชงใต้
- 9 AM-5 PM (contact agent)



BCG MODEL

- B Develop the local agriculturebased lifestyle into learning activities and tourism
- Support organic farming, which is safe and helps to reduce pollution in the soil, water, and air

- Cook your own food using seasonal ingredients, with no chemicals
- G Pass on organic farming knowledge to children and youth



Given its name, this fisherman's village is presumed to have had dense clusters of samae san trees (senna garrettiana) in the past. These days, it is a hub of fresh seafood. Its fishing areas are under the navy supervision, hence, the natural resources are still in abundance. Visitors can easily shop at the market or the community store for delicious foods. A community homestay is available for those who want to experience the local fisherman's lifestyle, whether in a trawler or processing food. Another interesting sight is Wat Chong Samae San which is situated at Luang Pho Dam, as well as Koh Samae San where visitors can learn and build awareness about nature and sea resource conservation.

Choose Your Style

- Relish the flavors of fresh seafood and local dishes
- Learn about the local fisherman's lifestyle
- Shop for processed seafood products
- Explore Koh Samae San and Koh Kam













- Samae San Sub-district, Sattahip District, Chon Buri
- 12 603045092125209 100.96122205175884
- September to October, for calm seas, good fishing, and experiencing the fishing lifestyle
- September to October, for calm seas, good fishing, and experiencing the fishing lifestyle
- About 1.000-2.000 baht (accommodations and activities)
- Tourism Authority of Pattava
- (+66) 3842 7667
- 9 AM-5 PM (contact agent)

BCG MODEL

- Process and preserve fresh seafood or cook it into different dishes
- Make a trip to Koh Samae about conserving Thai marine

- Buy a variety of seafood from local fishermen in the community market
- Experience a homestay in the fisherman's village and get a taste of the local coastal lifestyle
- Learn about the fisherman's lifestyle and how to process seafood with the locals



Nakhon Nayok is famous for its fruit plantations and the Thai agricultural lifestyle, with one of the highlights being "Ban Tung Kraprong Learning Center" and its farmer-for-a-day experience. An integrated organic farm with no chemicals used, the center adheres to the sufficiency economy philosophy. Activities include rice farming, compost making, soil improvement, vegetable gardening, bamboo fishing, and seasonal vegetable harvesting. The latter involves visitors cooking their own lunch, before going to pick some fruits such as pineapple, lime, and dragonfruit. In addition to "walk-rally" type events for children and youth, activities can be tailored according to different interests.















- Pa Ka Sub-district, Banna District, Nakhon Nayok
- 14.3110677571482, 101.0808468841185
- All year
- School children and families seeking educational and enriching family trips
- Day trip starts from 300 baht/ person (for a group of more than 30 members)
- **(**+66) 9 6889 0889
- ศนย์เรียนร้บ้านท่งกระโปรง ตำบลป่าขะ อำเภอบ้านนา จังหวัดนครนายก
- 9 AM-5 PM (contact agent)

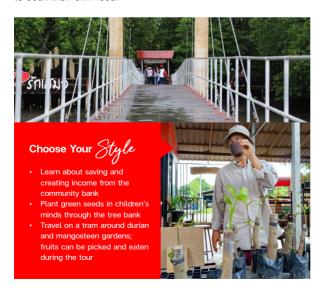
BCG MODEL

into fun activities in fruit

- Handpick fresh fruits to make one's own meal
- Learn about the sufficiency economy philosophy



Enjoy a variety of life lessons involving the sufficiency economy philosophy in "Ban Nok University", a branch of the Life Lessons Institution Network in Ban Jum Rung Community. Complete with a homestay, organic farming learning center, waste bank, bladesmith group, and rubber tapper group, this educational tourism destination originated from and builds upon the strength of the local community for the past 30 years. Interesting activities for children include taking a tram around the organic fruit garden; picking rambutan, durian, or mangosteen directly from the trees; and processing fruits into fried durian or banana. Kids may also find it interesting to learn how to make charcoal, cultivate seedlings, and harvest vegetables to cook their own food.













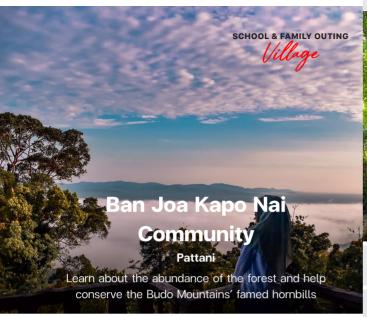


- Nern Kho Sub-district, Klang District, Rayong
- 12.706659999999998. 101.62474748465576
- All vear
- School children and families seeking educational and enriching family trips
- For details and pricing of local activities, contact the office/ responsible persons
- **(**+66) 8 7817 8030
- สภาองค์กรชมชน ตำบลเนินฆ้อ/ มหาวิทยาลัยบ้านนอก
- ชาติชาย เหลืองเจริณ มหาวิทยาลัยบ้านนอก
- 9 AM-5 PM (contact agent)

BCG MODEL

without chemicals, to reduce

- Tour seasonal fruit
- Enjoy a standard Thai homestay



The Budo Mountains have attracted many visitors who love hiking into "Ban Joa Kapo Nai Community". Due to the village's location, this ecotourism program has a special focus on hornbill conservation. It is home to six hornbill species: Rhinoceros Hornbill, White-crested Laughingthrush, Great Hornbill, Helmeted Hornbill, Bushy-crested Hornbill, and Wreathed Hornbill. Bird-watching activities are thus a-must for junior bird watchers and their families. Other draws include immersing in the morning sea mist, having a local meal by the creek, or camping under twinkling stars.















- Karubi Sub-district, Kapo District, Pattani
- 6.55642345809738, 101.55159593630923
- All year
- School children and families seeking educational and enriching family trips
- Contact agent
- (+66) 8 5575 2170 (+66) 9 8019 8424
- ชุมชนท่องเที่ยวบ้านเจาะกะพ้อใน
- 9 AM-5 PM (contact agent)

BCG MODEL

Highlight the hornbill directly related to forest

- Check into a homestay in the mountains for less than a thousand baht per night
- Enjoy the local food
- Hike through nature trails. exploring the abundance of



Learn Thai history and social science outside of the classroom at "Ban Chong Chang Historic Village", the origin of the Communist Party of Thailand in the Southern region. Due to the intricate mountain terrain, this place used to be the base of the Communist Party of Thailand in the past. Nowadays, it houses a monument, model tank, and history learning center. In addition, it offers a campsite and hiking activity to Sun Mai Ngam sightseeing spot to experience the morning sea mist.



- Parupee Sub-district, Ban Nasan District, Surat Thani
- 8.707508109563314, 99.35400289203811
- All year
- School children and families seeking educational and enriching family trips
- Free of charge
- **(**+66) 8 1607 9329
- กลุ่มท่องเที่ยวโดยชุมชนหมู่บ้าน ประวัติศาสตร์บ้านช่องช้าง
- 9 AM-5 PM (contact agent)

BCG MODEL

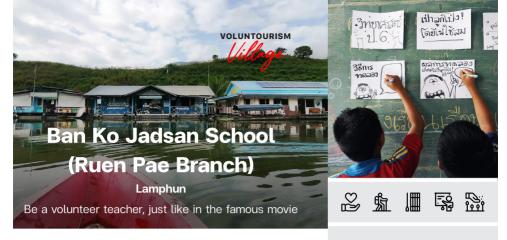
- Turn history into an interesting tourism activity
- G Highlight camping, seeing the morning sea mist, and traveling in natural surroundings

HAPPY MODEL

G Understand more about the history of communism in Thailand through stories of the past, as retold by the locals



Pack a bag and get ready to engage in both volunteer and tourism activities on this journey. Many communities are now offering volunteer-based tours that are not limited to month-long excursions. You can choose one-day or half-day trips, making a difference and immersing in delightful, enriching travel experiences.



For those who have seen "Kid Tueng Wittaya", a famous Thai movie, and wondered if there really was a floating school in the middle of a valley, cut off from the outside world, the answer is "yes" – if you take a 45-minute boat ride to "Ban Ko Jadsan Ruen Pae School". Situated by the Ping River over the Bhumibol Dam since 1993, the school provides primary education from grades 1 to 6 for the children living around the remote area. There is no cellular network and no electricity except for solar energy that is generated during the day. Also, the students and teachers raise chickens and grow vegetables, cook their own meals, and sleep — all right on the float. Every year, volunteers, such as teachers, librarians, agriculturalists, etc., arrive every now and then to contribute their skills and talents, while being part of a one-of-a-kind school experience.

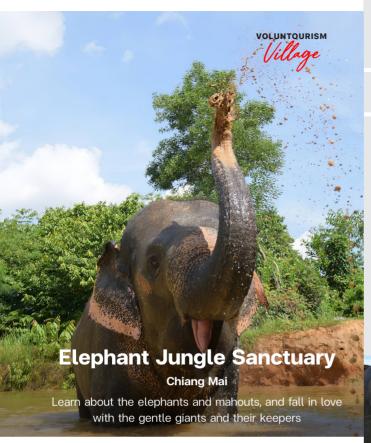


- A Li District, Lamphun
- 17.63644730530155, 98.68544375498794
- Those who want to volunteer would have to make an inquiry with the school to see what they need at the time; some years, there may be institutions that accept volunteers to support the school activities
- Those who are interested in volunteer work
- For details and pricing of local activities, contact the office/ responsible persons
- **(**+66) 8 7179 9506
- ครน้อย เรือนแพ
- 🚹 ครูมาด เรือนแพ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Support a floating school, where the only source of electricity is from solar energy
- Grow organic vegetables and herbs on the float

- After volunteering each day, swim, kayak, and get on with your evening exercise
- G Be inspired by the teachers who never left the children at this little floating school



This ecotourism project started from cooperation between the Karen ethnic group in the North and some Chiang Mai locals who wanted to offer Thai elephant-related education and tourism in a natural classroom setting. Today, the project has expanded into four more locations throughout Thailand, each with different activities such as elephant bathing and feeding, a mud spa, and community stays to understand more about elephant behavior. Visitors will surely fall deeper in love with these wondrous creatures.

Choose Your Style

- Shop for products that support the project, such as coffee and feed
- Enjoy a 2-days-1-night package; get to know the elephants, stay overnight in the Karan mahout community, and hike on the nature trails
- Help bathe an elephant





- Chiang Mai or other branches such as Phuket, Chonburi, Surat Thani
- 18.788201440554683, 98.99732911927319
- All year
- Nature lovers, and those with a volunteering spirit and eagerness to learn
- Activities start from 1,700 baht/ person
- **(**+66) 5327 3415
- elephantjunglesanctuary.com
- f Elephant Jungle Sanctuary
- 9 AM-5 PM (contact agent)



BCG MODEL

- Develop the Karen mahout concept in Chiang Mai further, adding value to the tourism experience along with taking care of elephants
- G Support an ecotourism concept where the elephant can be a platform for building awareness and knowledge among Thais and foreigners

- Walk along with and bathe elephants
- G Understand the mahout's lifestyle and learn more about the Thai elephants



The conservation and forest restoration model of the "Ban Bung Community" successfully turned a community forest into a tourism community, which helps create more income. Consequently, it also spotlighted the importance of everyone's efforts for forest conservation in the locals' minds. Visitors and volunteers, too, can learn about conservation, including afforestation to create firebreaks to protect and nurture more abundance and sustainability in the community forest. In addition, visitors can ride an e-tak truck up to the top of Phu Kho, one of the best sunrise sightseeing spots in Loei, as well as learn about local herbs along the nature trails.

Choose Your Style

- Take an e-tak ride up Phu Kho, hike up Ban Bung Forest, and see the beautiful sunrise
- Marvel at the beautiful mural at Wat Si Phochaisaengpa, a 400-year-old temple
- · Check out the tree parade in Tumbol Saeng Pa, where local flowers are put together into artificial trees













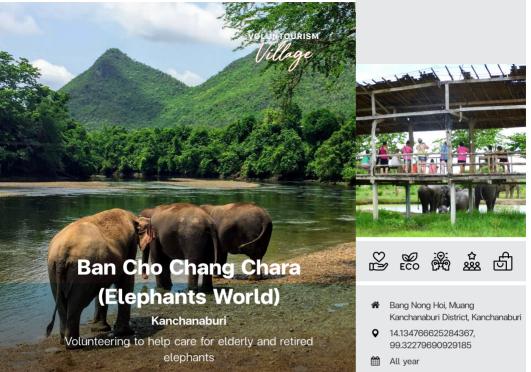
- Na Haew Sub-district. Na Haew District, Loei
- 17.481635954501684, 101.0425450861211
- All year
- Those who care for the environment
- Contact agent
- Bung Phu Kho Community Enterprise
- (+66) 6 2429 9716
- ภูค้อ นาแห้วเที่ยวได้ทั้งปี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Keep tradition and local culture alive through a tourism
- Conserve the forest by making

- Take a e-tak ride up to the top of the mountain to see the
- Share pieces of history of the community through forest conservation





Elephants have long been directly involved with the tourism industry and once retired, either from senility or sickness, they can go to "Ban Cho Chang Chara" to live out the rest of their lives. Located by the Kwai River, this home for retired elephants enables them to relax in nature; there is no playing football or taking people for rides. It is open for visitors to come and feed the elephants with a half-day program, or an all-day program to learn about their behavior as well as a bathing activity in the evening. Stay overnight or volunteer for a short-term or long-term stay, from 1 to 4 weeks. In addition, Ban Cho Chang Chara is open for companies or organizations to join the volunteering activities, such as growing bananas or sugar cane for elephant food.

Choose Your Style

- Traverse the historic route of the Death Railway
- Visit Hellfire Pass Memorial Museum
- Live the slow life in Sangkhla Buri, a popular destination for international volunteers



- Elephant lovers, volunteer tourists
- Activities starts from 900 baht/ person
- (+66) 8 6335 5332
- www.elephantsworld.org
- ElephantsWorld
- 9 AM-5 PM (contact agent)

BCG MODEL

- Add value to elephant care, a task passed down
- Prepare feed for elephants, from organic fruits to

- Join the bathing activity, a highlight for every volunteer
- Pass on the story of Thai elephants that has been part of Thai history for a long time



"This Natural Mangrove Forest School" originated from an idea to prevent coastal erosion that has been around for 20 years. It is led by Phu Yai Daeng or Wisoot Nuamsiri, a former village head of Moo 10, which used to be where the problem was most severe. Phu Yai Daeng first started to learn about nature around the coastal area and then started a huge mangrove forestation project, along with erecting a bamboo fence to absorb the forces of the waves. The locals were subsequently able to coexist with nature. Given this success, the area became a tourist destination or volunteering location for any corporation that wished to help with mangrove foresting to slow down coastal erosion. As the mangrove forest expands in size, it has also become a nursery ground for aquatic animals.



- Check out Amphawa Floating Market, Samut Songkram's famous attraction
- Enjoy local food at Thaka Floating Market
- Visit a coconut plantation and see authentic palm sugar making at Amphawachai Pattananurak Project













- Bang Kaew Sub-district, Muang Samut Songkram District, Samut Songkram
- 13.400254155072059. 100.04362657694219
- Inquire in advance for volunteering activities
- Nature lovers, volunteer tourists who want to conserve nature
- Activities start from 500 baht/ person
- Wisoot Nuamsiri
- (+66) 8 5117 1528
- โรงเรียนธรรมชาติป่าชายเลน
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop a mangrove forest ecotourism activities, and
- Understand nature for

- Nurture the mangrove forest, which serves as a great nursery ground for aquatic animals and thus, contributes to the abundance of fresh seafood
- Take a walk along the wooden bridge to explore the mangrove forest via nature trails
- Learn about preventing coastal erosion from experts



Back in 1997, "Ban Nern Kho" was affected by polluted water and alkaline soil, which directly impacted the aquatic animal population as well as the local fisherman of Nern Kho. The Sea Resource Restoration Group was thus established, to find a solution to these environmental problems. While the original community lifestyle remains, they developed a tourism community program from their animal conservation efforts, while creating income to the community. Now, they are a destination for school field trips and company outings, and they accept volunteers to help make fish aggregating devices, crab banks, and more.











- Nern Kho Sub-district. Klang District, Rayong
- **Q** 12.685001269911302. 101.6717674861978
- Inquire in advance for volunteering activities and field trips
- Those who want to support environmental conservation
- Day trip starts from 1.500 baht/ person
- Ban Nern Kho Local Fisherman Group
- (+66) 8 1383 9468 (+66) 9 7107 9098
- ศูนย์การเรียนรู้วิถีประมง ชมชนเนินฆ้อ โดยคณะกรรมการ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop an authentic local
- through volunteering activities

- Enjoy fresh seafood in the fisherman village
- Learn about the cycles in community lifestyle and seasonal fishing from experts



"Ban Bang Son Community" is another tourism community of Patew District that is replete with natural activities such as kayaking through mangrove forests, enjoying a fresh seafood dinner, seeing the sunset on a float, scuba diving to explore the underwater realm, and watching hawk migration on top of Khao Din Sor. As for the community-based sights and activities, there is a seaside homestay, crab bank, workshops on adding value to local products such as shrimp paste, lueng pratew rice farming demonstration, and volunteering. The latter involves building artificial coral reefs as homes for fish and releasing crabs from the bank back to nature. You can learn a lot from such volunteering activities, which plant a marine conservationist seed in your heart.

Volunteer as part of the protectors of

the underwater ecosystem

- 99.3336139749655
- All year; inquire in advance for volunteering activities
- Those who want to learn about a different lifestyle and help reiuvenate nature
- Accommodations start from 900 baht (not including activities)
- Prasit Chimsaard.
- **(**+66) 8 0779 1650
- โฮมสเตย์บ้านไม้ชายคลอง บ้านบางสน อ.ปะทิวจ.ชมพร
- บ้านธรรมชาติบางสน-ชุมพร
- 9 AM-5 PM (contact agent)

BCG MODEL

Build an artificial coral reef as home to fish

Choose Your Style

- Kayak through mangrove forests
- Hike up to Khao Din Sor's sightseeing spot
- Learn about the fishing lifestyle through squid fishing
- Enjoy a floating dinner with a beautiful sunset at Ao Bang Son



- Support local fisherman by eating fresh seafood
- Hike up Khao Din Sor to watch thousands of hawks migrating in October
- Learn about the fisherman's lifestyle and sea conservation



Sit back, relax, and unwind with a community travel route that creates holistic wellness activities based on local wisdom and natural heritage, such as hot springs, natural mineral waters, and traditional spa treatments, all of which build on traditional wisdom and culture that may sometimes be lost. Step away from work-related stress for the moment, recharge and renew your sense of creativity.



Who says that Amphor Samoeng can only be visited during the strawberry harvest season, since there is an onsen available all year round at "Khum Samoeng"? This Lanna resort and Tai Lue style onsen reflect the identity of this ethnic group. The onsen system draws water from underground before Japanese onsen powder is mixed in, to get the right amount of minerals according to the Japanese formulation. The temperature will be heated up to the standard before the water is released into the tub, to relieve fatigue from travelling, heal stress from work, and stimulate blood circulation. Reenergize and return to your everyday life with vigor.

Choose Your Style

- Soak in the onsen bath with Tai Lue inspired design
- Eat healthy food
- Relax in a Lanna resort
- Visit the Samoeng Community and strawberry plantation, as well as the chrysanthemum fields



WELLNESS TOURISM



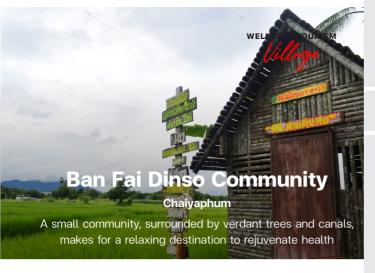


- Samoeng Tai Sub-district, Samoeng District, Chiang Mai
- 18.83996094932371, 98.73199609764507
- All year, but most relaxing during the cold weather at the end of the year
- Busy workers who want to get away from their hectic lives and back into nature
- Onsen bath starts from 250 baht
- **(**+66) 8 1122 2324
- คุ้มสะเมิง-Samoeng-Centerจ.เชียงใหม่
- @ 8.30 AM-5.30 PM

BCG MODEL

- B Develop Khum Samoeng in the center of the Samoeng Community to be eco-friendly and offer high quality service
- **G** Eat healthy food and beverages made from organic ingredients

- Experience clean, safe, and healthy food, and soak in an onsen bath to heal a tired body
- Stay in clean, convenient, and beautiful accommodations



To find out about the name "Ban Fai Dinso Community", you'll have to pay a visit to the stone of wisdom, an ancient piece of stone that was used as a pencil to write on a slate. On top of that, this tourism community has developed a dike in the village with a canal into a tranquil experience; here, a bamboo raft takes visitors along the waterway to experience a simple agricultural lifestyle surrounded by home gardens. Especially interesting are the betel palm gardens where palm harvesting in the old fashioned ways can be seen. Another thing that visitors should not miss is a herbal compress ball massage, and hand and foot spa. This uses herbal water made from local herbs, such as white crane flower, bauhinia strychnifolia, blue trumpet vine, turmeric, hemp, etc., to relieve soreness and fatigue. The locals have taken the indigenous wisdom they have inherited to create health retreat-style activities.











- Dong Bung Sub-district, Khon San District, Chaiyaphum
- 16.604420828799633, 101.94463583601923
- All year, but more varieties of foods are available during Buddhist ceremonial times
- Family or company outing, or those who enjoy alternative tourism communities
- About 1,000 baht (accommodation and activities)
- **(**+66) 8 5740 5539
- หมู่บ้านท่องเที่ยวฝายดินสอ
- 9 AM-5 PM (contact agent)

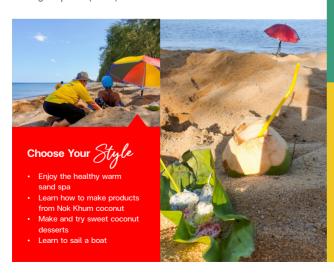
BCG MODEL

- Make compress balls from backvard herbs
- Turn ripe coconuts into cold pressed coconut oil
- G Join the bamboo rafting activity, which causes no pollution and helps conserve the environment

- Enjoy local dishes such as young coconut curry, melon seeds chili paste, roasted fish, and organic vegetables
- L Stay in a wooden pavilion homestay that's surrounded by lush gardens
- Cycle around to explore the community and take in the fresh air
- See a palm harvesting or unique local textile weaving demonstration by the locals



"Ban Thung Pradu Community" has a good community activity that everyone should try: the warm sand spa at Son Beach. Lay covered in warm sand, except for the face, to enjoy the cool sea breeze; it is not only relaxing but also provides many health benefits, such as relieving soreness, detoxifying, rebalancing, and stimulating blood circulation - a true naturebased therapy from local wisdom. Other than that, Ban Thung Pradu Community is famous for its coconut (Nok Khum), so sip on coconut juice before getting into the warm sand, and enjoy the delicious local desserts made from coconut for a lovely ending to your spa experience.











- Thap Sakae Sub-district, Thap Sakae District, Prachuap Khiri Khan
- 11.519780152832691. 9963940096034197
- All vear
- Visitors who enjoy healthful activities
- Activities starts from 350 baht
- **(**+66) 8 1572 9665
- หม่บ้าน CIV บ้านทุ่งประดู่
 - 9 AM-5 PM (contact agent)

BCG MODEL

- Put community resources into warm sand spa tourism to create income for the
- shells, like tie-dye cloth from
- Promote nature-based therapy, with no impact to the

- Try coconut juice and dessert, as well as fresh seafood
- Relax in clean and safe homestays
- Learn to sail with a national sailing coach
- Have a community expert share knowledge and guide you through activities



The lungs of Bangkok, Bang Kachao is a huge green area close to the capital with one of the best ozone levels in Asia. With around 5,600 rai in space, it is largely made up of rich alluvial soil, and the locals' main occupations are in the fruit plantations. The highlight fruits include golden mango, coconut, and cannabis, with a percentage of Bang Kachao is lands now dedicated to cannabis farming. "Samunphrai Bang Yo Community" was established to share knowledge under the standard of the Ministry of Public Health, along with making cannabis into herbal medicine and herbal soap, so visitors can learn more about this wondrous plant.















- 89/13 Moo 9, Bang Yo Sub-district. Phra Pradaeng District, Samut Prakan
- 13.629354537306707. 100.59695474897906
- All year; winter weather is cooler and ideal for cycling around
- Those who are interested in cannabis and getting around by bicycle
- Contact agent
- Tourism Authority of Chachoengsao (responsible for Chachoengsao and Samut Prakan)
- (+66) 8 1645 4303
- 9 AM-5 PM (contact agent)

BCG MODEL

- Cycle around Bang Kachao
- Experts are available to share information













Explore the wonders of "Ban Khok Khai Community", one of which is a natural hot spa that is only available for 10 days a month. Instead of seeing this as an obstacle, the locals have created an opportunity with what they have on hand. The so-called three-heat spa, combining natural wonders like hot sand, hot mud, and hot saltwater, has thus been developed into a tourism activity. The result is an opportunity for visitors to try soaking in the hot concoction, which nourishes skin. Outside of the spa experience, tourists can observe the local fisherman's lifestyle, see oyster farming by using motorcycle tires, take a boat trip through a mangrove forest, kayak, and marvel at the largest volumes of red crabs in Tung Lane Beach.

- Ban Khok Khai. Marui Sub-district. Tub Put District, Phang Nga
- 8.408345315545851. 98.64323867095516
- All year, but the hot spa will only occur in the morning of the low tide
- Nature lovers who want to explore new experiences
- Activities starts from 1.000 baht/day
- Sompon Sarakan
- (+66) 8 7886 0465
- ท่องเที่ยวชมชนบ้านโคกไคร พังงา
- 9 AM-5 PM (contact agent)



Choose Your Style



- Visit the hot spa, and nourish skin with mud
- Take a boat trip to the mangrove forest
- Make oyster shell soap
- Try Indian marsh tea from the community mangrove forest

BCG MODEL

- Develop a natural spectacle
- Repurpose unused tires to
- Enjoy a natural spa and watch red crabs without disturbing the environment

HAPPY MODEL



Kayak through the mangrove



Get away from the hustle and bustle of modern life in this simple fisherman village surrounded by lush mangrove forests. A destination for nature lovers, "Ban Ba Kan Khoei Community", Satun, is a cozy community which is not too far from the coast but full of pureness. The first thing that you will experience is the fresh air, then let the verdant natural surroundings, pretty much everywhere you look, make you feel relaxed. Finally, relish the liveliness and friendliness of the locals, which will leave you smiling and stress free. In addition, there is a black sand spa at Koh Mod Daeng where your body will be covered by very fine black sand to nourish and moisturize your skin. Happiness is simple, and that can be found in abundance at Ban Ba Kan Khoei Community.



- Enjoy the black sand spa at Koh Mod Daeng
- Kayak through mangrove forests
- Learn shrimp paste making
- Enjoy fresh seafood















- Ban Ba Kan Khoei Community, Tunyongpo Sub-district, Muang Satun District, Satun
- 6.596554430978031. 99.97190322838327
- All year, but there could be a lot of rainfall from May to October
- Nature lovers and those who like the slow beach life
- Starts from 1,500 baht (homestay and boat trip)
- **(**+66) 8 1748 9596 (+66) 8 2434 4295
- รีสอร์ตชุมชนบ้านบากันเคย ทะเลแหวกสันหลังมังกร จ.สตล
- 9 AM-5 PM (contact agent)

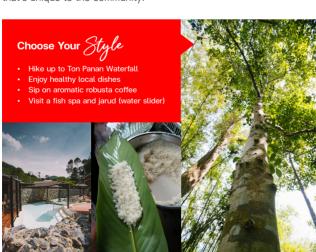
BCG MODEL

- Develop the fisherman's
- Engage in mangrove

- Stay in a community resort managed by the locals
- Relax in the black sand spa, kayak, and snorkel



Satun is mostly known for the sea, but did you know that you can also hike, eat khao lam (sticky rice cooked in bamboo stalk vessels) and local dishes, and drink coffee made from old-fashioned roasted robusta beans against a forest setting? In "Ban Ton Panan Community", nature awaits visitors, ready to purify their lungs and entice them along lush nature trails to Ton Panan Waterfall. Enjoy healthy dishes like khao lam with spicy paco fern salad, bamboo shoot curry, roasted coconut chili paste, grilled fish, and boiled vegetables, with many nutritional benefits. End the meal with aromatic robusta coffee, grown and roasted from an age-old recipe that's unique to the community.





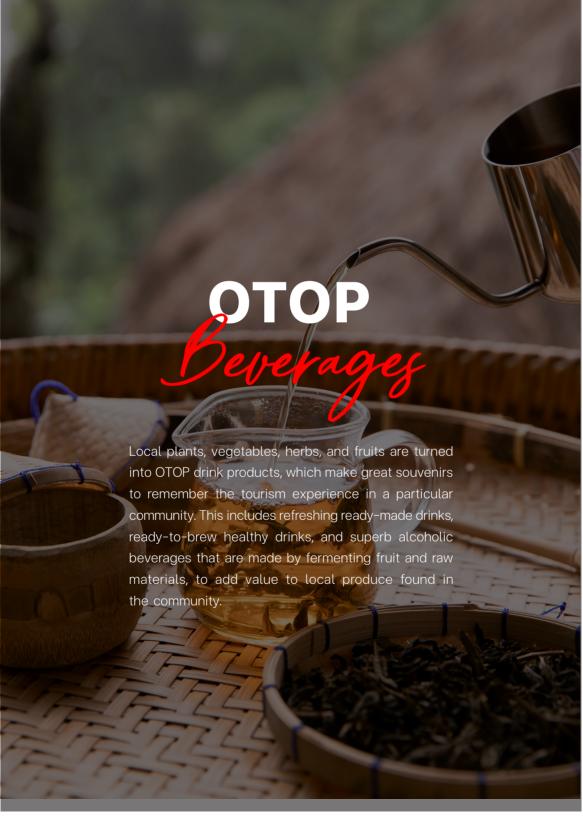
- Tung Nui Sub-district, Kuan Ka Long District, Satun
- 6.855812215046499, 100.14603262996987
- All year
- Nature lovers, adventure seekers, and local community lifestyle enthusiasts
- Community activities starts from 20 baht
- Charet
- **(**+66) 8 4750 8674
- ท่องเที่ยววิถีชุมชน ณ โตนปาหนัน
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop age-old coffee production methods into a coffee roasting learning center
- Use a water power station as a renewable energy source

- Learn the art of ancient coffee making
- Stay in community accommodations with local meals
- Hike, visit a waterfall, cycle in the community, and play on jarud (water slide)









Cha Royal Assam (Assam Royal Tea)

Chiang Mai



Soothing scent and mellow taste are the distinctive characteristics that make Assam Royal Tea from Chiang Mai stand out from others. These characteristics are from the attention to every detail such as picking only 3-tip buds from more than a hundred years old tea plants grown in an area higher than 1,000 meters from sea level, to delicate production process into premium grade tea that many foreigners are fond of. The Thai cultivar Assam tea organically grown among the cold weather fruit plantations, both the green and black Assam Royal Tea produce mellow, aromatic but not bitter taste that gives pleasure to all tea lovers.



Choose Your Style

- · Enjoy the beautiful greenery of the Assam tea plantation in the middle of the forest
- Learn tea brewing, and enjoy the taste and scent in a relaxing atmosphere
- Stay at Tadplacamp Organic Farm Stay in the middle of a mountain among tribal villages and the local community, and try local dishes from forest ingredients and enjoy the tea all day long











- Saluang Sub-district, Mae Rim District, Chiang Mai
- 19.015427311257387. 98.80027077843059
- All year
- Tea lovers
- Starts from 590 baht/50 g.
- Cha Royal Assam
- (+66) 8 4613 2602
- http://royalassamtea.com
- royalassamthaitea
- ทกวัน 09.00-18.00 น.

BCG MODEL

- Add value to Thai Assam tea that has long been around, using and beautiful package design
- Harvest from organic farms, with

HAPPY MODEL

Boost energy and metabolism, and promote digestive system recovery, good health, and good skin





Chayen Prung Sarej Chanit Phong (Instant Iced Tea Powder)

Chiang Rai



From opening a tea shop in Bangkok in 1925 and launching the brand **Cha Tra Mue** in 1945, the unique mellow taste of the orange-



colored Thai iced tea has been widely popular, since then and now. At present, Cha Tra Mue boasts a factory at Mae Chedi, Wiang Pa Pao, Chiang Rai, under the Cha Thai International Company Limited. It continuously develops many varieties of recipes and products. One such product is Instant Thai Iced Tea (3 in 1), which is easy to make and drink, both hot or cold. It has especially impressed Thai iced tea aficionados. The price is also accessible and it can be found in leading supermarkets around the country.

Choose Your Style

- Check out the ecotourism offerings in Wang Matcha, a large freshwater fish conservation site with a million fish
- Dip your feet or boil some eggs in Mae Ka Jan Hot Spring











- Siam Tea Factory, Mae Chedi Sub-district, Wiang Pa Pao District, Chiang Rai
- 19.21824152284957, 99.51705237811862
- All year
- Tea lovers
- * Can be ordered online
- Varies by product
- (+66) 2673 2360
- ChaTraMue
- Varies by each Cha Tra Mue store

BCG MODEL

Develop production method according to international standards, such as GMP

HAPPY MODEL

Use black tea that is high in antioxidants, which can lower the risk of heart disease, while caffeine can help prevent Alzheimer's disease





Oolong Tea No. 12

Chiang Rai



It all started with the intention to develop land in a mountain village. Today, **Cha Doi Tham** tea plantation thrives, growing and caring for its tea organically without any chemicals. The production process involves carefully picking tea buds, consistently roasting them, and packaging them in a way that keeps the products at their highest quality for the longest time. The "Doi Tham" Thai tea, hence, is an organic tea that can be consumed safely. Especially enjoyable is the smooth but intense Oolong tea, which will impress you from the first sip.



Choose Your Style

- Relax in the greenery of the tea plantation, and enjoy the complex but mellow taste of premium tea at Doi Tham Plantation
- Soak in the biggest natural hot spring in Chiang Rai at Pa Tueng Hot Spring











- San Sai Sub-district, Mae Chan District, Chiang Rai
- 20.14458395821694, 99.93105090805624
- All year
- Tea lovers and health-conscious consumers
- * Can be ordered online
- 250 baht/200 g.
- Doi Tham Thai Tea
- **(**+66) 8 3659 5626
- Doidhammatea
- 9 AM-5 PM (contact agent)

BCG MODEL

- Dehydrated tea that is ready for brewing instantly; easy to drink
- G Cultivate organic tea in an organic plantation with no chemicals and pesticides; safe for consumers and the environment

HAPPY MODEL

G Scientific research has shown that oolong tea can help detoxify the body down to the cellular layer, provide antioxidants, lower cholesterol, and boost metabolism





Khafae Sod Ban Dong (Ban Dong Coffee)

Mae Hong Son



Ban Dong Coffee from Huai Hom has been accepted worldwide for its high quality coffee served in top coffee shops and royal project shops. The enterprise began back in 1992, when King Rama IX started the Mae La Noi Royal Project and provided coffee saplings from Doi Inthanon for the villagers to grow in place of opium. His Majesty also provided knowledge in terms of staff to assist the villagers and encouraged the use of bio-fermented water in place of chemicals. Since then, the local farmers have developed their product into specialized items like kopi luwak. They have also created a honey roasting process that produces a unique tasting coffee under a variety of local brands, which are sure to be loved by coffee aficionados.



Choose Your Style

- Relax in a cozy homestay among nature and fresh air, and enjoy Ban Huai Hom coffee
- Learn the backstrap wool weaving process to create a simple pattern of corn or lotus that tells a story of the local lifestyle











- Huai Hom Sub-district. Mae La Noi District. Mae Hong Son
- **9** 18.377671700779644. 97.9422840475717
- All year
- Coffee lovers
- Can be ordered online
- Varies by product, such as whole beans, instant coffee, 3 in 1 instant coffee, etc.
- Maliwan Nakrobprai
- (+66) 8 9555 3900
- กาแฟสบ Sook Coffee
- 9 AM-5 PM (contact agent)

BCG MODEL

- into a unique identity and brand that has been accepted worldwi de
- Process coffee grounds into other products such as soap
- Naturally grown with bio-fermented water and fertilizers; safe for consumers and the environment





TEAPhanaa Organic Green Tea

Nan



The Si Napan and Ban Ta Van locals have been producing miang (tea leaves for chewing) for a long time, but as time has gone by, the popularity of both fresh and pickled miang among people in the North has reduced drastically while tea has been gaining more interest among the new generations. To evolve with the times and add value to its economic crop, locals have turned to producing miang tea or Assam tea under the brand **Tea Phanaa**. The highlight is that it is an organic tea from the tea buds of the same cultivar as India's Assam tea; in Huai Luang Forest, the plants vary in age from 50 to 500 years. Both black and green tea varieties are available in large, loose quantities or contained in beautiful sachets.



Choose Your Style

- Visit Huai Luang Forest, and see tea plants
- · Enjoy dishes made from tea leaves as well as local dishes from the forest
- Enjoy the taste and smell of Assam tea, and learn about the tea making process and pickled miang from the locals











- Rueng Sub-district, Muang Nan District, Nan
- **Q** 18.78583754796174. 100.66041365465671
- All vear
- Tea lovers
- Can be ordered online
- 120 baht/box
- (+66) 9 8748 5704
- กล่มผลิตภัณฑ์ชา ทีพนา ชาออร์แกนิก 100% ชาน่าน
- 9 AM-5 PM (contact agent)

BCG MODEL

- Understand the tradition of G respecting the mountain and natural way of maintaining an protecting the forest under the concept "Drink Tea Phanaa tea, save countless forests"

- Healthy drink
- Forest hike to pick tea
- Learn about tea leaves with the community





Sak Tong Phrae Sato

Phrae



The technique of fermenting alutinous rice using spices and Thai herbs, such as Indian long pepper, galangal, white onion, and dehydrated chili, contributes to the sweet aroma and slightly acidic aftertaste of Sak Tong Phrae Sato. It has been widely accepted by drinkers over the country before becoming a famous OTOP product of the community/province, which has since won many awards. On top of the mellow and tasty sato, the group also offers many more alcoholic drinks such as distilled spirits and fruit wines. They have also been providing knowledge to those who are interested through the Model Community Center of Sak Tong Phrae Sato Community Enterprise.

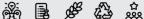


Choose Your Style

- Experience the old community lifestyle in the OTOP Nawatwithi Village of Ban Don Chai Sak Tong
- Check into a homestay in Don Chai Sak Tong Community
- Learn the production process and taste the mellow distilled spirits. and shop for OTOP products











- Sa-lap Sub-district. Song District, Phrae
- 18 736832666784252 100.23768432636956
- All year
- Those who enjoy stories of local food
- * Can be ordered online
- Starts from 300 baht/275 ml.
- Sak Tong Phrae Sato Community Enterprise
- (+66) 6 1356 4469
- สักทองแพร่
- ② 6 AM-6 PM

BCG MODEL

- Take local wisdom and develop it to meet the demand of the new generations
- Use leftover water from the pigs, which helps them become the tender and tasty nam jo pork
- ingredients in the fermenting standardized and eco-friendly

HAPPY MODEL

Learn the sato making technique at the Model Community Center of Sak Tong Phrae Sato Community Enterprise





Khrueang Duem Kaen Tawan Chanit Haeng (Kaen Tawan Instant **Drink Powder**)

Nakhon Ratchasima



Inulin fiber is a probiotic that can help stimulate good bacteria growth in the intestines and lower the risk of intestine cancer. It is good for those with sugar, fat, and blood pressure issues as well as those with diabetes. All of these benefits can be found in sunchoke, a distinctive plant among the healthy foods, which can be cooked with various ingredients or processed into a powdered drink that still maintains all the medicinal benefits. Korat has many sunchoke plantations such as Sa-on Farm that not only cultivates but also processes it into drinking powder, smoothies, soup, and dehydrated sunchoke which can be eaten as a snack.



Choose Your Style

- Drop by Jim Thompson Farm, which opens for tourists to learn about Isan culture, see flower fields, and shop for organic fruits and vegetables only once a year (wintertime)
- Visit Wang Nam Khiao, nicknamed Isaan Switzerland due to its cold weather, and visit organic vegetable farms and restaurants servina those veaetables
- Learn about natural farming at Suan Lung Krai











- Ban Khok Sa-on, Kam Talavsor District, Nakhon Ratchasima
- **Q** 14 977498909697404 101.96865544503913
- All year
- Health-conscious consumer
- ★ Can be ordered online
- Starts from 400 baht
- **(**+66) 9 2083 8424
- กินดีอย่ดี สไตล์สะออนฟาร์ม
- 8 AM-6 PM

BCG MODEL

- Use innovative technology to develop and add value to

HAPPY MODEL

Improve immunity by eating local organic vegetables, such as sunchoke, with no chemicals





Khao Ham Mali Phong Phrom Chong (Instant Jasmine Rice Powder)

Nong Khai



In 2013, jasmine and riceberry rice farming was widely encouraged but, without a good response in the market, the crops experienced very low sales. The farmers then tried to come up with a way to develop their produce and, consequently, created an instant powder drink that can be easily prepared with just hot water. It's good for everyone in the family, and has become a quality OTOP product that caught the attention of both locals and visitors.

Choose Your Style

- Relax in the Pattaya of Isaan or Chommanee Beach in the Thai
 summertime (April)
- Take a boat trip to see the beautiful scenery of the isles in the Mekong River at Phankhod Sankrai or "Mekong River Grand Canyon"











- Meechai Sub-district, Muang Nong Khai District, Nong Khai
- 17.86792673042993, 102.72807363703409
- All year
- Health-conscious consumer
- ★ Can be ordered online
- Price varies by product(e.g., 50 baht/20 g. sachet)
- Mae Rum Pai Shop
- **(**+66) 9 8419 7919
- รำไพขนมไทย
- 9 AM-5 PM (contact agent)

BCG MODEL



Use technology to process ice into an instant beverage that can be more accessible to the new generations

HAPPY MODEL



Offer high health benefits directly from jasmine rice, which is rich in protein and fiber





Nam Luk Yor Phasom Kra-chai Dam Namphueng (Noni Juice with Black Galingale and Honey)

Nong Khai

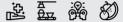




After learning about herbs and how to process them from a monk on a pilgrimage, Sathaporn Ratanamongkol, a farmer in Amphor Ratanawapee. was inspired. In 2007, he started Ratanawapee's Fruits and Herb Processing Group Community Enterprise with other community members to produce herbal drinks under the brand, 7 Naka. Their most popular product includes noni juice with black galingale and honey; it contains benefits such as improving heart function, countering fatigue, strengthening the joints and knees, increasing hormones, and boosting energy. In addition to producing and distributing Thai herbal drinks, the group has also been providing knowledge for those who are interested in conserving and passing on the local wisdom.

Choose Your Style

- Enjoy swimming at Pae Pun Rai and Pae Nong Khon, the biggest swamp in Ratanawapee
- Shop for local souvenirs like Thai and Laotian handicrafts in the Pengjan Thai-Laos Market by the Pina River











- Ratanawapee District, Nong Khai
- **Q** 18.21709228196354. 103 17651459764156
- All vear
- Health-conscious consumer
- Can be ordered online
- 350 baht/750 ml
- 7 Naka Herbal Drinks
- (+66) 8 4881 6669
- เครื่องดื่ม By 7 พญานาค
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop on ancestral into beneficial drinks
- Use safe, standardized production process, with no

HAPPY MODEL

Contains benefits such as improving heart function, countering fatigue, strengthening joints and knees, increasing hormones, and boosting energy



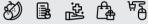




Preem alcoholic beverages are the product of fermenting seasonal fruits in the area such as grapes, strawberries, passion fruit, apples, etc. One of the premium OTOP products of Thong Pha Phum, they are not only well known in the province but also widely popular among Thai and foreign visitors. With their own unique fermenting methods as well as meticulous production process, **Preem wines** feature distinctive scents and tastes that have impressed many. Pick up a few bottles to take home or have them arranged in a basket as a special gift; these products represent Thong Pha Phum well every time.

Choose Your Style

- Visit Thong Pha Phum National Park and sleep in a treehouse embraced by nature
- Soak in an onsen hot spring among trees and relax to the sounds of streaming water at Namphu Ron Hin Dat











- Thong Pha Phum District, Kanchanaburi
- 14.602151262159602. 98.73960691987526
- All year
- Those who like alcoholic beverages from fruits
- 750 to 1.300 baht/bottle
- (+66) 9 2462 9292
- www.preem2009.com
- 9 AM-5 PM (contact agent)

BCG MODEL

Use wine making technologies to process local fruits and create more value

HAPPY MODEL

On top of good flavors, fruit beverages contain natural benefits when consumed moderately





Nam Luk Yor Tra Sam Luk Yor (Three Noni Juice)

Phetchaburi



For more than 20 years, Three Noni Juice has been producing a healthy organic drink approved by the Food and Drug Administration (FDA). The fermenting process uses real honey according to its production technique, which takes 3 to 4 years in order to break up the fruit tissue and pull all the essential nutrients into the juice as well as to afford a mellow taste and fragrance. The production standard ensures that the juice is hygienic and safe, with a distinctive taste. Anyone who has ever tried it, whether Thai or foreign consumers, such as American, Norwegian, Swedish, Japanese, Korean, Vietnamese, Cambodian, and Burmese, have all been pleased and impressed by the flavor. It is not surprising that Three Noni Juice is a famous OTOP product of Phetchaburi.

Choose Your Style

- Get on a tram around Khao Wang or Phra Nakhon Khiri Historical Park, they symbol of Phetchaburi on a mountain top
- Follow the trail of a popular Thai series to Ramrachanivet Palace or Phra Ratcha Wang Ban Puen
- Visit beautiful temples such as Wat Mahathat Worawihan an important site for historical arts and archeology











- Tha Rap Sub-district. Muana Phetchaburi District. Phetchaburi
- 13.105540879875527, 99.95083494174686



- Health-conscious consumer
- ★ Can be ordered online.
- Starts from 350 baht
- Thai Herbs Processing Group (Lakeview Farm)
- **(**+66) 8 1107 2429
- น้ำสมนไพรลกยอ ตราสามลกยอ
- 9 AM-5 PM (contact agent)

BCG MODEL



Develop a unique recipe organic fruit juice that has an exceptional and pleasing taste

HAPPY MODEL



Reap noni health benefits include rebalancing body temperature, improving immune system, delaying cell degeneration, reducing fat in blood vessels, supporting detoxification, boosting antioxidants, etc.





Nam Oay Pasteurized (Pasteurized Sugarcane Juice)

Ratchaburi



A multi-generational sugarcane farming family once faced a crisis, and their income could not cover the costs of production. They thus decided to organize a group of farmers to process their Suphan Buri 50 cultivar together. The sugarcane, with a sweet, balanced taste and nice color, was made into juice and sold from the back of a truck, and it gradually gained acceptance and developed into a brand: Raimaijon Sugarcane Juice. The latter uses pasteurizing technology to extend the product life for 20 days while focusing on being 100% natural and tasting as refreshing as fresh juice, with no artificial color, smell, and preservatives. By incorporating the sufficiency economy philosophy and local wisdom to their growing methods, the farmers can thrive and consumers get their fresh. clean, and safe products - these are the true intentions of the group, to pass on good products "From Farm to City".

Choose Your Style

- Enjoy the beauty of the all stainless steel covered hall of Wat Pho Rattanaram, and pay homage to Phra Phutta Chinnaraj
- Pose for pictures with Ban Pong street art on buildings, houses, and shops in town











- Krap Yai Sub-district, Ban Pong District, Ratchaburi
- 13.923392418929726, 99.88450336730729
- All year
- Those who are interested in natural products
- Can be ordered online
- 18 baht/bottle
- Numaoy Raimaijon Co., Ltd.
- (+66) 8 5231 6336
- Numaov raimaiion Co.,Ltd. น้ำอ้อยไร่ไม่จน น้ำอ้อยพาสเจอร์ใรซ์
- 9 AM-5 PM (contact agent)

BCG MODEL

- technique to prolong
- Produce 100% natural sugarcane juice, with no

HAPPY MODEL

Natural sweetness, rich in minerals, vitamins, calcium, potassium, and iron





Khrueang Duem Hed 8 Phasom Thangchaow (8-Mushrooms with Cordyceps Drink)

Samut Songkram



In the past, the locals in Don Manora used to mainly grow coconuts for producing palm sugar, before experimenting with mushroom farming in between their shady and damp garden plots. In the beginning, there were three types, including abalone mushroom, Bhutan mushroom, and matsutake mushroom. However, due to the fluctuation in prices and the short shelf life, they have developed and processed the mushrooms into a bottled 3-mushrooms drink under the brand Ban Hed. It has been widely accepted by health-conscious consumers. The locals then continued to develop more products, and have released the 8-mushrooms version comprised of white ear mushroom, yamabushitake mushroom, abalone mushroom, Bhutan mushroom, black ear mushroom, shitake mushroom, lingzhi mushroom, and golden cordyceps, which contains benefits like helping to improve the immune system.



Choose Your Style

- Learn about mushroom farming and product processing, and taste the uniquely delicious menu only at Ban Hed
- Enjoy the lively morning market at Don Manora Floating Market, and shop for seasonal fruits











- Don Manora Sub-district, Bang Khonthi District, Samut Songkram
- 13.507594831859588, 100.00466871291378
- All vear
- Health-conscious consumer
- Can be ordered online
- Starts from 59 baht/bottle
- Creative Farming Community Enterprise,
- **(**+66) 8 1995 9851
- ศูนย์เรียนรู้วิสาหกิจชุมชนกลุ่ม
 เกษตรสร้างสรรค์ "บ้านเห็ด"
- 🚹 บ้านเห็ด Goodbannhed
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop unused space into mushroom farms; add value by processing products
- G Engage in organic farming, with an attentive production process to create complete quality and benefits

HAPPY MODEL

Е

Non-toxic ingredients from the farm provide health benefits most efficiently





Nam Luk Yor (Buasri Noni Juice)

Sing Buri



Sing Buri is considered one of the best locations for growing noni trees, hence, there are a lot of noni fruits that can be processed into a variety of products. One such product is noni juice, a healthy drink that is widely popular both locally and internationally. Buasri Noni Juice is one of the first to use a fermentation process of more than two years that produces good enzymes for the body without losing any vitamins or minerals. It boasts a good taste that is easy to drink and became the first noni juice to receive a Shell Chuan Chim award (an award from a famous Thai food critic). These days, Buasri Noni Juice is not only sold in Thailand but has also become a quality export product to many countries.



Choose Your Style

- Experience an atmosphere filled with historic events at Khai Bana Rachan Park
- Don traditional Thai dress to visit Bang Rachan Old Market, a model preserving memories of Bang Rachan in the past











- Bang Rachan Sub-district. Khai Bang Rachan District, Sina Buri
- **Q** 14.804995478068284, 100.30974418072802
- All year
- ♥ 8 AM-6 PM
- starts from 350 baht
- (+66) 6 1994 2464
- น้ำลกยอ น้ำกระชายดำ แม่บัวศรี
- 8 AM-6 PM

BCG MODEL

- Process noni fruit using technology to produce high
- Use organic noni and a G natural fermentation process, with no artificial flavors

HAPPY MODEL

High in vitamins C and A, potassium, and antioxidants: research has shown that noni can help fight cancer and hypertension, and re-balance the body





Nam Durian (Durian Juice)

Chanthaburi



Durian is one of the popular fruits of Chanthaburi. Ban Ko Loi Herbs Producer Community Enterprise has partnered with Rajamangala University of Technology in research and experimentation efforts to turn this fruit into new products. They came up with durian juice that is easy to drink and has high health benefits. It is made from a clean and hygienically certified production standard according to Codex GMP and HACCP. Also, it has been selected as an OTOP product of Chanthaburi-a must try for durian lovers.

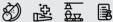


Choose Your Style

- Take a nature walk to see Khao Sib Ha Chan Waterfall and Khlong Saba Waterfall, and camp overnight amidst nature at Khao Sib Ha Chan National Park
- Visit Wat Khao Wongkot Rujirawong Saram, a small temple with idol-shaped stalactites from the ground that are believed to be the sacred items of Khao Wongkot Village, hence, they are called Luang Po Nam Yod by the locals











- A Ban Ko Loi, Kaeng Hang Maeo Sub-district, Kaeng Hang Maeo District, Chanthaburi
- **Q** 12.996925023092171. 101.95294809339934
- All year
- Durian lovers
- * Can be ordered online
- Starts from 60 baht/150 ml
- (+66) 8 6143 6498
- บ้านเกาะลอย หม่ 12 แก่งหางแมว
- 9 AM-5 PM (contact agent)

BCG MODEL

- Process ripe durian into a new product, adding more value
- hygienically standardized by Codex GMP and HACCP

HAPPY MODEL

High health benefits such as colic relief, energy boost, and added heat to the body





Gulve Wine Phonlamai (Gulve fruit wine)

Chanthaburi



From the determination to have an organic fruit plantation that is safe for farmers, consumers, and the environment, a little community enterprise group in Thung Bencha, Tha Mai, Chanthaburi has developed the fragrant and refreshing Gulve fruit wine. It has since attracted interest from Thai fruit lovers and was awarded a 5-star OTOP product designation for Chanthaburi. What makes it unique is in the process where a variety of organic fruits are supplied by local farms and put through a fermentation process of more than a year. The resulting spirits include mangosteen wine, zalacca wine, cultivated banana wine, lady finger banana wine, pineapple wine, mulberry wine, and southern langsat wine. Not only adding value to Thai fruits, these products also generate income for the community through distributors in many provinces.

Choose Your Style

- Relax among nature with the diversity of forests, mountains, waterfalls, and the sea
- Taste popular Chanthaburi dishes such as chamuang leaves and pork curry, stir-fried chan noodles with crab, salted chili fried rice, and many more from local restaurants; pair them with the popular mangosteen wine for a beautiful culinary experience









- Thung Bencha Sub-district, Tha Mai District, Chanthaburi
- 12.780107829762466. 101.96400803615526
- All vear
- Thai fruit lovers who eniov the experience of wine
- Can be ordered online
- starts from 250 baht/bottle
- (+66) 8 9541 5189
- Gulve Fruit Wine
- A AM-6 PM

BCG MODEL

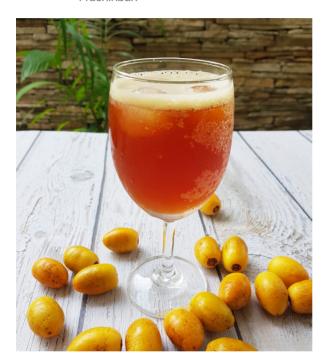
- Adapt a western drink with local fruits to produce a unique tasting wine
- Process leftover fruits to reduce waste
- Made from organic fruits. with no chemicals: safe for





Nam Inthaphalam Phrom Duem (Ready-to-Drink Date Palm Juice)

Prachinburi



Rai Kiang Nam, a farm run by new generations of organic farmers, focuses on planting trees, fruits, and vegetables with natural fertilizers and bio-fermented water, and no chemicals, to ensure safety to the farmers, consumers, and animals around the farm. It produces three types of fruits, including dates, mulberries, and figs, which are not only available fresh but also processed into other products where importance is placed on quality and health benefits that will be passed on to consumers. Such products include ready-to-drink date palm juice that is sweet and uniquely aromatic, fresh mulberry juice, 100% concentrated mulberry juice, mulberry jam, mulberry ice cream, etc. The farm not only offers good quality produce to society but also provides information and knowledge to other local farmers.

Choose Your Style

- Try menu items made from dates and mulberries, feed the pias and aeese, and shop for products from the farm
- Put on a contemporary-style farmer's hat and tour the farm. pick fresh mulberry from trees. learn about growing dates, and check out the watering and solar cell systems











- Nakham Sub-district. Kabinburi District, Prachinburi
- 14.046211843088631. 101.73902644175254
- All vear
- Health-conscious consumers who like fruit beverages
- ★ Can be ordered online
- Starts from 200 babt/180 ml
- Rai Kiang Nam
- (+66) 8 1830 5932
- ไร่เคียงน้ำ กบินทร์บรี สวนเกษตร อินทผลัมผลสด หม่อนมัลเบอรี
- 8 AM-5 PM (only on Saturday)

BCG MODEL

- Use new technology to process dates, and provide more product varieties to
- Use technology in the watering and solar cell systems to lower production
- Employ organic farming methods using compost and manure from the farmyard

HAPPY MODEL

100% natural products, with no artificial color, smell, or preservatives





Nam Samunphrai Triphala (Triphala Herbal Drink)

Trad



Health-conscious consumers will not want to miss this 4-star OTOP product that is rich in health benefits. Under the brand PhalaTip, this concentrated triphala drink from the Triphala Drink Community Enterprise is made from three natural herbal fruits: beleric myrobalan, chebulic myrobalan, and Indian gooseberry. They produce antioxidants, support lymphatic system and intestines detoxification, reduce fats, prevent cancer, and improve the immune system. The drink can be taken by all ages in its sweetened or natural form, without preservatives and with 100% of the benefits from all natural herbs.

Choose Your Style

- Take a boat trip through canals. experiencing the charm of Rak Khlong Bang Phra Community, the Chiang Khan of the East
- Join an ecotourism boat trip through the 100-year-old mangrove forests of Ban Tha Ra Nae, which feels like travelling through time into a prehistoric forest











- Huang Nam Khao Sub-district, Muang Trat District, Trat
- 12.14031771442496, 102.51788973088247
- All year
- Health-conscious consumer
- ★ Can be ordered online.
- 250 baht/bottle
- Triphala Drink Community Enterprise
- **(**+66) 8 5095 6652
- รี เครื่องดื่มสมุนไพรตรีผลา ตราผลาทิพย์ OTOP 4 ดาว
- 8 AM-6 PM

BCG MODEL

- Processed herbal fruits into
- Made from 100% all natural herbal fruits, no chemi cals

HAPPY MODEL

High health benefits: improve immune system, lower sugar level in blood, lower fat level in blood, detoxifications and antioxidants





Nam Melon Phrom Duem (Melon Juice)

Satun



From soilless cultivation in a greenhouse, Chim Melon Farm differentiates themselves by drawing patterns on their melons, to add value and variety to their products. In addition, their many melon product varieties include melon smoothies, melon jam, melon coffee, melon butter, melon wine, and ready-to-drink melon juice that can be taken home without losing its taste. Every process is handled with care so that all their melon products can pass on the refreshingly sweet taste of melon to consumers.



Choose Your Style

- · Take a garden tour, and see the distinctive pattern printing process only at Chim Melon Farm
- Chill at the café, and try fresh melon and other foods made from organic vegetables











- Thung Wa Sub-district, Thung Wa District, Satun
- 7.098045302675497. 997671537764593
- All year
- Melon and organic product lovers
- * Can be ordered online
- Starts from 35 baht/bottle
- **(**+66) 8 1839 8022
- 🖪 ฉิมเมล่อน
- ② 8 AM-5 PM

BCG MODEL

- Use a circulating water system to lower cost
- without chemicals; safe for farmers, consumers, and the

HAPPY MODEL

Aside from its good taste, melon also contains high health benefits





Rangnok Thanruetai (Thanruetai Bird's Nest)

Surat Thani



Thanruetai Bird's Nest Drink is a special quality pasteurized bird's nest drink that contains fresh bird's nest strands that are naturally long. They are not slimy or smelly, with no artificial color, bleach, preservatives, or sugar. Certified as a 5-star product of Surat Thani, the drink is processed under clean and hygienic conditions, making it safe for consumers of all ages as well as a special type of beverage for those with diabetes. This is good as a souvenir as well as for self-consumption, given the many health benefits.



Choose Your Style

- · Get some fresh morning air and take in the beautiful sea mist at Khao Ko Teng sightseeing spot
- Take a boat trip through a nipa palm tunnel, and see ancient houses, nipa palm vinegar making, and cold pressed coconut oil making at Bang Bai Mai
- Pay homage to Luang Po Khao Suk at Wat Bang Bai Mai
- Shop for OTOP products at Pracharat Bang Bai Mai Floating Market











- Makam Tia Sub-district, Muang Surat Thani District, Surat Thani
- 9.136372771579637, 99.342028697759
- All year
- Health-conscious consumer
- Can be ordered online
- Starts from 420 baht
- **(**+66) 6 3991 5546
- รังนกรารฤทัย จ.สุราษฎร์ธานี
- 8 AM-5 PM

BCG MODEL

- From generations of bird's bird's nest drink
- preservatives; safe with many health benefits for consumers

HAPPY MODEL

Bird's nest drink had alvcoprotein that contains NANA (N-Acetylneuraminic Acid) that helps improve the immune system and prevent viral infections





Moo Kra-jok Mae Cham (Mae Chaem Pork Crackling)

Chiang Mai



When talking about Chiang Mai's popular foods, many will think of sai aua (Northern Thai sausage), nam prik num (Northern green chili paste), and pork crackling, which have existed for generations. The latter is an especially simple item that is easy, convenient, and appealing to all ages. Apart from the original thick pieces of cracking, other variations now include non-fat pork crackling, shredded pork crackling, and pork neck crackling which are pork neck pieces fried until dehydrated, crispy, and crunchy. Some call this "glasses pork". If you are looking for a 5-star OTOP product, this is a good option as it is guaranteed by the first choice award by Shell Chuan Chim, a local food rating system. Production involves careful material selection and hygienic processes, where fresh oil is used in a new, modern electric fryer. The product is thus light, dry (not oily), crunchy, and delicious - a perfect embodiment of Chiang Mai's beloved souvenir.

Choose Your Style

- · Take a walk on Nimmanhaemin Road with many chic cafés and cool restaurants
- Put on your favorite clothes to take pictures in cutter flower or hydrangea fields around Mae Rim and chrysanthemum fields in Samoena











- Chang Moi Sub-district. Muang Chiang Mai District, Chiang Mai
- 18.790757450232025. 98.99859355500398
- All year
- Local food lovers
- Can be ordered online
- Starts from 15 baht/20 g.
- (+66) 6 2424 1939
- แคบหมแม่แช่ม
- 9 AM-5 PM

BCG MODEL

- Develop original thick skin pork crackling into glass pork crackling that is fried in oil from the fat, making the product dry, crisp, light, and
- Leftover oils are used for

HAPPY MODEL



Low in carbohydrates, good as an alternative snack according to the Atkins Diet, but high in fat and sodium so should be taken in the right quantities





Luk-chin Pla Tod Ko Neaw (Ko Neaw Fried Fish Cake)

Nakhon Sawan



A famous legendary shop in Nakhon Sawan, Ko Neaw has been making fried fish cakes for more than 40 years. The delicious fish cake is the original famous product of the area, and featherback fish from the Chao Phraya River is used in an attentive production process to make 100% fish balls without borax and preservatives. Highlights include the fishball noodle soup dish and the flavorful fried fish cake that can be bought fresh to cook at home.



Choose Your Style

- Take some beautiful pictures at Pasan, the new iconic architecture of Nakhon Sawan
- Take a boat trip to see many species of lotus and birds in Boraphet Lake, the biggest freshwater lake in Thailand
- Visit the aquarium, which exhibits more than 100 species of fish











- Muang Nakhon Sawan District, Nakhon Sawan
- 15.696665535041634. 100.12226810338508
- All year
- Fish and seafood lovers
- Starts from 150 baht/500 a.
- Ko Neaw
- **(**+66) 8 4233 1545
- ร้านโกเนี้ยว สาขา 2 นครสวรรค์
- A 8 AM-7 PM

BCG MODEL

- Support freshwater fishing.
- for consumers and the

HAPPY MODEL

Develop a special and secret recipe, with attentive processes, for a clean and healthy food product with no borax or preservatives; safe for consumers



Jae Tuam Moo Krajok (Crispy Pork Rinds)

Phrae



The crispy and crunchy moo krajok, or crispy pork rinds, can be commonly found everywhere in Phrae, and they are a popular souvenir purchased by visitors to the province. Den Chai District's Jae Tuam Moo Krajok by Tumbol Den Chai's Thai Cuisine Housewives Group produces an excellent product using good quality ingredients and innovative curing and roasting processes. The product can be kept for more than a month without developing any unpleasant smell. It has been awarded with a 5-star OTOP designation. This flavorful, versatile snack can be enjoyed on its own or with a meal.

Choose Your Style

- · Pay homage to the big reclining Buddha at Wat Phra That Suthon, as well as the museum that contains valuable antiquities and historical events of the North
- Visit Ban Mae Puak train station. one of the oldest train stations in the country; built in the Rama V period, the other side houses the first teak garden in Thailand which is more than a hundred vears old











- Den Chai District, Phrae
- 17.983581261131505. 100.05222930696588
- All year
- Local food lovers
- Starts from 129 baht
- Den Chai's Thai Cuisine Housewives
- **(**+66) 8 9487 8518 (+66) 9 0892 4521
- http://thaifood.otopuru.com/
- 9 AM-5 PM (contact agent)

BCG MODEL

- Process pork meat to add value to a local speciality that can be expanded into other moo krajok (pork rinds chili (spicy dry chili paste)
- No preservatives; good for the G environment and consumers

HAPPY MODEL

Good quality pork meat that's boiled, seasoned, and cured; it is then fried until fluffy and can be kept for a long time without preservatives



Kun-chaing Ban Phai (Ban Phai Chinese Sausage)

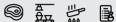
Khon Kaen



Chinese sausage is a famous product of Khon Kaen, and it can be found everywhere. However, for a top quality Chinese sausage, many people would mention Ban Phai Chinese sausage by Lim Sin Hiang, which has been around for more than a hundred years. This legendary Chinese sausage, made from an original recipe passed down through generations, uses top quality ingredients and processes that are clean and up to modern standards. It has won a 5-star OTOP product national award from the Ministry of Interior, as a guarantee of quality. Nowadays, aside from the original recipe, the producer also offers non-fat and fish sausage variations as well as other products such as dried shredded pork, pounded pork/fish. pork crackling, and many types of chili paste.

Choose Your Style

- Marvel at the uniquely beautiful hundred-vear-old temple. Wat Machim Wittavaram, in Ban Lan. Ban Phai District
- Shop for a variety of products. and try delicious local foods at Ban Phai's walking street every Sunday evening











- Nai Muang Sub-district, Ban Phai District, Khon Kaen
- 16.02238439551683, 102.76411009222093
- All year
- Local food lovers
- Can be ordered online
- 📣 ราคาเริ่มต้น 125 มาท
- Ban Phai Lim Sin Hiang
- **(**+66) 8 1592 5451 (+66) 6 1845 6195
- f Limcinheang
- 9 AM-5 PM

BCG MODEL

- technique to prolong the technology is adapted to improve quality standard
- non-toxic; good for the environment and consumers

HAPPY MODEL

No fat, preservatives, beta-agonists, and saltpeter



Tua Kua Sai (Sand Roasted Nuts)

Loei



When free from their farming duties, members of Pa Noi Sand Roasted Nuts Group make sand roasted nuts for extra income. High quality peanuts found commonly in the area are washed and left to dry, then they are roasted with sand in a large pan until the outside of the nuts turn white. The result is a healthy snack rich in protein and minerals, with a very long shelf life of more than 3 months -- great for both self-consumption and as a souvenir. Apart from making additional income, Pa Noi Sand Roasted Nuts Group is happy to share their knowledge to others who are interested in learning their methods.

Choose Your Style

- Visit Wat Pho Chai to make merit, and see architecture and arts in this ancient temple from the Ayutthaya period
- Take a hike to the Phu Hua Hom sightseeing spot to get some fresh air in Phu Suan National Park
- At Ban Muang Phrae at the Thai-Laos border, enjoy shopping at Pon Pron Market for local products, including sand roasted nuts











- Ban Na Ton, Na Pueng Sub-district, Na Haew District, Loei
- 17.41783501519188, 101.04772572665505
- All year
- Everyone in the family
- Starts from 5 baht
- Pa Noi Sand Roasted Nuts Group,
- **(**+66) 8 9863 7645
- ② 8 AM-4 PM

BCG MODEL

- B Use processing technique to add value to commonly found peanuts in the area
- Simple process, low impacto environment, and sand can be reused

HAPPY MODEL

E

A snack that is high in protein, good fat, and fiber; good for everyone in the family



Dao Tong Moo Yor (Vietnamese Sausage)

Nakhon Phanom



If you happen to visit and pay homage to Phra That Phanom, do not miss the chance to try Dao Tong Moo Yor, a famous OTOP product of Nakhon Phanom. Widely regarded for its quality, this ancient style Vietnamese sausage is made fresh daily from 100% pork meat, without any flour or preservatives, and wrapped in banana leaf for a subtle, earthy aroma. There are two types: black peppered moo yor and crunchy moo yor with pig skin. They pair well with both spicy salad and papaya salad, and can be kept refrigerated for months. Moo yor is a good souvenir that will definitely make an impression.



Choose Your Style

- Pay homage to Phra That Phanom, the center of the locals' beliefs
- Take a walk or cycle along the Mekong River on Soontarawichit Road, enjoying fresh air and the scenic limestone mountainscape on the other side of the river











- That Phanom District. Nakhon Phanom
- 16.942825418800673. 104.7288667972204
- All year
- Health-conscious food lovers
- Can be ordered online
- Starts from 50 baht
- Dao Tong Moo Yor Shop
- (+66) 8 1380 1769
- ดาวทอง อาหารเวียดนาม
- 8 AM-7 PM

BCG MODEL

- yor using a preservation technique and adding value to a local specialty
- Use good amount of banana leaf, not too much or too little, and reduce waste
- No preservatives; good for the environment and

HAPPY MODEL

100% pork meat, no preservatives and flour; high in protein and safe for consumers





5 Star Korat Noodle

Nakhon Ratchasima



Korat Mhee is the first 5-star OTOP product that should come to mind when thinking about the province. These days, a very popular Korat mhee product is the ready-to-cook version that comes with an instant cooking sauce. Convenient and simple enough, it can be quickly prepared by anyone. Muang Pak Pudmee Cooperatives' 5 Star brand is famous, with a delicious cooking sauce and good quality noodles. It has thus been widely accepted from consumers all over the country. Still continuously developing and researching for better products, the enterprise has partnered with Innovative House and Thailand Institute of Scientific and Technological Research (TISTR) to continue developing its goods.

Choose Your Style



 Learn the origins of beautiful Thai silk at Pak Thongchai Silk Cultural Center











- Pak Thongchai District, Nakhon Ratchasima
- 14.723193327169087, 102.01923003974748
- All year
- Noodles and local food lovers
- ★ Can be ordered online
- Starts from 35 baht/230 g.
- (+66) 8 5611 7257 (+66) 4428 3690
- 🖪 หมี่โคราช ตรา 5 ดาว
- 9 AM-7 PM

BCG MODEL

- B Develop local wisdom by using local rice to process into noodles, becoming the famous local dish of
- No preservatives; good for the environment and consumers

HAPPY MODEL

Criginal style noodles and sauce, made by selecting the best ingredients that are clean, hygienic, and chemical-free



Pla Krob Keaw Pla Op Lomkwan (Crispy Smoked Fish)

Nong Khai



Freshwater fish farming represents one of the main local professions in Ban Khok Pa Fang. One of the main species farmed is the Nuanchan fish, which is raised mainly to eat the waste excreted by Tilapia, another popular farmed fish, in order to reduce pollution in the water. Due to the amount of bones, Nuanchan fish is not very popular among consumers and hence, has a low price. The Ban Khok Agricultural Housewives Group thus tried to solve the issue by smoking the fish so it can be consumed with bones. The fish is cut into a fillet lengthwise, seasoned, and left to dehydrate in a parabola dome or a solar dehydration house, before being lightly grilled for crispiness and aroma. Wrapped in beautiful packaging, it can be eaten as a snack or even with rice. It is rich in protein and would interest health-conscious consumers.

Choose Your Style

- · Shop for popular Nong Khai products, especially the OTOP goods at Tha Sadet Market
- Travelling along the Mekong River, experience the beautiful riverside lifestyle with Laotian scenery on the opposite bank, while the Mittraphap Bridge is on the left and Phra That Kland Nam on the right











- Pako Sub-district, Muang Nong Khai District, Nong Khai
- **Q** 17.820041542210767, 102.70082915153604
- All year
- ood lovers and health-conscious consumers
- Starts from 70 baht
- (+66) 8 5607 3134
- ปลากรอบแก้วหนองคาย
- 9 AM-5 PM (contact agent)

BCG MODEL

- process that is efficient, clean
- No waste from the process as parts of the heads, bones, pickled fish and some parts are used to make compost and bio-fertilizers as well as fish feed
- 100% non-toxic, good for

HAPPY MODEL

Can be eaten whole, with high protein and low fat content





Manaow Op Namphueng (Honey Roasted Lime)

Nong Khai



Many years ago, Uncle Pat or Plt. Off. Pat Thamwongsa started growing vegetables for household use, intending to follow the Sufficiency Economy philosophy. He poured his heart and soul into this "farming by the heart", until he became an award-winning farmer and the owner of a famous lime plantation in Nong Khai. He remains focused on farming organically without any chemicals, which is good for both farmers and consumers. He also developed many processed products from lime, such as lime soda, snowflake honey lime, lime jam, dehydrated lime, and the unique honey roasted lime that uses whole limes roasted in honey without artificial color, fragrance, and preservatives; hence, it is naturally sweet and aromatic.



Choose Your Style

- Visit the floating restaurant and swim at Huai Thon Reservoir Royal Initiative Project
- At Huai Tad Waterfall in Hin Khao Village, enjoy a delicious meal among nature and the soothing sounds of a stream











- Pon Tong Sub-district, Pho Tak District, Nong Khai
- 17.915999521951477, 102.44226032107991
- All year
- Health-conscious consumers or fruit lovers
- ★ Can be ordered online
- 200 baht/kg.
- Pat Thamwongsa
- **(**+66) 8 1057 9781
- สวนมะนาว เกษตรตามอำเภอใจ จ.หนองคาย
- 7.30 AM-6 PM

BCG MODEL

- Use new technology to process products under GMP and FDA standards
- Organic farming without any chemicals; safe and eco-friendly

HAPPY MODEL

E Lime is rich in vitamin C, helping to improve the immune system, clear the throat, and improve the digestive system





Ma-khuea-the Chueam Yoi Hai (Yoi Hai Tomato in Syrup)

Nong Khai



With about 6,000 rai of tomato plantations, Nong Khai is one of the biggest tomato producers in the country. Income has been earned by the community and locals in many ways, including wholesaling to factories and distributing to other provinces. Ban Yoi Hoi Community Enterprise in Amphor Si Chiang Mai, then got together to process and start a tomato syrup brand: Yoi Hai. It quickly became a popular and widely known OTOP product. Not only is it sweetly delicious and easy to eat, it also contains high nutritional benefits, making it a product that can impress health-conscious consumers.



Choose Your Style

- Put on a sarong in the morning and get out to give alms to monks at Lan Benrg Vieng
- Enjoy the beauty of Vientiane on the other side of the river and pay homage to Phya Si Suwan Sattanakarat
- Every Saturday evening, take a walk around the Nong Khai town to see and shop for handicrafts and local products
- Try local dishes along the riverside walking street at Lan Benrg Vieng, Si Chiang Mai's landmark











- Si Chiang Mai District, Nong Khai
- 17.938572340655504, 102.58156318433382
- All year
- Health-conscious consumers
- Can be ordered online
- Starts from 50 baht
- Ban Yoi Hoi Community Enterprise
- **(**+66) 8 8317 7282 (+66) 6 2292 6155
- กล่มแม่บ้าน ยอยไฮ ผลิตจำหน่าย มะเขือเทศเชื่อม
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop the processing of
- Use the solar dehydration energy and resources

HAPPY MODEL

Syrup is high in vitamins and minerals such as lycopene, carotenoid, beta carotene, and amino acids that are good for the body





Khao Hom Mali In-see Lung Boonmee (Uncle **Boonmee Organic Jasmine Rice)**

Sisaket



The farmers in Um Saeng Community in Thung Kula Rong Hai used to toil in their rice paddies, just like everyone else. They spent on fertilizers and chemicals but sometimes, they got hurt from declining crop prices and very bad soil conditions. They thus decided to rethink their approach and collaborate, establishing the Um Saeng Rice Center Community Enterprise (Kaset Thip Group). It focuses on organic farming, led by Boonmee Surakot, National Farmer of the Year in Rice Farming for 2011, who started growing international standard organic rice using modern technologies. The enterprise has since become a complete organic rice producer and certified government institution both locally and internationally. Its popular product is 105 Insee Jasmine Rice.



Choose Your Style

- · Take a walk along the Rasisai Dam, with a long endless river on one side with little islands here and there, and a strong refreshing river stream on the other
- Experience the magnificent Vihan Khao Wat Ban Dan in Tumbol Sang Pi, the new landmark of Sisaket











- Du Sub-district, Rasisai District, Sisaket
- 15.446443319698377. 104.17480983460199
- All year
- Everyone in the family
- * Can be ordered online
- Starts from 80 baht/kg.
- (+66) 6 3750 5553
- ข้าวอินทรีย์ลงบุญมี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use modern technology to process 105 Jasmine Rice
- Self sufficiency under the organic farming way of life helps improve the

HAPPY MODEL

Organic farming and processing; safe and good for



Nam Neung (Vietnamese Grilled Sausage)

Udon Thani



A unique combination of Thai and Vietnamese food culture intersects by the Mekong River, hence, a visit to Udon Thani would not be complete without the chance to try Vietnamese cuisine and bring it home. One of the OTOP products of Udon Thani is also a Vietnamese dish called nam neung which, nowadays, has been contained in a newly developed package where it can be conveniently bought as a souvenir and delivered to far away places. The set is arranged practically into different items such as fresh vegetables, rice paper, and sausages. Preparation only involves a few minutes in a microwave and the dish can be enjoyed at home, just like in the restaurants.



Choose Your Style

- Try Vietnamese breakfast from many traditional stalls, including panned eggs, rice noodles, and steamed rice dumplings
- Visit the Red Lotus Sea, with flowers that bloom once a year, at Nong Han Lake
- Visit Ban Chiang National Museum. and see Khun Tong Boran, a 3,000-year-old dog sculpture











- Mak Kaeng Sub-district, Muang Udon Thani District, Udon Thani
- **Q** 17.413170576944108. 102.79091801598977
- All year
- Food lovers
- Starts from 195 baht/small set, but varies by product
- (+66) 4223 0455. (+66) 8 1471 1623
- พรแหนมเนือง อุดรธานี
- ② 6 AM-8 PM

BCG MODEL

Vietnamese Sausage (Moo Yor) using a preservation technique and adding value to a local specialty

HAPPY MODEL

Promote a healthy food with many fresh vegetables



Cookie Maled Mamueng Himmapan (Cashew Nut Cookies)

Bangkok



Cashew cookies are an ancient Thai pastry, adapted from Singaporean cookies but without the use of butter, coloring, and preservatives while adding cashew nuts. It developed into a unique recipe that gives off the scent of honey candles. The beautiful appearance makes it a good souvenir and, after 20 years, Mae Ying's heirs have created more variations such as chocolate and black sesame flavors. Certified by many leading institutions for its standardized processes, the Mae Ying cashew cookie is a delicious snack all by itself that's even more delightful when paired with coffee and tea.

Choose Your Style

- Experience arts, culture, and local wisdom of Khet Min Buri at the Min Buri Local Museum
- Shop for products, food, and fruits at Min Buri's old market
- Pay homage to the Chinese shrine, and take pictures with the ancient wooden architecture

显视器语角

- Mae Ying, Soi Khum Klao 12, Saen Saep Sub-district, Min Buri District, Bangkok
- 13.796526950589767. 100.78113012902324
- All year
- Thai pastry and dessert lovers
- Starts from 95 baht/160 g.
- (+66) 2346 6512
- kanommaeying
- 8 AM-5 PM (closed on Sundays)

BCG MODEL

- Develop an old favorite into one with a new identity through
- No preservations; good for the environment and consumers

HAPPY MODEL

Good for health; no butter, artificial colors, or preservatives



Fried Pun Sib (Stuffed Fried Dumplings)

Bangkok



To make her free time more worthwhile, Sarapee Buaket has taken her grandmother's recipe and shared it with other members in her housewife friends' group before establishing Kratum Rai Phattan Community Enterprise to make sea bass pun sib to sell in the market. High quality ingredients, attentive processes, and the use of a hot air oven instead of frying all contribute to the slightly puffed, firmly stuffed, crisp, and delicious pun sib, with no preservatives. It was awarded a 5-star OTOP product designation. Nowadays, aside from the original sea bass pun sib, there are also other fillings like salmon, mushroom, durian, green tea, pineapple, strawberry, black peppered chicken breast, and many more – all to serve and delight different customers.

Choose Your Style

- Take a boat trip through Khlong Saen Saep from Wat Sap Samoson Nikornkasem, and get off at Tha Nai Lert or the 100 year market of Nong Chok
- Drive around the green paddy fields in the city along Young Phattana Road
- Hop into one of the many cafés among nature in the area











- Krathum Rai, Nong Chok District, Bangkok
- 13.849260260410132, 100.87792466140635
- All year
- ♥ Thai snack lovers
- Starts from 70 baht/150 g.
- (+66) 6 2242 6366, (+66) 8 1949 2757
- ป้านขนมแม่สารภี
- 9 AM-6 PM

BCG MODEL

- Use hot air oven in place of frying, resulting in better looking products with a prolonged shelf life; develop more than 13 variations to serve the demand of the new generations
- Use electric cooker in place of gas, to reduce combustion risks



Aa-Lua Namtarn Tanode (Aa-Lua Palm Sugar Sweets)

Phetchaburi



The secret behind the popularity of Phetchaburi desserts is in its use of quality ingredients, and for the sweet aromatic taste, it has to be from the local palm sugar that produces this mellow sweet sensation. Aa-Lua sweets maintain a process in melting palm sugar with flour and coconut milk under low heat until gluey and fragrant. Ban Aon Wan's Aa-Lua is a recipe passed down from the generations, and using no preservatives, it is made fresh every day.



Choose Your Style

- Visit the one and only Suan Tan Lung Tanom palmyra plantation, and watch the palm sugar making process
- Try Tha Yang Pad Thai, with palm sugar as a main ingredient
- Sample palm sugar lod chong (rice flour droplets in sweetened coconut milk) from the traditional stalls of Phetchaburi Market. a local product that cannot be missed











- A Lad Pho Sub-district, Ban Lad District, Phetchaburi
- **9** 13.089866521666211. 99.8964079102147
- All year
- Dessert lovers
- 35 baht/small box, 45 baht/ large box
- (+66) 6 2459 4343
- บ้านอ่อนหวาน ของฝากเมืองเพชรบรี
- 9 AM-5 PM (contact agent)

BCG MODEL

Add value to palm sugar by using it in desserts

HAPPY MODEL

Make Al-Lua fresh daily. with no preservatives for better health



Kaowtang Moo-yong (Rice Cracker with Dry Shredded Pork)

Ayutthaya



From an ancient snack to a 5-star OTOP product that is grabbed by those who pass through Bang Sai, this product was originally made from the leftover, hard, and scorched rice at the bottom of the cooker. It was taken out and left to dry in the sun before being deep-fried into crispy crackers. These days, many toppings have been added to the compressed rice snack; in Ban Kanom Korn Kamol, the different toppings include dry shredded pork, sesame coconut milk, and cereal grains and seeds. These crackers are delicious souvenirs that also offer high nutritional benefits.

Choose Your Style

- Enjoy a variety of food and shops on boats at Bang Sai Floating Market
- See thousands of bats come out in the evening at Wat Tha Sung Thaksinaram











- Hor Mok Sub-district. Bang Sai District, Ayutthaya
- **Q** 14.25180966700166. 100.48043475268
- All year
- Everyone in the family
- Can be ordered online
- Starts from 39 baht
- Kwankamol Tongboonma
- **(**+66) 8 4447 8678 (+66) 8 6345 8286
- บ้านขนมกรกมล
- 9 AM-6 PM (call in advance)

BCG MODEL

- value to another product
- reduce waste
- No preservatives; good

HAPPY MODEL

Standardized production process that's hygienic and free from chemicals and preservatives



Krong Krang Sam Rod (3-Flavor Fried **Dumplings**)

Suphan Buri



Apart from kanom sali (Thai sponge cake) and kanom pia (Chinese pastry), another product that you should not miss is krong krang sam rod (fried dumplings) by Ekachai, a famous souvenir shop in the area that has been around for more than 30 years. Bite into crisp, thin, and light pastry layers infused with the inviting aromas of garlic, pepper, and cilantro root, and seasoned with premium fish sauce and palm sugar. In addition to this original flavor, other options include tom yum with anchovies, cheese, and caramel flavors - all of which are all equally addictive.

Choose Your Style

- Learn about the farmers' lifestyle at Na Hia Chai, a Thai farmer lifestyle and spirit learning center
- At Tumbol Ban Laem Community, join an activity such as scented incense making and Thai desserts making, and check into a local homestav











- Tha Rahad Sub-district. Muang Suphan Buri District, Suphan Buri
- 14.454933583236103, 100.13206302275536
- All year
- Dessert and snack lovers
- Can be ordered online
- Starts from 35 baht
- **(**+66) 9 4696 4651
- เอกชัยสาลี่สพรรณ
- 6.30 AM-2 PM

BCG MODEL

Use modern technology in the production of ancient Thai desserts, certified by

HAPPY MODEL

Delicious, flavorful, and light



Moo-yong Saeng Tawan (Saeng Tawan Dry Shredded Pork)

Chon Buri



From operating a butchery in Amphor Ban Bueng and facing the problem of leftover meat every once in a while, the family turned waste into opportunity by using a preservation technique that transforms fresh pork meat into a tasty and dry shredded pork product. It was a big hit and soon became the family's main product; they then started the brands Tawan Ork Moo Yong and Saeng Tawan, which have been in the market for as long as 40 years. And from a small household business that transformed into a large standardized factory, they expanded and introduced many variations such as crispy rice with dry shredded pork, prawn cracker with dry shredded pork, crispy roll with dry shredded pork, and many more - all are wonderful souvenirs that are sure to impress.



Choose Your Style

- Walk on the beach and enjoy the waves, wind, and sunshine at the refreshing Bang Saen Beach
- Take a nature walk in the Nature Education Center for Mangrove Conservation











- Ban Suan Sub-district, Muana Chon Buri District, Chon Buri
- **9** 13.343049050936983. 100.97527294170834
- All year
- Local food lovers
- ★ Can be ordered online
- Starts from 40 baht/50 g.
- **(**+66) 8 9245 3131
- www.tawanorkmooyong.com
- ส ตะวันออกหมูหย็อง
- 7 AM-5 PM

BCG MODEL

- to add more value to pork meat, with new standardized technology in the process
- Reduce waste problems that
- No preservatives; good for the environment and consumers

HAPPY MODEL

Good quality pork that's hygienic, with no chemicals and preservatives



Pla-muek Ko Pieak (Ko Pieak Squid)

Rayong



It has been said that the squid in Ban Pae, Rayong, has a distinctive taste not found anywhere else due to the lower sodium concentration in the seawater. Products from the local squid have thus become guite popular. Ko Pieak Squid originally started off exporting seafood, before turning to making seasoned squid for their regular Japanese customers. They subsequently started distributing such products in Thailand. Due to the amount of attention put into the quality process, the company has been recognized as a 5-star OTOP product for eight years in a row. These days, apart from the different flavors available. Ko Pieak Squid has developed beautiful packaging that is more convenient and beautiful as a souvenir.

Choose Your Style

- Sample fresh fruits directly from the trees in May and June; many rambutan, mangosteen, longan, and durian orchards are open for visitors to enjoy
- Visit the old town and its shops on Yom Jinda Road, the first road in Rayong that still features a classic ambiance and charms of vestervear











- Pae Sub-district, Muang Rayong District, Rayong
- All year
- Seafood lovers
- Can be ordered online
- 550 baht/kg.
- Mongkol Triratjaratporn
- (+66) 8 1628 3304
- ปลาหนึกโกเปี๊ยก
- 8 AM-5 PM

BCG MODEL

- Use technology in the
- Buy from smaller local fishing boats to create more stable income for fisherman; getting helps preserve the ecosystem more than relying on largescale commercial fishing boats

HAPPY MODEL

No preservatives; hygienic and safe for consumers



Nam-prik Pla Salid (Spicy Gourami Dip)

Samut Prakan



Bang Bo is famous for its gourami fish, and aside from the sun dried type for frying, there is now a spicy gourami dip that has become popular. Jone Salid Bang Bo makes and distributes 100% premium grade Bang Bo gourami using a secret recipe that gives it a salty but



mellow taste. Particularly, when used for a spicy dip, it imparts a unique texture. There are three variations, including the original, which is considered moderately spicy; the nam prik narok which is a little more spicy; and finally, the nam prik ta daeng which is not too spicy and sweet with chunky gourami bits. The latter is especially good served with steamy hot rice.

Choose Your Style

- · Experience the simple lifestyle of the Ban Khun Samut Jeen locals. a community surrounded by water and mangroves
- Check into a community homestay, and eniov fresh seafood dishes from the locals, the seaview, and mangrove forests
- Visit the Ancient City and its models of important places from all over the country











• 13.570147835683201. 100 64954318868814

All year

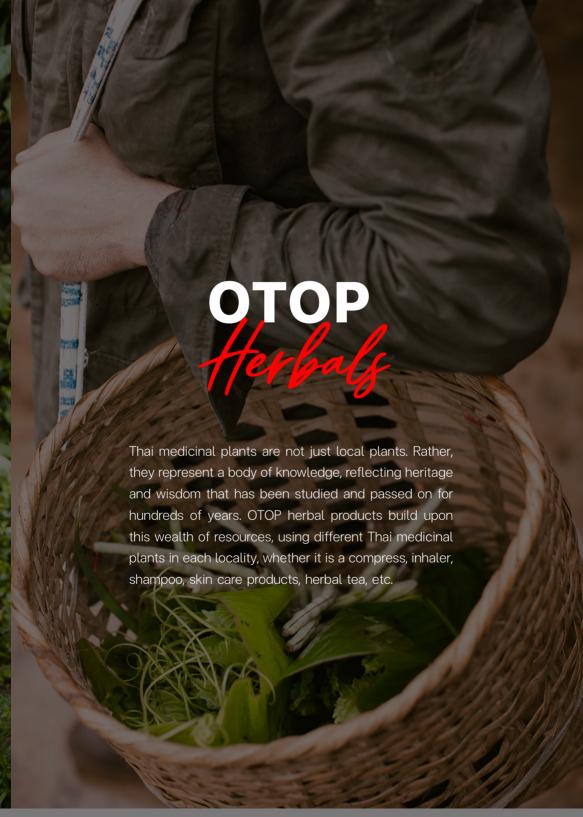
- Delicious and spicy food lovers
- Can be ordered online
- Starts from 150 baht/130 q.
- **(**+66) 6 2636 1441 (+66) 6 2942 6497
- 🖪 โจรสลิด บางบ่อ ปลาสลิด บางบ่อแท้ 100% เกรด ส่งออก
- 9 AM-5 PM

BCG MODEL

Use standardized process and add value to a local fish

HAPPY MODEL

Use an ancient recipe and salt to winnow the gourami, resulting in a mellow taste and firm texture





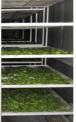


Chiang Mai



Chiangda (Gymnema Tea) is a local vegetable that is commonly found in the North. It has different names in different locations such as pak chiangda, jinda, pak seng, muan kai, pak wan, pak hon kai, kreua champa, or pak e-huan. In a northern meal set, pak chiangda is served fresh to be eaten with chili paste or stir fried with curry. It tastes bitter and sweet, and research has shown that it helps lower blood sugar. Specifically, it contains gymnemic acid that helps control sugar levels in the blood, hence, it's suitable for diabetics. Given that quality alone, San Mahapon Organic Herbs Group by Mutita Suwankamsao, which was set up in 1993, developed Chiangda Tea, organizing local organic farmers who farmed the vegetable organically into a group to produce the Ka Tong brand Chiangda tea.





Choose Your Style

- Make a trip to I Love Flower Farm. a flower plantation that will make vou hit the shutter non-stop
- Reserve a table at Blackitch Artisan Kitchen and try the local dishes, made with Chiana Mai ingredients. of the Chef's Table
- Experience nature at Bua Tong Waterfall National Park











- San Mahaphon Sub-district, Mae Tang District, Chiang Mai
- 19.119349064297207. 98.94256023243882
- All year
- Health-conscious consumers
- Can be ordered online, or bought at Tops Supermarket and many other stores across the country
- Starts from 400 baht
- San Mahaphon Organic Herbs Group
- **(**+66) 8 9899 9546
- กล่มสันมหาพนสมนไพรอินทรีย์
- 9 AM-6 PM (closed on Sundays)

BCG MODEL

- Process and add value to a low price vegetable, turning it into a healthy product
- Eco-friendly process, starting from organic farming of chiangda vegetables

HAPPY MODEL

Eat foods that help prevent illness by learning about the value of local herbs





Chiang Rai



Sacha inchi tea is an herbal tea product made from Inca nuts, a new species of commercial plant that originated in the Amazon Forest of Peru. When China had intended to develop their health products, Inca nuts were then taken into Yunnan province, near Thailand's North. Due to their nutritional benefits, the nuts have become popular in Thailand. It is now increasingly grown in the North as well as processed into different products. Phaya Mengrai Subdistrict Municipality Herbal Community Enterprise offers a highlight product called Dao Inca Herbal Tea, which helps in reducing body fat, cholesterol, blood pressure, sugar for those with diabetes, and soreness in bones, and in improving the digestive system.

Choose Your Style

- Travel along Doi Wawee and Doi Ma Salong and stop by Chiang Rai's famed tea plantations
- Check out Locus Native Food Lab. serving local dishes from local ingredients in Chef's Table style











- Phava Mengrai District. Chiang Rai
- 19.83933755489088. 100.16917731096119
- All year
- Health and herbal beverage users
- ★ Can be ordered online
- 100 baht
- (+66) 9 3271 8322. (+66) 5379 9215
- ริสาหกิจชมชนกล่มสมนไพรเทศบาล ตำบลพญาเม็งราย
- 9 AM-5 PM (contact agent)

BCG MODEL

Develop and process herbal products for more market opportunities and added value

- Promote "Food is Medicine" philosophy
- Pass on healthy techniques and lifestyle from Peru to Thailand





Krueang Sam-ang Sakad Mafai Chin (Wampee Extract Cosmetics)

Nan



Nan has many local species of plants and one of them is wampee, a local fruit that has been around for hundreds of years. Grown widely in Amphor Phu Pieng, it was originally processed into juice, fruit syrup, Chinese plum candy, or jam, but most recently, Kwanthara brand by Kwanthara Community Enterprise has developed and processed it into cosmetics. Products such as facial serum, facial cleanser, skincare, hand cream, shampoo, or body wash take advantage of the healthful characteristics of wampee such as preventing skin inflammation, providing antioxidants from vitamin C, and delaying oxidation that causes unwanted wrinkles.



Choose Your Style

- Visit Kad Kuang in Nan, a hub for all OTOP products
- Visit Sapan, Pua, and Bo Kluea, a slow life road surrounded by forests and nature
- Cycle around Nan Old Town, and experience the beauty of Thai arts at ancient temples











- Namkien Subdistrict. Phu Piena District, Nan
- 18.733754208157077. 100.82005659748074
- All year
- Health and beauty product users
- Kwanthara Community Enterprise
- Starts from 190 baht but varies by product
- **(**+66) 8 8142 5521
- ขวัญธารา ผลิตและจำหน่าย เครื่องสำอาง สมนไพร
- 9 AM-5 PM (contact agent)

BCG MODEL

- Conserve local cultivars by adding value and creating new products
- Use local materials, and lower carbon footprint from logistics

HAPPY MODEL

ดแลผิวพรรณ ด้วยผลิตภัณฑ์ที่ สกัดจากธรรมชาติ





Mae Chaemchun **Shampoo**

Nan



Mae Chaemchun Community Enterprise is another community that has taken local herbs and ancient medicinal wisdom and developed its own Mae Chaemchun shampoo. It comes in different varieties, including four herbs shampoo with bai mee, butterfly pea, guduchi, and bustard cardamom; and Magao shampoo which uses an ancient formula to encourage hair growth and darker hair coloring with kaffir, bai mee, butterfly pea, guduchi, white crane flower, and bustard cardamom. The enterprise is reviving local recipes that many have long forgotten.

Choose Your Style

- · Cycle along the remains of ancient temples in the Old Town area
- Sample ma-kwaen chicken. a popular dish made with local herbs - it's hot and spicy!
- Shop for local handwoven textiles in many shops in the Old Town











- Du Tai Sub-district, Muang Nan District, Nan
- **Q** 18.73707829580188. 100.74312057526467
- All year
- Health and beauty product users
- Can be ordered online.
- Starts from 150 baht
- ▲ Mae Chaemchun Community Enterprise
- (+66) 8 4741 1382
- แชมพูสมุนไพร แม่แจ่มจันทร์
- 9 AM-5 PM (contact agent)

BCG MODEL

- ancient wisdom by adding value to products
- the farm

HAPPY MODEL

Natural shampoo with no chemicals added





Phane Pra-kob Ron Banju Samunphrai (Herbal Hot Compress)

Phitchit



An OTOP product that has been developed to cater to the new generations includes the herbal hot pack of Thai Thung Sai Thong Herbal Community Enterprise. Under the brand Thung Sai Thong Herbs, the pack is made from eight local herbs commonly found in the area such as tamarind leaves, kaffir lime skin, lemongrass, turmeric, plai, eucalyptus, pandan leaves, and ngai camphor leaves. They are all stuffed into the pack, which is to heal muscle fatigue and soreness. But instead of making a normal herbal compress ball, it is designed to be more conveniently attached to socks, gloves, on the shoulders, or around the waist. The package is made of cotton or artificial silk and can be heated up in a microwave, which saves a lot of time.

Choose Your Style

- Go back in time at Wat Pho Prathap Chang, a 300-year-old temple
- See the beautiful blooms at the Siam tulip fields, Ban Khao Hua Lon, during the rainy season and learn about local herbs
- Relax in the evening atmosphere at Bueng Si Fai











- Nong Payom Sub-district, Tapanhin District, Phichit
- All year
- Muscle soreness relief product users
- * Can be ordered online
- Price varies by product
- ▲ Thai Thung Sai Thong Herbal Community Enterprise
- **(**+66) 8 1544 4262
- สมุนไพรทุ่งทรายทอง thungsaithong
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Use technology to develop on local wisdom such as herbal compress balls for easier usage
- Made from local herbs, without chemicals

HAPPY MODEL

L Same health benefits of the herbal compress ball can be adapted more conveniently to everyday life





Yadom Wang Som Sa (Wang Som Sa Inhaler)

Phitsanulok



Ban Wang Som Sa is a tourism community that cannot be missed when visiting Phitsanulok. This is a community that has spent eight years trying to revive the popularity of som sa (bitter orange), an ancient fruit that was disappearing. These days, som sa has become a commercial plant that raises income for the community. From the fresh som sa, products include som sa lotion, som sa lip balm. rice wrapped in lotus leaf with som sa, mantou (Chinese bun) som sa, and the popular Wang Som Sa inhaler. And for those who want to be surrounded by the scent of som sa, homestays and travelling into the community to pick fresh som sa from trees is a must. Almost every house in the area has at least one som sa tree -- no wonder it is called Wang Som Sa.



Choose Your Style

- Travel around Ban Som Sa Community, try som sa dishes, and learn how to make an inhaler
- Visit and pay homage to the most beautiful Buddha Chinarat in Thailand at Wat Phra Si Rattana Mahathat Woramahawihan
- Visit Noen Maprang, a location where verdant paddy fields are embraced by the mountains a must for nature lovers











- Ban Wang Som Sa, Tha Pho Sub-district, Muang Phitsanulok District, Phitsanulok
- 16.752477479003733. 100.21767048004786
- All year
- Thai herbal product users
- Can be ordered online
- 39 baht/bottle
- (+66) 8 6929 1745
- เข้านวังส้นช่า
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop homestay program for community tourism, process products from local herbs
- Conserve local plants such as som sa, and encourage household vegetable gardens,

HAPPY MODEL

Pass on health benefits such as vitamin C contained in som sa through many dishes





Sabuu Nuethong Phukagee (Phukagee Golden Soap)

Chaiyaphum



Phukagee is a product that is unique for its use of aromatherapy, which not only can heal emotions and refresh the body, but also relieve other symptoms, and calm and relax the mind through steaming, massaging, and sensing the aroma. The collection of products includes golden soap and glycerin soap to wash and moisten your face as the cool scent of Butterfly Bush flowers, as well as turmeric, honey, and 100% gold help make your skin glow naturally. In addition, the brand also offers other skincare products from silkworms and their cocoons.

Choose Your Style



- Take a hike to Tad Ton Waterfall
- Experience the beauty of Siam tulip fields, which will only bloom in the rainy season











- Puk Pang Sub-district, Phu Keaw District, Chaiyaphum
- 16.389046701727576, 102.12800444710594
- All vear
- Health and beauty product
- Can be ordered online
- 380 baht
- (+66) 8 1094 8581
- ภูขจี Phukagee
- 9 AM-5 PM (contact agent)

BCG MODEL

- Combine herbal wisdom
- Lower carbon footprint by using local materials in the area

HAPPY MODEL

Aromatherapy helps relax the body and mind





Yaseefan Samunprai Bupphawan (Bupphawan Herbal Toothpaste)

Nakhon Sawan



Bupphawan Enzyme Herb Company Limited is a successful community enterprise that produces and distributes health products while the organization has been adapting to changes in the digital world. First established as a company in January 2021, the famous product includes **Bupphawan Herbal Toothpaste**, a 5-star OTOP product. It was awarded the FDA Quality Award of 2021, which reflects the FDA's selection of the best health product producers with good operational standards and responsibility to consumers. Bupphawan Herbal Toothpaste contains eight herbal and natural ingredients such as borneol, camphor, pink salt, and green apple enzyme. It helps relieve toothache and hypersensitive teeth, and gets rid of tartar, to become a new alternative in toothpaste products.xxx

Choose Your Style

- Visit Pasan, a new iconic architecture that reflects the story of the origins of the Chao Phraya River
- Recreate scenes from the famous series Kong Kam at Chum Saeng Community











- Nakhon Sawan Ok Subdistrict, Muang Nakhon Sawan District, Nakhon Sawan
- 15.681045175870299, 100.13198844551135
- All year
- Thai herbal product users
- * Can only be ordered online
- 299 baht/130 g.
- **(**+66) 8 9921 8083
- f ยาสีฟันบุปผาวันเอนไซม์เฮิร์บ Buppawan Herbal Toothpaste
- 9 AM-5 PM (contact agent)

BCG MODEL

- Preserve the use of Thai herbs, and develop them into a 5-star OTOP product
- Use local herbs in the area, and lower the carbon footprint

HAPPY MODEL

L

Promote dental care with Thai herbs and Thai medicinal wisdom





Luk Pra-kob Samunphrai (Herbal Compress Ball)

Sisaket



The best place to learn about Isan local herbs, Non Yai Community Forest is a mixed forest that encompasses a dry evergreen forest, dry deciduous forest, dry dipterocarp forest, and freshwater swamp forest. The abundance of the lands is cared for by the locals; consequently, the forest is home to many local Isaan herbs and a local herbal learning center has been established. The community also provides a workshop in herbal compress ball making with many of the indigenous herbs as ingredients, as one of the learning experiences for visitors to the Non Yai Community Forest.

Choose Your Style

- Take a short hike on the Non Yai Forest nature walk
- Learn about local Isaan herbs while travelling into Non Yai Community Forest
- Make some local dishes from vegetables and herbs to pack with you during the hiking trip











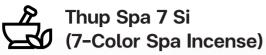
- E-sae Sub-district. Si Suwan District, Sisaket
- **9** 15,268422756677609. 104 01911291502014
- All year
- Those who want to learn more about local herbs
- Can be ordered online
- Herbal compress ball. 85 baht/piece
- Non Yai Community Wild Herbs Group
- (+66) 8 7111 0627
- กลุ่มสมุนไพรป่าชุมชนโนนใหญ่
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop local wisdom into tourism activities that create income for the community
- Conserve the forest through sustainable tourism that plants green seeds into

- Made from natural herbs; safe for consumers
- Learn about local herbs from local expert







Inmongkon has been in the scent business, especially incense, for a long time in Chai Nat, with no less than half a century of experience. It is one of the big producers in Thailand and continuously develops many other varieties according to consumers' ever-evolving lifestyles. Not only for religious rites, aromatic spa incense such as the **7-Color Spa Incense** was an OTOP Select product in 2019. Since then, the community has developed smokeless incense, agarwood scented incense, fortune incense, incense pieces, lemongrass scented incense as well as adapted smaller size collections for more convenience.



Choose Your Style

- Follow the trail of beliefs in many ancient temples such as Wat
 Mahathat
- Learn the history of Chai Nat in the Chai Nat National Museum
- Go bird watching in Chai Nat Bird Park, home to many bird species











- Had Tha Sao Sub-district, Muang Chai Nat District, Chai Nat
- 15.203892821809763, 100.096102845621
- All year
- ♥ Aroma product users
- Can be ordered online
- Starts from 35 baht
- Inmongkon Scented Incense
- **(**+66) 8 4447 2888
- รปหอมอินทร์มงคล
- 8 AM 5 PM (closed on

BCG MODEL

- Incorporate new designs into incense making while conserving the incense making process of the community
- Lemongrass scented incense is made with natural materials, with lower smoke and smell, and no lead or cadmium

HAPPY MODEL

Pass on the old way of incense making to new generations





Luk Pra-kob Ban Ma Rong (Ban Ma Rong Herbal Compress Ball)

Prachuap Khiri Khan



Prachuap Khiri Khan is not only famous for its beautiful sea and white sand beach. In Bang Saphan, there is a model tourism community called Ma Rong that thrives on the strength of the community in turning its natural resources, combined with lifestyle needs, into a unique tourism program. On top of that, local and commonly found coconuts and herbs have been used to develop new OTOP products, such as green soap from the coconut shell, coconut oil, and **the herbal compress ball**. The latter has been packaged attractively and makes great souvenirs with its enticing coconut smell.

Choose Your Style

- Check into a homestay, cycle around Ban Ma Rong, and see stalactites and stalagmites in Wat Tum Khao Ma Rong with a local quide
- Take a boat to Ko Talu for snorkeling
- Relax and picnic in the peaceful atmosphere of Ao Thong Lang











- Pong Prasat Sub-district, Bang Saphan District, Prachuap Khiri Khan
- 11.202962455690447, 99.49864839745938
- All year
- Thai herbal product users
- Starts from 45 baht
- (+66) 8 1292 8141, (+66) 6 2954 5226
- ชมชนต้นแบบบ้านม้าร้อง
- 9 AM-5 PM (contact agent)

BCG MODEL

Process local materials into value added products and raise income for the community

- Produce with natural materials; safe for consumers
- G Learn about Thai herbs and herbal compress ball making with the locals





Yadom Samunphrai (Herbal Inhaler)

Ayutthaya



Ban Rak Samunpai Community Enterprise produces OTOP products from local herbs in the area and develops them into various types of products such as honey lemon herbal soap, honey herbal soap, turmeric and milk spa salt, and the popular **herbal inhaler**. Made from camphor, borneol, black pepper, cardamom, clove, nutmeg, and Szechuan lovage, the inhaler is designed for easy usage and it also can be adapted as souvenirs on special occasions.



Choose Your Style

- Visit Bang Pa-in Palace, a classic destination
- Enjoy the local dishes at Gong Kong Market
- Tour Wat Niwet Prawat, the one and only Unseen Thailand temple with a western design











- Kanon Luang Subdistrict, Bang Pa-in District, Ayutthaya
- 14.292847295471315, 100.5656054511735
- All year
- Thai herbal product users
- ★ Can be ordered online
- 25 baht/bottle
- (+66) 8 3083 1459
- ริสาหกิจชุมชนบ้านรักสมุนไพร
- 9 AM-5 PM (contact agent)

BCG MODEL

- Turn local herbs into interesting souvenirs and add value to the products
- Use local herbs, lowering the carbon footprint from logistics

HAPPY MODEL

Nourish skin with real and natural honey





Vej Sam-anrng Pinmisa (Pinmisa Medical Skincare)

Samut Sakhon



Every year, the seafood industry creates enormous waste and that has encouraged the Pinmisa Community Enterprise to reflect on how to mitigate the issue. Finding an opportunity in wasted resources, Khun Withan Sukwanichwichai took fish cartilage extract and turned it into medical skincare products. The Pinmisa Community Enterprise also noticed that the fish filleting factories have been selling fish bones to fishmeal factories. They decided to try extracting hyaluron and chondroitin, two essential substances used in the cosmetics industry, from the cartilage and this effort led to the development of their medical skincare line. Stop Treatment Herbal Gel is a famous product of the brand today.

Choose Your Style

- Visit Talat Talay Thai, a large seafood market where daily catches are directly unloaded from the fishing boats
- Take pictures at the red boardwalk bridge along the seashore and from scenic viewpoints
- Walk on the Rainbow Bridge, famous for its sunset scenery











- Mahachai Sub-district, Muang Samut Sakhon District, Samut Sakhon
- 13.547458496907037, 100.27522252634891
- All year
- Health and beauty product users
- * Can be ordered online
- Price varies by product
- **(**+66) 8 1810 5911
- Pinmisa
- 9 AM-5 PM (contact agent)

BCG MODEL

- Innovate and create products from chitosan extract, using biotechnological knowledge
- ITurn seafood industrial waste into a value-added skincare product
- G ILower imported substances for skincare products by using local materials

HAPPY MODEL

L

Skin nourishing with natural fish cartilage extract





Shampoo Bai Kluu (Indian Marsh Fleabane Shampoo)

Samut Songkhram



More than ten years ago, Ruen Mai Hom Community Enterprise was known as one of the soapberry shampoo producers who turned this local herb in Ruen Mai Hom community into a popular OTOP product. Since then, it has launched more than 60 skin and beauty products from local herbs into the market. The consistent income has made Bang Ja Kreng locals become interested in conserving Thai herbs and engaging more in herb cultivation. Another star product is Indian marsh shampoo, which started when dried Indian marsh leaves were processed to make Indian marsh green tea. It was then developed into more products such as shampoo and conditioner that help relieve scalp inflammation. Indian Marsh soap itself can relieve skin inflammation, rashes, and other skin issues.

Choose Your Style

- Visit Talad Rom Hoop (Maeklong Railway Market), part of the Unseen Thailand sights
- Visit the community of Ban Khlong Klang, full of herbs and fresh seafood offerings
- Try shell picking on a mud board at Don Hoi Lord, a famous destination in Bang Ja Kreng











- Bang Ja Kreng Sub-district, Muang Samut Songkram District, Samut Songkram
- 13.386217037691859, 100.01378558397694
- All year
- Health and beauty product users
- * Can be ordered online
- Indian marsh fleabane shampoo, 190 baht
- **(**+66) 6 1880 0077
- เรือนไม้หอม ผู้ผลิตและจำหน่าย สินค้าสมุนไพรใหญ่ที่สุดในจังหวัด สมุทรสงคราม
- 9 AM-5 PM (contact agent)

BCG MODEL

- Add value to herbal products, to help conserve
 Thai herbs and raise income for the community
- Use locally grown herbs, lower carbon footprint from logistics

HAPPY MODEL

L

Skin nourishing by local herbs, no chemicals used in any processes





Ya Namman Samunphrai (Herbal Oil)

Suphan Buri



Tipgaysorn is a brand from a third generation of Thai pharmacists. Anusit Chalaem inherited the ancient Thai pharmacopoeia from his grandfather and he started out running a small clinic to provide Thai herbal medicine for many symptoms. He then expanded into making Tipgaysorn brand herbal products, including Buddha's hand, borneol, and nine categories comprising about 60 products for women's health, men's health, household herbs, or digestive tract uses. From there, he has created Chalaem Organic to access the new generation's lifestyles more easily with modern packaging; one highlight product is a herbal oil made of different vines extracts, amethyst, etc., an ancient medicine that helps relieve sprain.

Choose Your Style

- Visit Si Prachan Old Market, and try local dishes in the old wooden house atmosphere
- At Samchuk 100-Year Market, step back in time and experience Suphan Buri in the olden days
- Check into one of the many campsites in paddy fields and amongst natural surroundings, popular among the camping groups











- Si Prachan Sub-district, Si Prachan District, Suphan Buri
- 14.594082973339289, 100.14958625333477
- All year
- Thai herbal product users
- * Can be ordered online
- Herbal oil, 60 baht for roll on and 300 baht for spray
- **(**+66) 9 2636 9339
- https://chalaem.com
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop Thai herbal wisdom and conserve the ancient pharmacopoeia
- G Use local herbs and no chemicals for a cleaner, less polluting production process

HAPPY MODEL

L

Skincare and health care goods with organic herbs, and no chemicals





Hair Conditioning Shampoo

Samut Prakan



"Natural power for stable life and mind" is the motto of the brand Phutawan. Over 20 years, this skin care and wellness business has been built and run by a new generation, led by Chatchai Wongmanarojsi. He has been sourcing organic materials from all over Thailand to develop into hundreds of skincare products, such as coconut oil and organic coconut products from Amphawa, organic lemongrass from Mae Hong Son, etc. A product highlight is an all-natural shampoo set with ginger and rosemary shampoo, kaffir and lavender shampoo, and organic red lemongrass shampoo, all with conditioners where 95% of the ingredients are natural.

Choose Your Style

- Visit the Ancient City that exhibits models of historical and important places in Thailand
- Tour the Erawan Museum,
 a private collections of Thai
 historical items
- Have dinner, try ballroom dancing, and watch seagulls at Bang Pu Recreation Centre











- Bang Prong Sub-district, Muang Samut Prakan District, Samut Prakan
- 13.623896709565507, 100.56937922359957
- All year
- Organic product users
- ★ Can be ordered online
- Starts from 250 baht but varies by product
- Phutawan Herb and Cosmetic Co., Ltd.,
- **(**+66) 8 9003 6080
- f phutawanonline
- 8 AM-5 PM (closed on Sundays)

BCG MODEL

- Encourage recycling of products by offering a discount to those who return Phutawan plastic or glass bottles at any branch
- G Safe for the world and environment without animal testing in the processes and reuse of plastics

HAPPY MODEL

L

Organic shampoo products are safe and nourishing for hair





Phu Kaew Samunphrai **Product (Phu Kaew Herbal Product**)

Chumphon



Chumphon is famous for its coconut plantations, but sometimes fresh or dried coconuts are prone to price fluctuations, hence, value added products that can be sold all year long at consistent prices were developed. Phu Kaew Herbs was created by Phuwanai Sukchana who came back to Thailand after learning about distilling skin nourishing products in Japan. He then started processing coconut oil into more accessible products such as coconut oil lotion, coconut oil shampoo, coconut oil soap, cold pressed coconut oil, coconut oil foot nourishing cream, and goat's foot creeper lotion.

Choose Your Style

- Relax at the peaceful Sai Ree Beach
- Take in a panoramic view of the Gulf of Thailand at Khao Matsee sightseeing spot
- Stay in one of the many resorts on Tung Wua Laen Beach











- Toong Maha Village, Pak Khlong Sub-district, Pathiu District, Chumphon
- **Q** 10.500000347667967. 99.1666090798596
- All vear
- Natural skin nourishing product users
- Can be ordered online
- 100 baht
- (+66) 8 6061 8901
- ภแก้วสมนไพรน้ำมันมะพร้าว
- 9 AM-5 PM (contact agent)

BCG MODEL

- Add value to local materials foot creeper to manage price
- a lower carbon footprint

HAPPY MODEL

No chemicals





Cream Yogurt Nom Phae (Goat Milk Yogurt Skin Cream)

Narathiwat



When thinking of animal farming in the three southern provinces, many will think of goats. Aside from the meat and milk, there are also many skincare product variations made from goat milk. The Goat Milk Processed Product Group, established in Ban Buke Bakong, Narathiwat, has also developed their own products such as **goat milk yogurt day skin nourishing cream, goat milk yogurt night skin nourishing cream**, goat milk serum, goat milk soap, goat milk yogurt skin nourishing lotion with monkey jack, and goat milk yogurt hand cream. Products contain benefits in healing pimples, freckles, and spots on the skin, and in making the skin smooth and moist.



Choose Your Style

- Make a trip to the 300-year-old Wadil-Husen Mosque, the symbol of Narathiwat
- See the Sukirin Sea Mist, as beautiful as in the North
- Learn about the Narathiwat lifestyle at Khun La Han Museum











- Ta Po Yoh Sub-district, Amphor Yee Ngo District, Narathiwat
- 6.45044069991569, 101.68584182620197
- All year
- Beauty product users
- 350 baht/bottle
- Goat Milk Processed Product Group
- (+66) 8 1566 6150 (+66) 8 1658 0802
- 🖪 เครื่องสำอางจากนมแพะ by Malila
- 9 AM-5 PM (contact agent)

BCG MODEL

- Add value to goat farming and preserve it as a local profession
- G Use goat milk from the farm as an ingredient, lower carbon footprint from logistics

HAPPY MODEL

L

Skincare from goat milk is good for those who are allergic to cow milk





Sabu Tan Tanod Nod Na Lae (NODE NA LE Palmyra palm Soap)

Songkhla



Sugar making is a traditional profession of the people around the Songkhla Lake area, especially in Tha Hin, Sathing Phra, which is famous for its palmyra plantations. The local lifestyle revolves around palmyra, rice paddy fields, and fishing. The community has started welcoming tourists to the village and opened a learning center along with developing the local wisdom to add more value to the products. In addition to processed sugar such as namphueng wan (round pieces), namphueng laew (liquid), and powder, another distinctive product is palmyra soap. **Palmyra soap** came about from the practice of locals who liked to squeeze ripe palmyra to make their hands white, soft, and smooth. The community started experimenting with this idea, adding value to palmyra by creating palmyra soap, palmyra lotion, and palmyra serum.



Choose Your Style

- Learn about palmyra at Nod Na Lae Learning Center
- Take a trip around Songkhla
 Old Town to see Thai, Chinese,
 and Muslim architectural styles











- Tha Hin Sub-district, Sathing Phra District, Songkhla
- 7.4010353372636715, 100.42076734938277
- All year
- Natural beauty and health product users
- * Can be ordered online
- Starts from 140 baht/soap
- **(**+66) 8 3186 5473
- NODE NA LE
- 9 AM-5 PM (contact agent)

BCG MODEL

В

Develop local palmyra into new products

- Partner with Prince of Songkhla
 University to research the
 benefits of palmyra in skin
 nourishment
- G Share knowledge from palmyra farmers to the new generations through modern products





Ya Sa-munprai Dok Kanplu (Herbal Clove Toothpaste)

Trang



Mo Pean Herbal Medicine House by Pean Chantarapisan, a local herbal medicine doctor in the Trang Thai Traditional Medicine Network, produces and distributes various Thai herbal products, which are also OTOP products, such as herbal muscle massage oil, herbal vanishing cream, herbal aroma oil, and **herbal toothpaste**. The latter is made from clove, a heat producing herb that has a heated spicy taste with acerbity. According to the Thai pharmacopoeia, it helps relieve scurvy, toothache, and bad breath.

Choose Your Style

- Shop for herbal products, used as alternative medicines based on age-old Thai wisdom
- Visit the historical Khao Sam Bat Cave











- Mo Pean Herbal Medicine House, Na Taluang Sub-district, Muang Trang District, Trang
- 7.570193865746883, 99.60429471095776
- All year
- Herbal product users or herbs enthusiasts
- * Can be ordered online
- 120 baht/130 g.
- (+66) 8 9730 7207
- บ้านยาสมนไพรหมอเพียรตรัง
- ② 8 AM-7 PM

BCG MODEL

- Develop herbal wisdom into products for everyday use
- G Lower carbon footprint and logistics by using local herbal ingredients

- Made from natural products; safe for consumers
- G Conserve local herbal wisdom, passing it on to the new generations







Ngan Kae-Salak Mai "Suep San Prapheni Dam Hua Pimai Mueang" (Wood Carving)

Chiang Rai



Apart from being a group of carvers who have inherited the artistry and know-how from local masters, passed down through generations until it became a delicate art, the artisans of Ban Tum Pha Tong have continued to adapt new technology into the process of creating their distinctive art. Consequently, this has resulted in pieces that can move to the music as if they are alive. The carvings are considered to be an advanced handicraft that represents the local lifestyle, consistently attracting demand and creating income for the locals. It truly reflects the pride of the members of the group, strengthening the carving tradition to remain well into the future.



Choose Your Style

- Appreciate and experience the wood carving wisdom of Chiang Rai
- Shop for 5-star OTOP products that have been delicately carved
- See the ancient hand carved wooden Buddha at Mae Fah Luang Museum within the Mae Fah Luang Plantation











- Tha Sut Subdistrict, Muang
 Chiang Rai District, Chiang Rai
- 20.07574570873078, 99.8765212
- All vear
- Handicraft and home decor enthusiasts
- Contact agent for price
- The Local Wood Carving
 Group at Ban Tum Pha Tong
- (+66) 8 1602 4775, (+66) 5378 7233
- กล่มแกะสลักไม้พื้นบ้านในครัวเรือน
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop and improve on local wisdom and wood carving skills, to generate a main
- Work with leftover wood chips and make beautiful art, adding value to products
- G Hand carve without machines with no pollution

HAPPY MODEL

Mad

Made from natural material; safe for consumers





Sukhothai (Sukhothai Silverware)

Sukhothai



Mr. Montree Nontathi's design and product making prowess has made the 99.99% silverware from Montree Silverware distinctive and different. A variety of techniques are used in shaping, carving, coating, and fretting the products with small delicate details. Highlights include ancient vines and pikul floral patterns that attract much interest from silverware enthusiasts who often become frequent customers. If you are looking for silverware to match your beautiful clothes, Montree Silverware would be an excellent choice to consider.



Choose Your Style

- Shop for Sukhothai silverware with ancient patterns and modern
- Pair your favorite silverware with beautiful clothes and visit Si Satchanalai National Park to take some pictures
- Visit the local community homestay and see mud-dye fabric making at Ban Na Tonjun











- Tha Chai Subdistrict, Si Satchanalai District, Sukhothai
- **1**7.428749362795667, 99.82101655767157
- All year
- Fashionistas who eniov ornaments
- Varies by product; e.g., water stream silverware set, 19 000 haht
- Montree Silverware
- **(**+66) 8 9514 1907
- เครื่องเงินสโขทัย ร้านมนตรีเครื่องเงิน
- 9 AM-5 PM (contact agent)

BCG MODEL

- fretting techniques, to fuse
- by hand

HAPPY MODEL

Made from natural materials; safe for consumers





Chan Kap Mak (Veerasa Palm Leaves Plate)

Nakhon Ratchasima



Most betel palm plantations only care for the betel nuts, while the dried betel leaves are burned as waste. Sumalee Pinyo from Phinyovanich Company Limited thus came up with a creative idea in taking all their farm waste to experiment as a material for food containers, replacing the use of styrofoam. Veerasa palm leaves plates were then created out of 100% natural materials; they also have a beautiful color, no chemicals and bleach, and can be molded into more than 18 shapes. The plates are strong, do not break easily, and have many functionalities. More importantly, they can decompose naturally within 45 days, and hence, have a low environmental impact. Given such attributes, they are in high demand from both local and foreign eco-friendly consumers.



Choose Your Style

- Experience the beauty of the morning mist at Wat Pa Phu Pha Sung in the middle of the mountain, with panoramic nature views
- Relax in the cool water stream at the Black Bridge, Sung Nuen Train Station











- Sung Noen Subdistrict, Suna Noen District. Nakhon Ratchasima
- **O** 14.871338172064371 101.83220314115887
- All year
- Eco-friendly consumers
- Can be ordered online
- Starts from 3 baht but varies by product
- (+66) 6 4959 9390
- จานกาบหมาก VEERASA
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop with creativity and technology, and add value by making natural food container
- Turn dried palm leaf waste into useful food containers
- that cannot be easily

HAPPY MODEL

Made from natural materials: safe for consumers



Hua-Khon Ban Lumpoton (Ban Lumpoton Khon Masks)

Bangkok



Khon mask making is an advanced art that combines many techniques; nowadays, they are not only made for performances but also serve as valuable art objects. Supporting mask makers so they do not disappear through time, Ban Lumpoton Khon Masks makes commercial khon masks that are smaller than the actual masks used on the stage. However, they offer a wide variety of sizes and designs, with the highlight by far being the masks of Hanuman.

Choose Your Style

- Visit the National Museum Bangkok to see rare performances of khon, nang yai, and marionettes
- Near the museum, drop by the National Library to learn about the history of khon in more detail
- Visit Bang Ao Mosque, the hidden gem in the community











- Bang Ao Sub-district, Bang Phlat District, Bangkok
- **9** 13.795040215876497. 100.50854563147168
- All year
- Thai performing arts and crafts enthusiasts
- Starts from 450 baht
- **(**+66) 8 6701 8566
- หัตถกรรมหัวโขนบ้านลัมโภทร
- 8 AM-9 PM (contact agent)

BCG MODEL



Adapt Thai heritage into products and souvenirs





Ruean Thai Chamlong Phak Klang (Central Thai House Model)

Bangkok



Acting Sub-Lt. Natchakorn Butsup originally took up wooden doll, house, and boat model making classes to kill time as a hobby, without expecting that it would become a part of her livelihood. She found herself creating delicate and proportional models that look close to reality, even in the small details such as door frames, doors, windows, etc., which impressed both Thai and foreigners. Orders started coming in for her **handcrafted models**, which only have one or a few pieces per design. As such, the Thai house models from Santasna Handicrafts are pieces of valuable workmanship that are worth owning.



Choose Your Style

- Experience the beauty of each
 Thai house model developed from
 one woman's creativity; despite
 the small sizes, they look close to
 the real thing in all dimensions
- Visit the 100-year old market in Nong Chok, and experience the classic atmosphere of wood buildings while enjoying the street foods











- Khok Faet Sub-district, Nong Chok District, Bangkok
- 13.855372330273976, 100.8477027683516
- ## All year
- Home decors and handicraft enthusiasts
- * Can be ordered online
- Starts from 2,100 baht but varies by product
- (+66) 8 6889 0042, (+66) 8 9128 1150
- สินทัศย์หัตถกรรม
- 8 AM-9 PM (contact agent)

BCG MODEL

- B Take knowledge in Thai house structure and develop with creativity a variation of models that look close to the real
- Almost 100% handcrafted, without machine work; no waste of resources





Khrueang Thong Rattanakosin Dhanu (Dhanu Rattanakosin Goldware)

Kanchanaburi



Stylish, elegant, and magnificent are words that perfectly reflect the image of **Dhanu Rattanakosin Goldware** as they are producers of modern Thai ornaments that conserve the delicate beauty of the Thai arts while the designs are adapted so they can be used in everyday life. Every production step involves attention to detail, including the decoration with jewels and rare auspicious items such as Nine Gemstones, elephant tails, and bull horns, according to local beliefs. These are good ornaments for both yourself and as presents. Products can be selected at Dhanu Stores in Terminal 21 Asoke, Siam Paragon, and Central Chidlom.



Choose Your Style

- Shop for colored gemstones such as emeralds, sapphires, etc. from Bo Phloi (mining village) in Amphor Bo Phloi
- Visit the Kanchanaburi safari and enjoy the company of deer, bears, tigers, lions, giraffes, camels and many more from a close distance











- Chong Dan Subdistrict, Bo Phloi District, Kanchanaburi
- 13.73757472103855, 100.56058661340106
- All year
- Fashionistas who appreciate Thai arts
- ★ Can be ordered online
- Price varies by product
- **(**+66) 9 0994 6414
- DHANU เครื่องทองรัตนโกสินทร์
- dhanu.officialstore
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop and combine gemstone cutting and gold coating techniques, influenced from the Ayutthaya to Rattankosin periods, with modern designs for everyday use
- G Made with attention to environmental impact





Kluaimai Op Haeng Nai Lo Kaew (Dehydrated Orchids in Glass Jars)

Nakhon Pathom



Aside from orchid cultivation and distribution, Mana & Proud Orchid Gallery has developed many more dendrobium cultivars, with colors and patterns that can only be found here. A type of souvenir or present that can last a long time, these blossoms truly create an impression. Another product that attracts much interest from those who love orchids is the dehydrated orchid. It can maintain its color and beauty, and is arranged into glass jars which can keep it beautiful for more than 10 years. In addition, there are also a variety of ornaments made from glass coated orchids; considered a new dimension of Thai orchids, these attract attention from all over the world.

Choose Your Style

- Visit the farm and take some pictures with colorful orchids and share them on social media
- Be amazed by the glass coating technique that turns an orchid into a beautiful ornament
- Visit Nakhon Pathom National Museum and learn the history of Tawaravadee
- Shop for organic produce at Sukjai Market











- Bangtuey Subdistrict, Sampran District, Nakhon Pathom
- 13.785877407163698. 100.28967360950985
- All year
- Flower (especially orchid) lovers
- Can be ordered online
- Starts from 550 baht but varies by product
- Mana & Proud Orchid Gallery
- (+66) 9 2489 8248. (+66) 8 9698 9969
- เมานะ ออร์คิด-ร้านกล้วยไม้ Mana Orchid
- ② 8 AM-5 PM

BCG MODEL

- Develop a new innovative technique to add more value to Thai orchids by dehydration
- damage and waste

HAPPY MODEL

Made with natural materials: safe for consumers





Khrueang Pan Dinphao Khlueap Celadon (Celadon Pottery)

Nakhon Pathom



Emerald green coloring and natural stretch marks are the identifying characteristics of celadon pottery, which is an artistic heritage that has been passed on from the North. **Pongsrinakorn Celadon** has been practicing this craft for a long time, developing it into their own identity while using farm waste and leftover materials such as husks, sawdust, and bagasse in the clay mixtures. Hence, they lower the weight of the pottery pieces and make them easier to transport. Plumeria flowers are the main patterns, along with the story of the Thai lifestyle, that are presented on the pottery. These products appeal to both Thai and foreign consumers, produce income for the community, conserve the arts of celadon pottery, and promote it onto the wider market.

Choose Your Style

- · Learn about the origins and creative processes in <u>celadon</u> pottery making from Pongsrinakorn Celadon Learning Center
- Experience the beauty of various celadon pottery pieces before selecting the ones that you like











- Sampatuan Subdistrict. Nakhon Chai Si District, Nakhon Pathom
- **Q** 13.82417353545122. 100.19196573291212
- All year
- Collectors and home decor enthusiasts
- Starts from 380 baht but varies by product
- Pongsrinakorn Celadon
- (+66) 8 9413 1250
- พงษ์ลักษณ์ ศิลาดล
- 8 AM-530 PM

BCG MODEL

- Use local technique and clay to produce the emerald green color and natural stretch marks, the identifying characteristics of celadon pottery
- Add husk, sawdust, and bagasse into the clay mixtures to reduce agricultural wastes
- Employ local processes that reduce impact to the

- Made by natural materials; safe for consumers
- Learn about celadon pottery making from experts





Ruea Chalom Chamlong (Chalom Boat Models)

Samut Sakhon



Chalom boats have been around since the Suvarnabhumi period. Though little written records about them exist in the history books. their appearance and usage had been recalled over generations. Ajarn Thongchai Saisangchan, who has deep affection for the chalom boat, conducted intensive research about them while opening the doors of his house for the boat modelling group of Reuy Chalom Chai Fung to build chalom boat models. Intended for collectors along with those who are interested in valuable cultural products of Samut Sakhon, the boats earn income for group members, as well as help to conserve and spread knowledge about ancient boats that are guickly disappearing to the new generations.



Choose Your Style

- Get to know each style of chalom boat in Ajarn Thongchai's house. which is intended to be a local museum to promote and conserve chalom boats through models
- Join a chalom boat model building workshop, which is fun and a great learning experience; also, you will get to take your model home with you











- Bang Ya Preak Sub-district, Muang Samut Sakhon District. Samut Sakhon
- 13.523046313912676. 100.257035
- All year
- Collectors and home decor enthusiasts
- ★ Can be ordered online
- Starts from 2.500 baht
- **(**+66) 8 1805 8737
- Ghalom Group
- เรือประมงจิ๋วจำลอง ท่าฉลอม
- 9 AM-5 PM (contact agent)

BCG MODEL

- develop a boat modelling craft that is delicate and beautiful, and more accessible to the new generations
- Handmade without usage of process is environmental

HAPPY MODEL

Learn about boat building. an ancient piece of wisdom. from the master





Pha Yom Mun Wua Nom (Cow Dung Natural Tie **Dye Fabric)**

Saraburi



Mud More Value is a creatively unique brand that has taken waste from dairy farms, a symbol of Saraburi, and developed it into fashion products, such as cow dung natural tie dye. It has been widely accepted in foreign markets such as Korea, Japan, Hong Kong, and Taiwan as it supports the sustainable trend from organic dairy farming where cow dung is used to dye natural cotton. Apart from the cool, hay-like color, it also adds a whole lot of value to waste and, when combined with minimalistic designs, the simple and easygoing style has attracted a lot of interest from eco-friendly consumers. Fashionistas who like minimal and natural designs will not want to miss this natural tie dye clothing from Mud More Value.

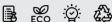
Choose Your Style

- Visit Thai-Denmark Dairy Farm. with many fun activities
- Shop for minimalistic and eco-friendly products at Mud More Value
- Enjoy Khao Sam Lan Waterfall among the greenery of lush forests











- Pak Preaw Subdistrict, Muang Saraburi District, Saraburi
- 14.536972912177736. 100.91895634232844
- All year
- Natural clothing and product aficionados
- ★ Can be ordered online
- Price varies by product
- (+66) 8 1665 6873
- Mud More Value ผ้าย้อมมูลวัวนม
- O 10 AM-6 PM

BCG MODEL

- Use cow dung in an innovative way to dye cottons, along with modern design to add value to
- Support zero-waste farm waste (cow dung) into
- Organic farming waste is clean long-lasting color

HAPPY MODEL

Made from natural materials: safe for consumers





Khomfai Rang Mai Yep **Mue (Handmade Cocoon** Lamp)

Saraburi



Cocoons used to be considered useless waste in the past, until the Silk Cocoon Group in Ban Mo District, Saraburi, saw the potential in using them to create many products under the brand Socoon. For instance, the handmade cocoon lamp is meticulously crafted with naturally dyed cocoons and hand sewed. It is quality controlled under the CRS-DIW standard so it is safe, from upstream processes to the consumer's hands, and suitable to be around young children. The standout feature is that the same lamp can be twisted into different shapes, on the stand as a desk lamp, or without the stand and hung up as a ceiling lamp. Enjoy these unique natural products that are complete with beauty, quality, and function.



Choose Your Style

- Shop for a variety of natural cocoon products
- Buy beautiful silk products from Saraburi as a whole fabric piece or ready-to-wear clothing for special occasions











- Talat Noi Subdistrict. Ban Mo District, Saraburi
- 14.629451286016899, 100.72370145767157
- All year
- Eco-friendly home decor enthusiasts
- 2.900 baht
- Silk Cocoon Group
- (+66) 9 0429 3609
- Socoon ผลิตภัณฑ์รังใหม
- 9 AM-5 PM

BCG MODEL

- designs with beautifully arrange cocoons
- appliances with added value
- Pay attention to every detail and use dyes made from natural products

HAPPY MODEL

Made from natural materials; safe for consumers





Suea Kok Chanthaboon Bu Fongnam Bab Pup (Chanthaboon Reed Mat)

Chanthaburi



The Chanthaboon reed mat is a famous product that has created a lot of revenue for the Chanthaburi locals for a long time. From the weaving technique of the old times, it has been developed and fused with the new generation's creativity. As such, today's mats boast colorful designs and more variety in functionality such as padding and a folding design for more comfort and flexibility. Also, there are other varieties of products in contemporary designs that use the reed mat as a main material, including briefcases, handbags, writing pads, napkin cases, notebook covers, and more. Such items should help preserve the Chanthaboon culture for a long time.



Choose Your Style

- Learn about reed mat weaving, from the start to the beautiful finished products
- Shop for fashionable Chantaboon mats as well as many other products made from reed mats, from bags to work and dining accessories











- Tha Chalaep Sub-district, Muang Chanthaburi District, Chanthaburi
- 12.537091173678776, 102.05912889734122
- All year
- Handicraft and natural product enthusiasts
- ★ Can be ordered online
- Starts from 1,100 baht but varies by product
- **(**+66) 8 1864 2393
- chansouvenir.lnwshop.com
- ศูนย์การเรียนรู้ กลุ่มเสื่อบ้านท่าแฉลบ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use creativity to extend the wisdom of weaving mats, adding value to the product
- Add value to and benefit from the use of reeds from native plants
- Create works that are eco-friendly in every step of production

- Products made from natural materials; safe for consumers
- Learn to weave reed mats with an expert





Takra San Mai-Phai Lai Dok Pikul La-iat (Pikul Floral Pattern Bamboo Wicker Basket)

Chon Buri



The mixture of Chinese, Lao Wiang, and the local art and culture have made wicker in Phanat Nikhom unique and different, especially the beautiful and delicate pikul floral pattern. The wicker weaving skill has thus come under the SUPPORT Foundation under the Royal Patronage of Her Majesty the Queen in 1978, which helps to promote and conserve the skill. The craftsmen in Phanat Nikhom have thus gathered into an occupational group to learn and pass on wicker mastery from one generation to the next. Nowadays, in addition to their iconic floral pattern bamboo wicker basket, the group has created many other variations, such as bags.

Choose Your Style

- · Visit the biggest wicker learning center in the world, and experience the delicate art of wicker making
- Purchase pikul floral pattern bamboo wicker baskets directly from the makers at the Bamboo Wicker Learning Center











- Phanat Nikhom District. Chon Buri
- 13.451873783007377. 101.1791854693128
- All year
- Handicraft aficionados
- Can be ordered online
- Starts from 200 baht but varies by product
- (+66) 8 1899 4471
- ศนย์ส่งเสริมฝีมือจักสานด้วยไม้ไผ่
- 8 AM-5 PM (closed on Sundays)

BCG MODEL

- Conserve the old technique, and develop a new technique for drying bamboo as well as for increasing production auality
- Use and add value to local bamboo
- Use natural dye colors, with lower environmental impact

- Made from natural material; safe for consumers
- Learn about wicker making from experts





Khrueang Pradap Vilan (Vilan Ornaments)

Samut Prakan



These handmade chubby ceramic sculptures named Kati are inspired by the story of the Siamese cat that was sent overseas as a cultural ambassador. Kati comes in different poses that will make cat lovers swoon as well as tease you to smile. They are products for everyday use, home decor items, and cute ornaments. You can also design your own pose or poses for Kati at Family Clay, or if you want your own original design, a picture of the cat you want can be painted on your chosen ceramic piece. This is a place that all cat aficionados cannot miss.

Choose Your Style

- Choose your own unique style of ceramics for your home decoration
- Join the ceramics workshop at Family Clay to learn how to make your own simple piece and paint your own cute cats
- Shop for delicious food at Bang Nam Phueng Market
- Cycle into the Bangkrachao
 Community to experience the
 local lifestyle











- Bangpueng Subdistrict, Phra Pradaeng District, Samut Prakan
- 13.64492662556109, 100.52291020759534
- All vear
- Cat aficionados as well as those who like cute ornaments
- ★ Can be ordered online
- Price varies by product
- Vilan by FamilyClay
- **(**+66) 8 6661 7348
- Vilan by FamilyClay
- 8 AM-5 PM (closed on Sundays)

BCG MODEL

- B Hand painted and cute designs that will attract new generations of cat aficionados
- Most products are handmade with very low impact to the environment

HAPPY MODEL

G Learn ceramic making with experts





Chut Cha Beniarong Lai Nam Thong (Nam Thong Benjarong Porcelain)

Chumphon



Sor Langsuan Benjarong originated from a love of the arts. The locals in Langsuan District, Chumphon, have seamlessly combined the beauty of southern art with the delicacy of the golden water pattern of Benjarong porcelain. Especially striking is the adaptation of the South's potpourri batik pattern to the porcelain design, which attracted a lot of attention from both the government, private sector, and Thai and foreign tourists. These days, Sor Langsuan Benjarong has taken orders for custom made golden water pattern benjarong on items such as trophies, lamps, dinner sets, coffee sets, and tea sets, all of which were created with master craftsmanship for every occasion.

Choose Your Style

- Experience the unique benjarong porcelain making process
- Shop for special porcelain for special people in the style that vou want
- Try local menu items such as coffee, cocoa, and hoi ta ngua (tapestry turban shell) of Chumphon











- Wangtako Subdistrict, Langsuan District, Chumphon
- 9.956049409916444. 99.06435547564222
- All vear
- Those shopping for special gifts and souvenirs
- Starts from 2,600 baht but varies by product
- Sor Langsuan Benjarong
- **(**+66) 8 1807 4227 (+66) 8 9122 3884
- ร้าน ศ.หลังสวน เบญจรงค์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Artfully combine mastery and wisdom with unique patterns
- Produce and create with the





Ruea Hua-Tong Chamlong (Hua-Tong Boat Model)

Krabi



In the past, the locals in Ko Klang used hua-tong boats to fish as well as for transportation in the sea. As time passed by, the original **hua-tong boat**, with a higher prow than its body, gradually decreased in numbers. Consequently, a group of locals started to make hua-tong boat models to showcase their lifestyle to visitors so as not to lose the boats' importance to the local way of life. In addition to conserving the cultural heritage and local wisdom, the models help to raise income for the community. Nowadays, it has become one of the famous souvenirs from Krabi and a 5-star OTOP product that is widely popular among Thai and foreign visitors.



Choose Your Style

- Take a Krabi river and Khanab Nam mountain trip on a hua-tong boat, enjoying nature and history, taking pictures with blowfish, and recharging your energy with a seafood meal
- Shop at Ko Klang Market with Klong Wan style shops, and soak in the relaxing atmosphere along the river bend in a chic café over coffee and the local roti











- Ban Ko Klang, Klong Prasong Sub-district, Muang Krabi District, Krabi
- 8.051396932693113, 98.93287416856101
- All year
- Souvenir seekers and home decor enthusiasts
- ★ Can be ordered online
- Starts from 1,300 baht but varies by product
- Hua-Tong Boat Model Making Group
- (+66) 8 1569 0224
- ศูนย์การเรียนรู้ กลุ่มเรือหัวโทง จำลองเกาะกลาง และศูนย์ของฝาก จาก กระบี่
- กลุ่มเรือหัวโทงจำลองบ้านเกาะกลาง
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Creatively take the original hua-tong design and shrink it down to model sizes
- G Made from natural materials; environmental friendly





Krueang Thom Nakhon Hatthakam (Nakhon Handicraft Nielloware),

Nakhon Si Thammarat



Nakhon Si Thammarat is the birthplace of nielloware, an advanced handicraft that requires meticulous craftsmanship. The pieces were commonly used as tributes, royal consumer goods, and souvenirs from the Ayutthaya period before being passed on to generations of artisans for more than a hundred years. Wachira Nok-Aksorn is one of the heirs who inherited nielloware skills from his father's generation. He has since developed and adapted the functionality and design to better fit the modern lifestyle while still maintaining all the attention to detail in the production processes, such as molding, pattern design, carving, coating, and polishing. Due to its broader accessibility. Nakhon Handicraft Nielloware has become widely known and popular among the new generations.

Choose Your Style

- Experience the art of nielloware that reflects the details of Thai craftsmanshin
- Follow the trail of ancient nielloware at Nakhon Si Thammarat National Museum
- Visit Wat Phra Mahathat Woramahawihan, the heart of the local community
- Shop for the local nakhon silk. part of the disappearing local identity











- Muang Nakhon Si Thammarat District, Nakhon Si Thammarat
- 8.41357238719321. 99.96712524232845
- All year
- Thai handicraft enthusiasts
- Price varies by product
- (+66) 8 2421 1140. (+66) 9 8597 0328
- เครื่องกม นครหัตกกรรม
- 9 AM-5.30 PM

BCG MODEL

- Develop many variations of nielloware that are more appropriate for everyday use and make Thai handicrafts more accessible to the new
- with very low impact on the

HAPPY MODEL





Helay (Ban Ton Helay Jute Mat)

Narathiwat



Jute was originally used to make rice sacks for more than a hundred years, until it was developed into beautiful mats for household use. It then became widely popular as a product of Narathiwat, one of the best jute mat producers around. Ban Ton Helay Jute Mat Group, which inherited jute mat making skills over generations, creates beautiful distinctive patterns, and have developed and fused the craft with modern designs, colors, and patterns. They have also branched out into many more types of products such as bags, folders, hats, frames, furniture, partitions, etc., which have been widely accepted by consumers everywhere.



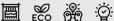
Choose Your Style

- Sit on your beautiful jute mat on a beach in Aomanao Khaotanyong National Park, and enjoy the beauty of nature, sea, and mountains
- See the morning sea mist on Pha Nub Dao











- Kok Kian Subdistrict. Muang Narathiwat District, Narathiwat
- 6.408307663941584. 101.82333980117771
- ♥ Natural and handmade product aficionados
- Can be ordered online
- Price varies by product
- Ban Ton Helay Jute Mat
- (+66) 8 9297 8634 (+66) 8 9878 4048
- กระจูด บ้านทอน
- 9 AM-5 PM (contact agent)

BCG MODEL

- Combine local wisdom with skills, making the products more accessible to the new
- from local wisdom and

- Made from natural material; safe for consumers
- Learn jute mat making from experts





Krapao NODETHING Hatthakam Yai Tan (NODETHING Palmyra Fiber Handbags)

Songkhla



Palmyra fiber can be commonly found from the dense clusters of palmyra palms in Amphor Sathing Phra. They are soft but durable, weatherproof, and difficult to get moldy. The community thus decided to develop them into products that can create income. First, the fiber is woven into sheets, then the sheets are used to make fashionable, beautiful, and elegant handbags under the **brand NODETHING**, a distinctive palmyra fiber handicraft that impresses and attracts many fashionistas. The Sathing Phra Palmyra Fiber Handicraft Group of NODETHING is the only entrepreneur in Thailand that stills conserves the local palmyra fiber weaving wisdom, to the delight of those who like such handicrafts.



Choose Your Style

- Pay respect to the Rama V statue, then go to the peaceful Maharat Reach
- Make merit in Wat Jathing Phra, an old temple from the Ayutthaya period, with ancient architecture











- Jathing Phra Subdistrict, Sathing Phra District, Songkhla
- 7.479425353117353, 100.43750649929761
- All year
- Fashionistas who like eco-friendly products
- * Can be ordered online
- Starts from 60 baht
- The Sathing Phra Palmyra Fiber Handicraft Group
- (+66) 9 5548 3626
- Nodething
- 9 AM-5 PM (contact agent)

BCG MODEL

- Take the local culture and develop it into fashionable products with modern designs
- Add value the palmyra fiber and turned it into interesting products
- G Production mainly focuses on use of natural materials

HAPPY MODEL

L





Pha-op Mai Theptaro (Safrol Laurel Wood Vessel)

Trang



Given the dense population of theptaro trees in the past, before being cut down to pave the way for farmlands, locals and young adults decided to take this seemingly useless wood to carve into many products to add more value. Due to the scent that **Theptaro** produces, it naturally repels termites, weevils, and mosquitos. It is also considered an auspicious wood, and it is believed that it would bring a sense of peacefulness to any house. The group started off by carving the wood into an image of the sea cow, the provincial symbol, before experimenting further. These days, there are countless selections of products such as home decor items. auspicious items, and souvenirs. Much value has definitely been added to the "useless" bunch of stumps.

Choose Your Style

- Go on cave tours at Kon Tan Cave, Rak Sai Cave, Tong Pra Rong Cave, Petch Cave, Ploi Cave and/or Pang Cave
- Lay flat onto the boat to enjoy the beauty of stalactites and stalagmites in Lay Khao Kob Cave, one of the Unseen Thailand sights that everybody needs to experience once











- Khao Kob Subdistrict Huay Yoi District, Trang
- 7.800716313764918. 99.57301904232844
- All year
- ♥ Home decor and handicraft enthusiasts
- Can be ordered online
- Starts from 420 baht
- La Tumlay Theptaro Wood Product Group
- **(**+66) 9 3620 3153
- ไม้เทพทาโรถ้ำเลเขากอบ Teptaro Tum Le
- 9 AM-5 PM (contact agent)

BCG MODEL

- Add value to leftover stumps by engaging in delicate wood carving, turning the wood into many useful products
- Create many products that
- Made by hand; safe for nature and the environment

HAPPY MODEL







Pha-mhai Yok Lai Dok Lamphun (Lamphun **Brocade Silk)**

Lamphum



Lamphun is known for its brocade silk, and one of the most popular shops is Khun Uoo Mai Thai, certified by the Department of Intellectual Property as an entrepreneur whose product is marked with a Geographical Indication or GI. The valuable brocade silk is made from authentic Thai silk threads transformed into a firm, smooth, and soft textile by using a weaving technique that imprints the pattern onto the textile. More importantly, the production process has been developed so that it is eco-friendly by using natural dyes that are uniquely beautiful.



Choose Your Style

- Shop for beautiful textiles and OTOP products of Lamphun at Mae San Ban Tong Handicraft Market that distinctly represent the community lifestyle
- Visit Mae San Ban Tong Village, a handicraft village that is famous for textile weaving, and see the beauty of the brocade textile that has been passed down for aenerations
- Check in at Hariphunchai Weaving Institution to see demonstrations of different techniques and patterns











- Wiang Yong Sub-district, Muang Lamphun District, Lamphun
- 18.570210526172893. 99.013153
- All year
- Fashionistas who like textiles
- Price varies by product
- (+66) 9 0893 9284
- คณอ์ใหมไทย
- 8 AM-5 PM

BCG MODEL

- Use authentic Thai silk threads, and continuously
- Create natural dye colors in unique tones and with a clear identity of Lamphun silk

HAPPY MODEL





Pha-thung Jok Mhai (Silk Sarong)

Uthai Thani



The ancestors of Ban Pa Tang were the Lao Vieng and Lao Khrang people who migrated to Uthai Thani, and this heritage is preserved in their arts, culture, traditions, and way of life, from local wisdom to pattern identity and uniquely attractive local products. These long inherited qualities are especially apparent in **silk sarong** weaving, an ancient textile that has been passed on for more than 300 years, through its unique identity in the patterns and the delicate process of weaving threads meticulously. Aside from Ban Pa Tang Local Weaving Group who have conserved their culture through textiles, nowadays, there is also the Ban Pa Tang Ancient Weaving Textiles Center that collects all the textiles from the locals for sale in one place.

Choose Your Style

- Experience the Lao Khrang and Lao Vieng culture through textiles, especially the prewedding bedding that the brideto-be has to weave all by herself; it has now become a cultural heritage recognized by UNESCO
- Enjoy and shop for beautiful silk with delicate patterns and natural colors











- Huai Hang Sub-district, Ban Rai District, Uthai Thani
- 15.106013843346286, 99.5363023539692
- All year
- Fashionistas who like textiles
- Price varies by product
- Ban Pa Tang Ancient Weaving Textiles Center
- **(**+66) 8 9270 9683
- ผ้าทอลายโบราณบ้านผาทั่ง
- 9 AM-5 PM (contact agent)

BCG MODEL

- Preserve unique handweaving pattern and local wisdom from ancestors
- G Use all handmade processes with natural dye colors; safe and eco-friendly

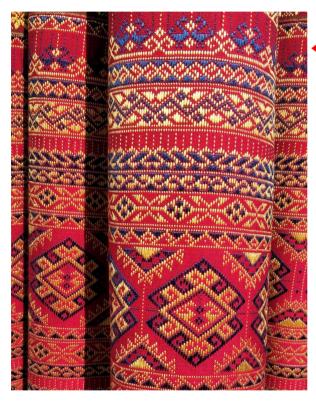
- Made from natural materials; safe for consumers
- G Represent lifestyle, beliefs, and cultures through different patterns





Pha-seen Teen Jok Lai **Boran (Ancient Pattern** Teen Jok Sarong)

Uttaradit



Textiles can reflect the history, culture, arts, and lifestyle of each community, such as this ancient pattern called teen jok sarong by Ban Nam Ang Weaving Group in Uttaradit. It represents the history and way of life along with the beliefs, rites, and traditions of the Laplae people who descended from the ancient Yonok Chiang Saen Kingdom. Teen jok sarong is not just clothing but also a symbol of the Laplae ethnicity. To shop for a fine, delicate, and firmly weaved teen jok sarong of Ban Nam Ang Weaving Group is not only to acquire a beautiful textile but also to have a valuable piece of art and culture.

Choose Your Style

- Take pictures with the Laplae portcullis, the province's landmark
- Visit Laplae Museum with exhibits on history, culture, and traditional lifestyle
- Travel around Laplae Town that is full of historical and cultural tales
- Try the exotic local dishes and a unique species of durian











- Nam Ang Sub-district, Tron District, Uttaradit
- **Q** 17.454940739272928. 100.2202035000599
- All year
- Fashionistas who like textiles
- Starts from 1,590 baht but varies by product
- Ban Nam Ang Weaving Group
- (+66) 8 1971 6422
- คุณโด่ง ผ้าทอน้ำอ่าง
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use a hand weaving technique beautiful textile
- Made by hand with no chemicals that would irritate skin

HAPPY MODEL

Chemical-free clothing; safe for consumers





Pha-fai Pha-mhai Yom Si Thammachat (Natural **Dyed Silk Cotton)**

Chaiyaphum



What draws hand weaving fabric aficionados to fall in love with natural dyed silk and cotton? In Nong Bua Daeng, it is the natural material and dye colors, as well as the styles like the mud dye sarong, fisherman pants, and shawls. They all use ancient techniques in weaving and conserve the local patterns as well as create new contemporary designs. Packaging is also designed beautifully to make good impressions on consumers and tourists.

Choose Your Style

- Observe a Nong Bua Daeng ancient patterns weaving demonstration
- Shop for naturally dved, hand woven textiles such as cotton, silk, mud dye sarongs, fisherman's pants, shawls, and more











- Kut Chum Saeng Sub-district, Nong Bua Daeng District, Chaiyaphum
- 16.04111393316923. 101.77230946130722
- All year
- Fashionistas who like textiles
- Can be ordered online
- Price varies by product
- **(**+66) 9 2325 4655
- ผ้าทอมือย้อมสีธรรมชาติ หนองบัวแดง จ.ชัยภูมิ
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop cotton and silk production by natural dyes until they become widely popular
- Use all natural production

HAPPY MODEL

Non toxic, non-irritating to skin; safe for consumers





Pha-mhai Praewa **Boonrueng** (Praewa Boonrueng Silk)

Kalasin



The Phutai people have always conserved their culture, beliefs, clothing, and silk weaving skill inherited from their ancestors. This includes praewa silk, a long textile piece commonly used for covering shoulders or as diagonal shawls, another symbol of the Phutai ladies. The Phutai Community in Tumbol Phon, Amphor Kam Muang, Kalasin is another community with many expert weavers such as Boonrueng Sibua, the owner of Boonrueng Hand Weaving Textile Shop. Boonrueng has won many awards from praewa silk contests with his colorful patterns in the authentic style. His creations are widely known and sought after by many textile enthusiasts. For inquiries about praewa silk, Khun Boonrueng can be contacted directly.

Choose Your Style

- · Visit the Phutai Praewa Silk Cultural Center with four Thai pavilions exhibiting the Phutai lifestyle as well as Praewa Silk Museum
- Visit Ban Phon, get some fresh air, and try local dishes made from natural ingredients











- Phon Sub-district, Kam Muang District, Kalasin
- 16.869968923346313. 103.61756472622874
- All year
- Fashionistas who like textiles
- Price varies by product
- (+66) 8 1638 2241
- ผ้าใหมแพรวาแม่ประคอง
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop the identity of the Phutai weaving textile to appeal to the new generation as well as extend the product size so it can be tailored into other products
- environmental impact

HAPPY MODEL





Pha Tor Mue Lai Kad (Plain Weaving Textile)

Loei



The Tai Dam people have guite a distinctive culture, traditions, and arts as well as clothing and the arts on textiles. An interesting textile of the Tai Dam, the plain weaving textile is made by experts using an ancient technique inherited from generations past, reflected in the patterns that contain their beautiful identity. Especially impressive is the craftsmanship of the Tai Dam Lady Cotton Weavers Group of Ban Na Pa Nad, the only Tai Dam village in Loei. Their works have long been respected among textiles enthusiasts, even before becoming a popular OTOP product of the province. These textiles are worth getting your hands on.



Choose Your Style

- Learn about the local textile weaving technique, along with the Tai Dam lifestyle at Huen Ay Aim, Ban Tai Dam Na Pa Nad Learning Center
- Learn to make Tai Dam's spiritual mobile, which is believed to exorcise evil and bring fortune: it can be a souvenir or used as home decor
- Visit Tai Dam Ban Na Pa Nad Village











- Ban Na Pa Nad, Khao Kaew Sub-district, Chiang Khan District, Loei
- **9** 17.796502265435276. 101.73871859740582
- All year
- ♥ Fashionistas who like textiles
- ★ Can be ordered online
- Starts from 300 baht but varies. by product
- Lady Cotton Weavers Group
- (+66) 8 6035 4738
- กล่มสตรีทอผ้าฝ้ายพื้นบ้านไทดำ (พื้นฟ)
- 9 AM-5 PM (contact agent)

BCG MODEL

- Combine local wisdom with creativity into unique, natural products
- Use natural materials like natural dye colors

HAPPY MODEL





Pha-klum-lai Mak Klone Ban Phutai (Ban Phutai Mud Dye Shawls)

Mukdahan



Another place to see and shop for natural mud dye fabric, Ban Phu Tai Shop is run by Khun La-or Adwichai who pioneered and brought mud dyeing fabric making to Mukdahan. The creation has since become a unique woven textile with a sweet pastel color, smooth texture, and shine that does not fade. It also has a light scent of natural clay. The most popular product is the mud dye shawls, an OTOP product of Mukdahan that is in high demand. For those who are looking for a beautiful shawl, Ban Phu Tai Shop is a highly recommended option.



Choose Your Style

- · Learn natural dyeing techniques as well as mud fermentation, and how to make a smooth-textured textile
- Shop for your favorite shawls
- Grab a shawl to visit important destinations in Mukdahan District such as Mukdahan Crystal Tower where you can enjoy the scenery of the town all the way to Laos as well as Wat Phu Manorom on a mountain top











- Mukdahan Sub-district, Muang Mukdahan District, Mukdahan
- 16.544721507837835, 104.70400629999999
- All vear
- Fashionistas who like textiles
- Can be ordered online
- 350 baht
- **(**+66) 8 3256 7070
- Bann Phu Thai ร้านบ้านผู้ไท จ.มุกดาหาร
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop natural dyeing techniques from natural
- Pay attention to every process; and the environment

HAPPY MODEL





Pha-klum Mhak Klone Klum Tor Pha Kiri Nakhon (Kiri Nakhon Weaving Group's Mud Dye Fabric)

Mukdahan



Faced with rising costs for silk making along with an opportunity from an order for naturally dyed fabric from Bangkok, the Kiri Nakhon Weaving Group decided to create many natural dyes using heartwood, bask, lotus stem, lotus, and natural lac from the community forest in the village as well as to use a mud fermenting technique to make a beautiful woven textile with new color and patterns. Since then, they started to gain popularity and further developed these mud fermenting and natural dye techniques to produce smooth, light, and comfortable fabric lightly scented by bask, fruits, and leaves used in the dye. A 5-star OTOP product, it is consistently sold out in exhibitions.

Choose Your Style

- Grab a generously sized shawl and go experience the white sea mist at Pa Chuan Mong sightseeing spot
- Visit Tong Tang Cave and experience the natural wonder in the sounds of water drops that keep echoing consistently











- Ban Pao Sub-district, Nong Sung District, Mukdahan
- 16.53343564369742, 104.7169883824321
- 🛗 All year
- Fashionistas who like textiles
- ★ Can be ordered online
- Price varies by product
- **(**+66) 8 9826 4722
- กลุ่มทอผ้าคีรีนคร
 - 9 AM-5 PM (contact agent)

BCG MODEL

- Develop natural dyeing techniques from natural materials and mud fermentation into beautifu final products
- Close attention paid to every process safe for craftsmen, consumers and the environment

HAPPY MODEL

L

Comfortable clothing made from natural dye without any chemicals





Pha-fai Mudmhi Si Takor (Si Takor Ikat Cotton)

Nong Bua Lamphu



Aside from the popular ikat silk and the delicious pla som or pickled fish, there is also si takor ikat cotton that visitors would not want to miss in Nong Bua Lamphu, especially products from the Lao Pho Tong Weaver Group. Naturally dyed from a technique that the group invented, the process has been adapted through time and evolved from the chemical dyes used in the past. With the use of this natural dyeing technique, the color becomes more distinctive. Along with unique patterns and the shiny, soft, and smooth texture, ikat cotton is worth trying.



Choose Your Style

- Walking or cycling, get some fresh air and indulge in the beautiful scenery of Huai Wa Phu Pan Tong Dam
- Relax in a peaceful ambiance of Wat Tum Klong Plain, see the ancient two-sided drum in the cave while paying homage to the Buddha carved on a stone, and enjoy the distinctive rock garden











- Na Mafueng Sub-district, Muang Nong Bua Lamphu District, Nong Bua Lamphu
- 17.069264012361174, 102.48706030000001
- All year
- Fashionistas who like lkat products
- ★ Can be ordered online
- Price varies by product
- Lao Pho Tong Weaver Group
- **(**+66) 9 8545 8908
- ผ้าฝ้ายมัดหมี่ทอมือ หนองบัวลำภ
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Use of natural dyeing techniques with lkat for new patterns and beautifully shaded colors on products
- G Use of real cotton with natural dyes and eco-friendly processes

HAPPY MODEL

L





Pha Khit Mhai (Khit Silk Fabric)

Nong Bua Lamphu



Originally, **khit silk** was used as pillow sleeves, until Ban Pho Dam Khit Silk Group was established and they started adapting the fabric, using new patterns while maintaining the delicate attention to detail of old. The pattern that won an award was the one that conveyed the stories of Nong Bua Lamphu's heritage, including its lotuses, King Naresuan the Great Shrine, Luang Pu Kao, Erawan Cave, Phu Kao Phupankam, and Royal Rain. The latter tells the story of farmers and the abundance that was a result of the Royal Rain Project. There are more than 40 new patterns.



Choose Your Style

- Aside from shopping and enjoying beautiful fabrics, learn about the process from experts
- Follow the trail of Nong Bua Lamphu's heritage: King Naresuan the Great Shrine, Phu Kao Phupankam National Park, Luang Pu Kao, Erawan Cave, and ancient architecture











- Kud Hae Sub-district, Na Klang District, Nong Bua Lamphu
- 17.38911301913435, 102.15498378558533
- All year
- Fashionistas who like textiles
- Price varies by product
- Ban Pho Dam Khit Silk Group
- (+66) 9 8142 4359, (+66) 4235 9370, (+66) 8 7219 8231
- 🖪 แม่เอื้อมคำ ผ้าขิดใหม by เมเม่
- 9 AM-5 PM (contact agent)

BCG MODEL

- Promote the learning of skills, as khit silk weaving requires more than two weavers to make, depending on the difficulty of the pattern
- Pay attention to detail in every process, and lower pollution to the environment

HAPPY MODEL

L





Pha-mudmhi Khwanta handicraft (Khwanta Ikat Fabric)

Nong Bua Lamphu



Nong Bua Lamphu is another province that is famous for its ikat fabric. Ikat is a dyeing and weaving process to get special patterns. The threads are tied to create space so they are not dyed during the process. The materials for dye colors are all natural, such as lac, indigo, jackfruit core, bark, sesban, and roselle. There are many ikat fabric brands in Nong Bua Lamphu, and each one has its own identity such as those of Khwanta Learning and Design Center, which is handmade cotton with modern patterns. Nong Bua Lamphu will not disappoint when it comes to ikat.

Choose Your Style

- Learn the cotton threading process to create patterns from the learning center in each community
- Shop for cotton, silk, hand woven fabrics, sarongs, brocades, ikat, shawls, etc. from many famous stores in town











- Pho Chai Sub-district, Muang Nong Bua Lamphu District, Nong Bua Lamphu
- 17.208624897454698, 102.38879453003777
- All year
- Fashionistas who like textiles
- Price varies by product
- Khwanta Handicraft
- **(**+66) 6 2826 6929
- Khwanta handicraft
- 10 AM-5 PM

BCG MODEL

- Use water from the washing of kao pua long, a glutinous rice, to soak the hand woven fabric so that it is shiny and smooth; the water can also absorb toxins from the fabric for non-irritating usage
- G Natural cotton and silk, with natural colors from jackfruit core, butterfly pea, and bark

HAPPY MODEL

L





Pha-mhai Yom Kram (Indigo Dyed Silk)

Sakon Nakhon



Sakon Nakhon is well known for its indigo dyed silk which still uses an ancient technique from natural indigo and hand woven silk by local skilled weavers. Modern patterns have been adopted for more contemporary aesthetics and appeal. Not only eco-friendly, with fabric and dye colors that are 100% natural, they also reflect an ancient wisdom and art that has been encouraged to be passed on to and developed by subsequent generations. When there is an opportunity, don't miss your chance to own or give someone this special and unique product.

Choose Your Style

- Get to know Ban Nong Khae's indigo dyed silk in more detail at Ban Pa Tum/Pa Tai Museum, along with learning about silkworm farming and silk weaving
- Try silkworm-based foods such as silkworm papava salad and deepfried silkworm, which are rich in protein and offer health benefits











- Tongkhob Sub-district, Kok Si Suphan District, Sakon Nakhon
- 17.059718045043766 104.30677982631315
- All year
- Silk and natural product lovers
- Price varies by product
- Ban Nong Khae Silk Group
- (+66) 8 8563 5394
- กลุ่มทอผ้าใหมบ้านหนองแข้
- 9 AM-5 PM (contact agent)

BCG MODEL

- more contemporary designs that can be more accessible to the new generations and
- Use natural indigo dye, which is safe for the environment

- Made from natural materials; safe for consumers
- Learn the indigo dyeing process from local experts





Ban Pa Kao's Pa Kao Ma (Ban Pa Kao Loincloth)

Ubon Ratchathani



Ban Pa Kao Lady Weaver Group's Pa Kao Ma is unique for its natural dyeing process which uses annatto to produce a pink color and copper pod to produce a brown hue. Speaking to its quality, the cloth was honored with the second best model product (natural material and natural dye) award in 2017 and certified as a 5-star OTOP product. Products are delicately made by hand weaving or looming in beautiful, cool colors. They are comfortable without skin irritation and cancer causing substances while the production process is nontoxic and eco-friendly.



Choose Your Style

- Watch weaving and dyeing demonstrations by local experts
- Travel to nearby places such as Phujong Nayoy National Park, and experience the nature and beauty of Huai Luang Waterfall
- Float along the currents on a Kalao raft through cool waters amidst the greenery of the forest











- Non Somboon Sub-district, Na Jaluay District, Ubon Ratchathani
- 14.725483982158352, 105.1798422790137
- All year
- Fashionistas who like textiles
- * Can be ordered online
- Starts from 100 baht/meter but varies by product
- **(**+66) 9 3098 7466
- กลุ่มสตรีทอผ้าบ้านป่าก้าว ตำบลโนนสมบูรณ์ อำเภอนาจะหลวย จังหวัดอบลราชธานี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use of natural dyeing techniques, producing cool and trendy colors
- Both the fabric and dyeing colors are 100% natural; safe for producers and consumers with no environmental impact

HAPPY MODEL

L





Pha-pankor Fai (Cotton Scarves)

Udon Thani



Mahamitr Handicraft Group is known for many variations of products that fit the modern lifestyle under the brand Hattra. Most of the products are clothing items such as shirts, skirts, and the most popular scarves that are available for fashionistas of all ages. Mahamitr Handicraft Group's cotton scarves are made without any chemicals and certified by the Green Product standard, while having patterns that bear the ikat identity. The most known patterns include Ban Chiang, the World Heritage site; and bastard teak flowers, the symbol of Udon Thani. This 5-star OTOP product with a smooth texture can be both a souvenir and for self use.

Choose Your Style

- Experience the production of and watch a demonstration about local cotton and silk products, delicate and meticulous in every detail, and shop for products suitable for various occasions
- Shop for scarves and many other quality products from Hattra











- Makkaeng Sub-district, Muang Udon Thani District, Udon Thani
- **Q** 17.39304739138682. 102 7994943423742
- All year
- Fashionistas who like textiles
- Can be ordered online
- Starts from 550 baht but varies by product
- Mahamitr Handicraft Group
- (+66) 8 1261 2216 (+66) 9 2254 2216
- 🖪 Hattra ผ้าไทย
- ② 8.30 AM-8 PM

BCG MODEL

- Add more value from variations of design and packaging to attract Thai and
- Made from 100% natural hand woven cotton; avoids pollution and reduces environmental impact

HAPPY MODEL

Reduce irritation by using natural materials





Pha Mudmhi (Ikat Fabric)

Suphan Buri



Don Manao in Song Pi Nong District of Suphan Buri is the home of the Tai Song Dam or Lao Soang who boast a distinctive culture, traditions, and beliefs. This is reflected through their lifestyle along with the Tai Song Dam textiles that have unique processes, from growing their own cotton and spinning it into threads to weaving textiles with beautiful patterns. This culture has withstood the test of time; these days, Don Manao Weaving Group still uses this ancient technique to create the Tai Song Dam textiles, especially the **ikat fabric** that can be developed into many other products such as eyeglasses sleeves, handkerchiefs, and shawls. Browse the beautiful selections at your leisure.

Choose Your Style

- Learn the production process of the Tai Song Dam, from cotton farming to weaving and processing
- Gain a better understanding of the culture of the Tai Song Dam at the Tai Song Dam Cultural Center, and see the tortoiseshell house and models of important ceremonies











- Don Manao Sub-district, Song Pi Nong District, Suphan Buri
- 14.174786213071824, 100.0137446
- All year
- Fashionistas who like textiles
- Price varies by product
- Don Manao Weaving Group
- (+66) 9 3129 4689
- กลุ่มทอผ้าพื้นเมืองไทยทรงดำ บ้านดอนมะนาว จ.สุพรรณบุรี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use ancient weaving techniques to create beautiful textiles before tailoring them into various fashion products
- Cotton farming, harvesting, and weaving by hand as wel as use of natural dye colors

HAPPY MODEL

L





Pha Pak (Embroidered Fabric)

Suphan Buri



A community of Mon lineage that has inherited weaving and embroidering techniques from their ancestors, this group is known for its pa kao ma (loincloth) product, which has been adapted from the common style into many design variations. They also ventured into other products such as 100% natural cotton and natural dye color. Moreover, they have partnered with many institutions in developing the original patterns that tell the stories of the surrounding nature into more contemporary patterns. The highlight is in the eggplant flower pattern, representing the symbol of the community, and it is only sold in Ban Nong Ling.



Choose Your Style

- Experience embroidered fabric with patterns that tell the story of the ethnic group at Thai Song Dam Village, Ban Don Makluea
- Visit the slow lifestyle of Ban Laem Community, an ancient community along the Tha-Jeen River
- Visit Hia Chai farm, which is open for visitors to try being farmers for a day











- Bo Suphan Sub-district. Song Pee Nong District, Suphan Buri
- **Q** 14.145098715233523. 99.92551365802964
- All year
- Fashionistas who like embroidered fabric
- 1,500 to 3,500 baht/piece but varies by product
- กล่มทอผ้าบ้านหนองลิง
- (+66) 8 7091 9084
- ร้อยลายดี
- 9 AM-5 PM (contact agent)

BCG MODEL

- Conserve and develop on ancestral wisdom, creating new
- Use natural dyeing colors and 100% cotton; safe for the

HAPPY MODEL





Pha-pankor Batil De Nara (Batik de Nara Scarves)

Pattani



Batik from Batik de Nara is different from others because it highlights the fashionable aspect, especially in its scarves that are made from smooth and soft Chinese silk with pastel colors. Stories are added to the design according to the heritage of the area, and collections include the Kolek Boats Collection which is inspired by the local fishing boats; the Andaman Secrets Collection which represents waves and shells; and other animal collections. Batik de Nara not only offers scarves but also clothes and textiles to cater to all the different customer preferences and demands.

Choose Your Style

- Wear a scarf from the Andaman Secrets Collection to visit Chabangtiko Castle -- this beautiful piece of clothing looks striking when taking pictures with the ancient architecture
- Put on a batik piece from the Kolek Boats Collection when you go to Tala Kapo Beach, and take pictures with the kolek fishing boats along the coast











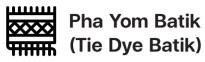
- Ah Noh Ru Sub-district, Muang Pattani District, Pattani
- 6.860297271545884, 101.25479826606043
- All year
- ♥ Fashionistas who like textiles
- * Can be ordered online
- Price varies by product
- (+66) 8 1969 2092, (+66) 8 0541 7475
- 🖪 Batik de Nara-บาติก เดอ นารา
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Hand painted to add value to the products, and develop styles into fashionable products.
- **G** Eco-friendly processes; safe for consumers

- Made from natural materials; safe for consumers
- G Share stories of local fisherman's lifestyle through patterns on the fabric





Ranong



Batik can be commonly found in the south of Thailand but for tie dye batik, Bang Rin Batik Producers Group is the first name in people's minds. Also known as Ranong Batik, the products are made from local dyeing ingredients. For example, kaolin is used in place of candle wax to partition the colors; it is then mixed with natural coloring from coffee beans, mangroves, mangosteen skin, turmeric, and indigo before being painted onto the fabric for more distinct and brighter colors. Therefore, every product, including whole fabric pieces, scarves, and shawls, is created by an ecofriendly process.



Choose Your Style

- Learn the batik making process from natural dve, and better understand the technique and creativity of the locals
- Relax and unwind in the outdoor Ranong onsen at Porn Rung Hot Spring











- Bang Rin Sub-district, Muang Ranong District, Ranong
- **9**.95493652745331. 98.61697499738713
- All year
- Natural product lovers
- Starts from 100 baht but varies by product
- **(**+66) 9 4170 9075
- ระนองบาติก
- 8.30 AM-6 PM

BCG MODEL

- Combine local wisdom with value
- Use waste such as mangosteen skin as ingredients for dye
- Use kaolin in place of candles, which requires very high heat,

HAPPY MODEL





Komain Batik Fabric

Songkhla



One of the first products that is the symbol of the South is the colorful **batik** with patterns that reflect the southern lifestyle. Ko Batik has inherited the local wisdom of Tin Tan, and the profession of Sating Phra that has been around for a long time. Palm leaves are arranged to create patterns of the local carrying palms along with free-hand abstract patterns, making every piece unique. More importantly, every product of Ko Batik is made from meticulous processes to ensure quality standards, and therefore, they are widely accepted as souvenirs and gifts on many occasions.

Choose Your Style

- Learn about the palm sugar plantation lifestyle in Sating Phra in ancient plantations that have been around for generations
- Try palm sugar products in many varieties











- Khukood Sub-district, Sating Phra District, Songkhla
- 7.4406683929269875, 100.41125350000002
- All year
- Fashionistas who like batik products
- * Can be ordered online
- Starts from 400 baht/yard
- Ko Batik
- (+66) 8 4312 5353
- R Ko batik əəulaú
- 9 AM-5 PM (contact agent)

BCG MODEL

- Use of palm leaf printing technique, and use of abstract patterns for more contemporary designs
- G Use of palm leaves naturally grown in plantations

HAPPY MODEL

L





Pha Batik Songkhla (Songkhla Batik Fabric)

Songkhla



Songkhla Batik is an authentic shop that creates quality and standardized batik with patterns that reflect the fisherman's lifestyle, full of cultural traces. The combination with exotic aesthetics, fashion trends, and modernity brings about unique patterns and helps bridge the gap, making such products appealing to the new generations. Although generally sold as textiles, Songkhla Batik also offers shirts, scarves, headbands, and various types of bags for people of all ages.

Choose Your Style

- See the batik making processes, from sketching patterns from paper onto fabric, painting, and drving to washing and finishing up as beautiful batik
- Shop for many batik fashion products
- Put on beautiful batik clothing and walk around Songkhla Old Town









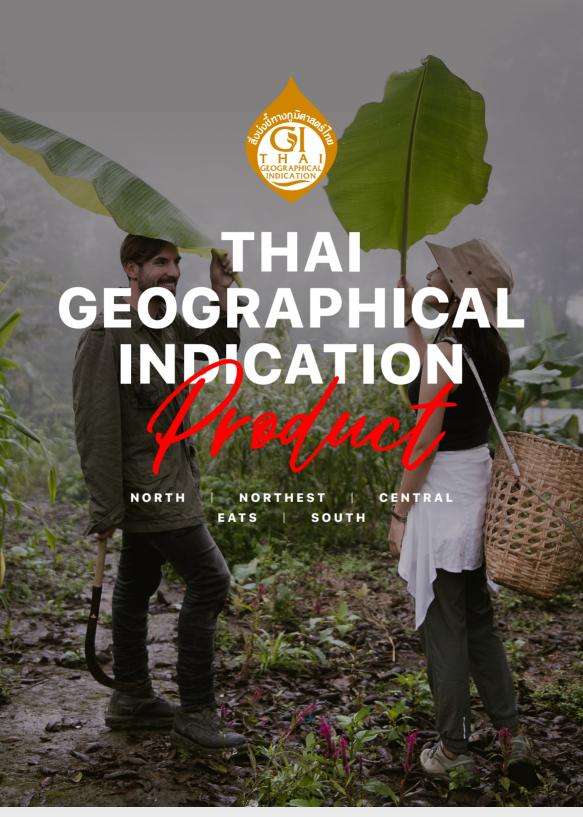


- Bo Yang Sub-district, Muang District, Songkhla
- 7.195439529153198. 100 58956902398322
- All year
- Fashionistas who like textiles
- Price varies by product
- **(**+66) 8 1099 9773
- 🖪 สงขลาบาติก
- 9 AM-5 PM (contact agent)

BCG MODEL

- Sketch patterns by using according to various occasions
- Use natural materials such

HAPPY MODEL









Khao Kum Lanna (Black Glutinous Rice)

Chiang Mai, Chiang Rai, Lampang, Lamphun, Phrae, Nan, Phayao and Mae Hong Son



Rice farming has long been in the Lanna culture since ancient times and the variety of rice that best reflects the Lanna culture is **Kum Lanna**. This is a black glutinous rice that is developed from Kum Doi Saket, Kum Om Goi, Gum Phayao or local Gum rice which grown in both saturated and dry land. Looking back into history, the Lanna people grew their primarily glutinous rice for household consumption rice. Knowledge and experience guided them to grow Kum rice in the upstream water area to prevent pests and diseases using its anthocyanin in the grains and leaves. Then they found that it also had good taste when both steamed and used in desserts. Now, it is also processed into products such as rice crispy, bread or tea.

Choose Your Style

- Experience the organic farming lifestyle at Ban Nong Lom, Phayao
- Experience the charm of Ban Tai Lue culture in Tumbol Si Donchai, Chiang Rai
- Try local Lanna desserts such as Kao Nuk Nga (sesame coated rice) and Kao Tom Hua Ngok (sticky rice cake)











- Chiang Mai, Chiang Rai, Lampang, Lamphun, Phrae, Nan, Phayao and Mae Hong Son
- Harvest during
 October early December
- Rice products lovers
- ★ Harvest season can vary depending on locations
- 150 baht/ kg. but varies by market price
- **(**+66) 8 1421 9606
- www.farmstory.co
- 9 AM-5 PM (contact agent)

BCG MODEL

- Ancient local wisdom, developed and conserved local cultivars
- Khao Kum plant is durable and has protective quality compared to other varieties, can be processed into many products
- G Organic farming naturally, no chemicals, no pollution

HAPPY MODEL

Rich in antioxidants and vitamin E







Celadon coated pottery is another Chiang Mai handicraft that has been produced for more than 500 years. It has a detailed and delicate production process starting with selecting quality clay (black clay or partial black clay) from within Chiang Mai. The clay must go through tests of toughness, porosity, fire-proof and contraction before production begins. Visitors often take the celadon pottery home as souvenirs or for home decor. Celadon is a stoneware which is stronger than other pottery, more durable and has classic designs that go well with every generation. It is safe with a natural coating substance such as ashes and paddy field clay which contains high iron minerals so that, when burnt, it produces its distinctive green coating.













- Chiang Mai's Celadon. Doi Saket District, Chiang Mai
- 18.846043525632272. 99.13221453566226
- All year
- Pottery and home décor enthusiasts
- ★ The natural light cracks on the surface are natural characteristics
- Starts from 100 baht but varies by products
- Chiang Mai Celadon
- (+66) 5348 4693
- www.chiangmaiceladon.com
- f ChiangMai Celadon
- 8 AM-5 PM

Choose Your Style

- Pottery and Celadon painting workshop
- · Learn about the coating process from the real site



BCG MODEL

- Highly aware of
- without impacting the

HAPPY MODEL

Activities to engage visitors into an product making process by themselves





Pha Teen Jok Mae Chaem (Mae Chaem Teen Jok Cloth)

Chiang Mai



Mae ChaemTeen Jok Cloth is a mastery heritage from generations. The lifestyle for women in Mae Chaemhas been connected to the weaving culture since ancient times. Therefore, the patterns shown on the textiles represent their unique identity, and can be worn on both sides. The locals often wear them in religious ceremonies and they can also be given as gifts on special occasions such as weddings where, originally, textile laces were used as tributes to Chiang Mai's governor. These days, Mae ChaemTeen Jok Cloth have been developed so they are more accessible, contemporary and can be mixed with other clothes while still retaining their identity through the unique patterns and authentic delicacy which are hard to match.



Choose Your Style

- Wear Mae ChaemTeen Jok Fabric to the cultural attractions such as Wat Pa Dad, Wat Phut
- · Enjoy a homestay to experience the weaving process and the











- Mae Chaem District, Chiang Mai
- All year
- Weaving textiles and handcraft aficionados
- ★ Teen Jok Fabric weaving village is 3 km, from the Mae Chaem District
- Starts from 2.500 baht but varies by sizes and designs
- (+66) 8 4737 0682
- ผ้าตีนจกแม่แจ่มเจ้า
- 9 AM-5 PM (contact agent)

BCG MODEL

- Artificial silk has been designed to increase weaving speed and adapt to new designs for clothing for

HAPPY MODEL

Products reflect the local knowledge and history, increase income







Chiang Rai tea is a high-quality tea which is popular both locally and internationally. Its natural factors such as the climate and the high mountainous geography where tea has been grown for hundreds of years make Chiang Rai tea unique in its taste, aroma and quality. More importantly, the farmers have adhered to organic farming which has a positive impact on the environment, the farmers themselves and consumers. Chiang Rai tea, whether it's the green tea or Oolong tea, have been cared for by local farmers since day one to ensure that the unique natural taste and aroma are maintained. Additionally, they aim to provide tea leaves in their best condition to the production process for the health of the consumers in the end.

Choose Your Style

- · Enjoy the scenery of tea plantations in the culture of Doi Wawee community
- Beautiful tea ladder fields and café among the mountains at Chouifong Tea Plantation
- Experience the Chinese Yunnan culture and top-quality tea farms at Doi Mae Salong











- Everywhere in Chiang Rai
- All year
- Tea lovers
- Soaking tea leaves for 1-2 minutes is the basic principle for tea brewing
- Around 120 to 325 baht/ box
- 9 AM-5 PM (contact agent)

BCG MODEL

- A production process that puts taste and aroma, certified by
- Organic farming, organic fertilizers, no chemicals involved in any part of the process

- Using only tea buds which contain the highest health benefits to create products
- Many farms offer accommodation so visitors can enjoy the atmosphere of the tea plantation
- The locals are involved in providing activities and information about the tea







Doi Chaang Coffee is not only a local favorite but it is also worldrenowned. It is only grown in the Doi Chaang mountains of the Mae Suai district in Chiang Rai, surrounded by abundant nature and cool weather all year round. Only the finest arabica varieties are selected for farming. This, along with enormous attention to detail under the concept From Earth to Cup, results in a unique taste. The beans are processed within 24 hours after harvesting to ensure that the beans maintain their freshness and quality. The quality control process makes sure that only the highest quality beans are used for roasting, Doi Chaang Coffee is a high quality arabica that charms many people the world over with its aroma, smooth taste and fruity acidity.



Choose Your Style

- Visit coffee plantation in Doi Chaang Village
- Enjoy slow-bar coffee in Chiang Rai and on the way to Doi Chaana
- · Doi Chaang homestay in the coffee plantation atmosphere











- Doi Chaang, Mae Suai District, Chiana Rai
- All vear
- Coffee aficionados
- Coffee beans will be ready for harvest during November-February
- Price varies by products
- Doi Chaana Coffee
- (+66) 2931 1804
- https://doichaangcoffee.co.th
- doichaangcoffeeoriginal
- 9.30 AM-5.30 PM

BCG MODEL

- Have expanded into foreign markets by partnering and the world
- The locals have maintained the forest so that the coffee shade

- Doi Chaang Coffee is mellow with light acidity and low caffeine
- Located in beautiful surroundings with cool weather all year long







Doi Tung Coffee comes from the Doi Tung Development Project, which has the goal of improving the professional skills of local people and providing them with an income. The coffee plantation is 800 to 1,200 meters above sea level, and the coffee produces an aromatic and smooth taste. As a result, the coffee beans are widely popular, both locally and internationally. In addition to detailed quality control throughout the production lines, Doi Tung products have continuously been developed according to lifestyle and trends while expanding into other product lines.



Choose Your Style

- Authentic coffee
- Experience the roasting process in the surrounding mountains
- Relax or work from anywhere in the mountain region











- Suan Mae Fah Luang, Doi Tung Development Project, Chiana Rai
- 20.2674107417174, 99.80150883068848
- 🛗 All year
- Coffee lovers
- ★ Become a Doi Tung Family member for more privileges and newsletter
- Starts from 55 baht but varies by products
- Doi Tung Development Project
- **(**+66) 5376 7015-17
- shop.doitung.com
- ₱ DoiTungClub
- ② 8 AM-5 PM

BCG MODEL

- Research and development on farmland, production process and opportunities for product variations while also help promoting other local bandgrafts.
- G Organic farming along with forest restoration and using materials with the goal of zero waste

- Good environment and standardized accommodation
- G Exchanging knowledge and learning to improve the ability of the local people





Khao Niew Khiaw Ngoo Chiang Rai (Chiang Rai Khiaw Ngoo Sticky Rice)

Chiang Rai



The king of sticky rice, Khiaw Ngoo sticky rice earns its status from its unique long white grain which, when cooked, does not turn mushy or stick together. It is lustrous, aromatic, fluffy and soft which makes for the best Khao Niew Moon (sticky rice in coconut milk). In addition, it also lowers cholesterol and is full of nutritional benefits such as antioxidants. Khiaw Ngoo sticky rice can only be grown in the Phan, Chiang San, Mae Chan and Mae Sai districts due to the soil which is full of minerals. Thus, the best place to enjoy Khiaw Ngoo sticky rice is in Chiang Rai.













- Chiang Rai
- All vear
- Health-conscious visitors and food lovers
- ★ Harvest during November-December
- 145 baht/kg.
- Chiang Rai Rice Research Center
- **(**+66) 5372 1578
- ศูนย์วิจัยข้าวเชียงราย
- 9 AM-5 PM (contact agent)

Choose Your Style

- Eniov local dishes before ending the meal with desserts from Keaw Ngu sticky rice
- Eniov a homestay and learn about the community lifestyle, rice farming and milling activities



BCG MODEL

- Network, raising the quality level of the local grains sustainably
- Organic farming, certified by GAP

HAPPY MODEL

Nontoxic product, safe for consumers and high in nutritional benefits





Subparod Nang Lae (Nang Lae Pineapple)

Chiang Rai



Nang Lae Pineapple is a honey cultivar which originated from China and was brought by the Hainanese into Ban Pa Sang Wiwat in the Nang Lae sub-district. Once grown in the area, it evolved into a unique produce that could not be found elsewhere. Hence, Nang Lae pineapple gradually became known for its sweet and moist taste with a honey-like fragrance that charmed many people. In addition, the local skills in preserving food and fruits have created a variety of products such as food, snacks, drinks and household products that can also be bought as souvenirs.

Choose Your Style

- Learn about using pineapple in savory or dessert dishes at Ban Pa Sana Wiwat
- Workshop on artificial flower making from pineapple leaves and making pineapple juice rice cracker in the Nang Lae community













- Nang Lae sub-district, Muang Chiang Rai District, Chiang Rai
- 20.025527707006937. 99.87146400074352
- All year
- Fruit lovers
- Best taste during May-June
- 20 baht/kg but varies by seasons and market price
- (+66) 9 5858 8385
- วิสาหกิจชมชนท่องเที่ยวตำบลนางแล
 - 9 AM-5 PM (contact agent)

BCG MODEL

- adapted to the environment and produces a unique taste
- Pineapple leaves can be such as pineapple leaf paper, resulting in a worthwhile use

- Sweet, moist and many health benefits
- Lanna massage is a local tradition
- Homestay in the community, promote tourism
- The locals can provide information about Nang Lae Pineapple as well as a processed produce learning center







This is another popular variety in Chiang Rai, originally a Phuket cultivar, which when grown in Nang Lae district yields a different produce. The size is smaller, similar to the Nang Lae Pineapple, but it has thicker skin, a more crisp pulp and can be eaten to the core like Phuket Pineapple. It is popularly prepared with the core on as a handle so that it can be held and eaten immediately. This combination of characteristics led to the name Phu Lae, which has spread widely. This has also increased the area in which it is farmed as it is less prone to disease and can be harvested all year.



Choose Your Style

- Pa Sang Wiwat community homestay in organic pineapple plantations
- Try many processed products from the community co-operatives such as pineapple jam and pineapple crackers
- Ban Li Kai rice terraces









- A Nang Lae, Tha Sut and Ban Ku Sub-districts, Chiang Rai
- All year
- Fruit lovers
- Served in many hotels as part of their dishes
- 25 baht/kg but varies by season and market price
- 9 AM-5 PM (contact agent)

BCG MODEL

- Distinctive taste from environmental factors such as climate and soil
- produce into new valueadded products

HAPPY MODEL

Phu Lae Pineapple is sweet, crisp and can be eaten whole





Kluay Kai Kamphaeng Phet (Kamphaeng Phet Banana)

Kamphaeng Phet



The Kamphaeng Phet lady finger banana is a local cultivar. It was said historically that the first banana plantation originated in the Khanuworalak Buri district before spreading out to the surrounding area. The Kamphaeng Phet lady finger banana became a commercial crop due to its taste, fragrance, and firm meat. The area consists of abundant water and soil that is high in nutrients. As a result, the yield is high, especially during the Thai Ghost Festival. Many locals enjoy their lady finger bananas along with a Thai sweet cereal bar for contrast.

Choose Your Style

- Visit banana plantation, learn the technique from the local farmers
- Enjoy the festivals, Thai Ghost Festival and Lady Finger banana and other local products











- ★ Kamphaeng Phet
- All year
- Fruit lovers and health-conscious visitors
- ★ Highest productivity in September-October
- 20 baht/kg
- Kamphaeng Phet Banana Farmers Co-operative
- **(**+66) 8 7592 6709
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Kamphaeng Phet lady finger banana's unique identity comes from its geography, abundant water and soil
- Processed products for preservation and added value such as crispy banana chins
- G Detailed and standardized cultivar selections and production process

- Delicious local fruit, safe and healthy
- G Lady Finger Banana contest every year to pass on the history and encourage







Choose Your Style

- Bowl painting workshop for your own unique bowl
- Visit museum, learn product making, see the oldest furnace in Lampang
- Enjoy Lampang's arts, join the Ceramic Fair











Chicken Bowl or Ka Kai Bowl is a ceramic product of the first generation of Lampang before the birth of many other ceramics. The splayed edge, good for eating with chopsticks, reflects the lifestyle of the Chinese craftsmen who started its production, leading to the popular and prosperous ceramic industry. The main materials such as white clay and black clay can be commonly found in the area and are both firm and durable. The patterns are painted by highly skilled craftsmen that give the livelihood and memorable beauty to the products. These days, the patterns and process have been developed and adapted into making different variations that can be more accessible. Visit Dhanabadee Décor Ceramic, an old factory.



- Lampang
- 18.217457972097872. 99.48356291242078
- All year
- Ceramics and home decors
- ★ Lampang Ceramic Fair every year during December 1-10
- Starts from 160 baht but varies by products
- Dhanabadee Décor Ceramic
- (+66) 6 1273 3344
- https://dhanabadee.com
- 4 Dhanabadee
- ② 8.30 AM-5.30 PM (contact agent)

BCG MODEL

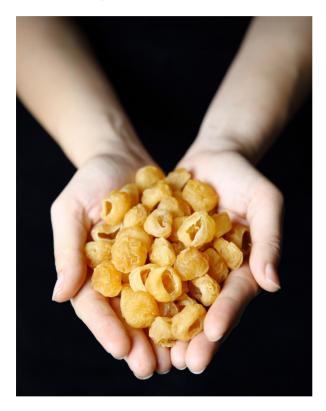
- Use of new technology to speed up production and
- Durable and prolong life, the material can be made into a variety of products
- Activities for consumers to learn about the product into making their own





Lamyai Op Hang Nue Si Thong Lamphun (Lamphun Golden Dried Longan)

Lamphun



This variety of longan is widely grown in Lamphun and has a chunky, sweet and fragrant pulp. Valley plains and the right soil characteristics have assisted in the growth of the longan trees, so Lamphun is the origin of many great Longan species. It is considered the symbol of Lamphun lifestyle and the Golden Dehydrated Longan is a product that stems from the local knowledge about preservation. From coring the seeds without breaking the pulp or controlling the temperature so it produces a fine fragrance and turns gold, all steps in the process are done with care. It has now become distinctive and widely popular as a souvenir.











- Lamphun
- All vear
- Fruit products lovers
- Seasonal Longan, high productivity in July-August
- Varies by market price
- 9 AM-5 PM (contact agent)

Choose Your Style

- · Many farms are opened for a tour, handpick and try your longan directly from trees
- · Experience nature amidst the fog of a longan farm stay
- · Try popular foods from this fruit such as noodles in pork & longan soup or longan cake



BCG MODEL

- products and packaging to add value and increase market
- quality garden, certified by GAP

HAPPY MODEL

Products made from local fruit, clean process and safe for consumers





Phafai Tor Phasom Khon Khae Bann Huay Hom (Hand Woven Cotton-Wool Blended Fabric)

Mae Hong Son



Huay Hom Cotton Wool Blend Fabric made by the Pga K'nyau at Ban Huay Hom in the Mae La Noi district is derived from a lifestyle that is connected to agriculture and animal farms. The climate that is right for sheep farming along with the ancient knowledge about cotton weaving results in a fabric that has been produced for many years. When missionaries arrived, they passed the wool thread they brought with them to the locals. The Huay Hom Cotton Wool Blend Fabric has its unique identity both in the authentic patterns and warm characteristic while its light weight has made it part of many people's favorite collections.



Choose Your Style

- Local homestay, experience the Pga K'nyau's lifestyle
- Sheep farming by local knowledge, feed the sheep
- Try wool woven under the expert guidance











- ★ Ban Huay Hom, Mae La Noi District, Mae Hong Son
- 18.378659491118754, 98.06575856332584
- All year
 - Hand woven fabric aficionados
- ★ 250 km. Chiang Mai Airport
- Starts from 700 baht but varies by products
- Ban Huay Hom's Ladies Wool Woven Group
- **(**+66) 8 9555 3900
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Developed from ancient knowledge to create a variety of fashionable products
- Made from natural materials, safe for the environment and consumers

- Surrounded by beautiful atmosphere, attractive for
- G Learning activities for visitors about product making to represent its value





Tiger Peanuts are a processed product from the Tai Yai's knowledge, especially in Mae Hong Son, Pang Mapha, Khun Yuam and Pai regions. Tiger peanuts are made from a special variety in Mae Hong Son which, aside from its good climate, has friable soil which is rich in minerals including nitrogen, phosphorus and potassium, which all contribute to high productivity and quality. The nuts are roasted in salt using an ancient recipe so that everyone is consistently cooked and crisp with the aroma of charcoal. The unique taste preserves the sweet original taste from the Tai Yai's roasting technique and has become widely popular.











- Mae Hong Son
- ## All year
- Health conscious visitors
- ★ Prices will be higher in the rainy season
- 140 baht but varies by seasons
- 9 AM-5 PM (contact agent)

Choose Your Style

- Try different foods made from the tiger peanut such as tiger peanut ice-cream
- Stay with the local homestay, experience the tribal lifestyle and culture, visit the peanut farm



BCG MODEL

- B Developed packaging to add more value and opportunities for deliveries
- G Organic fertilizers are used in farms to lower the costs and increase productivityที่มากขึ้น

- A natural product, no chemicals and good for health
- Accommodation surrounded by relaxing atmosphere, connect, experience and learn from local knowledge





Khrueang Pan Din Phao Ban Mon (Ban Mon Pottery)

Nakhon Sawan



The lotus lobe pattern, a collection of vines or a bouquet that are carved into the pottery from the Ban Kaeng sub-district in the Muang district reflect the mastery and delicacy of the Ban Mon people who enjoy making pottery for their household use. The clay found in Ban Kaeng has a fine texture when mixed with sand that has been winnowed from the Ping river, leading to this durable uncoated pottery. They started by making it for use in their own homes. Now, it has become their occupation and has been developed and fused with ideas from the new generation into different designs and sizes.



Choose Your Style

- Experience the local lifestyle and food such as Mon's style Kanom Krok (coconut pancakes) at Mon Village Homestay
- Learn pottery making from preparing the clay
- Guided by a local tour guide to see important places in the Mon Village



- Mon Village, Nakhon Sawan
- 15.80466451631788, 100.07765224997843
- All year
- Pottery and home decor aficionados
- ★ Mon Village is 16 km. from the Muang district
- Starts from 15 baht but varies by product
- (+66) 9 9885 3646
- www.nakhonsawan.cdd.go.th
- กลุ่มเครื่องปั้นดินเผาบ้านมอญ นครสวรรค์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Online shop has been introduced for more market opportunities
- G Carefully selected clay and natural materials from the area

HAPPY MODEL

Volunteer guides such as the local kids to provide information on products and places





Nan



The golden orange is a tangerine cultivar grown in Nan. It is sweet and slightly sour with low thread fibers and not too mushy. Its distinction is different from the original cultivar in the golden skin, so it is known as the Golden Orange. The essential factors are the climate in Nan where the temperature can vary by more than 8 degree Celsius from day to night, which causes the carotenoid pigment to change from green to golden. The local farmers are not only attentive throughout the process to ensure the best quality, but also place importance on an organic method of farming, so as to give consumers their best produce that is also safe for everyone's health.

Choose Your Style

- Organic Orange Garden Tour, Tung Chang district, Take some pictures
- · Pick your own produce directly from the trees
- · Enjoy beautiful scenery in the surrounding area











- Harvest during November-December
- Seasonal fruits lovers
- The orange will change color in its season
- 50 baht/kg but varies by market price
- Boonluem Chantawong
- **(**+66) 8 3940 9508
- 9 AM-5 PM (contact agent)

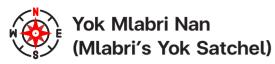
BCG MODEL

- from the natural factors in the
- Focus on quality and safety according to the standard of organic farming

HAPPY MODEL

Nontoxic, safe and good for consumers' health





Nan



Yok (satchels) were originally used by the Mlabri ethic group who lived in Nan. Their existence depended on nature and the forest. This was the main reason for their extensive knowledge about plants and their characteristics such as the flexibility and durability of the vines that grow in wetlands close to shelters. They started experimenting by knitting these vines into satchels then began to sell them to earn extra money. The charm of Yok comes from the natural materials hand-woven together. Their durability means they can last for 5 to 6 years. Mlabri's Yoks are on the top of the list for those who are looking for sustainable fashion.



Choose Your Style

- Put on Mlabri's Yok and take a hike on a nature walk
- Weaving and natural dyeing workshop, learn about the Mlabri's culture











- Phu Fa Pattana Center, Bo Kluea District, Nan
- All year
- Handcraft fashion aficionados
- ★ Nan Craft and Folk Art festival in October which showcases handmade products from different ethnic groups
- Price varies by products
- Phu Fa Pattana Palace
- Пองน้อย Handicraft(+66) 8 0848 3471
- **⊙** 8 AM-5 PM

BCG MODEL

- Mlabri's Yoks are developed from local knowledge combined with modern design to expand market opportunities
- Products made from vines, natural dyeing color, safe for the environment

HAPPY MODEL

Products reflect the Mlabri's ancient lifestyle, support occupations and markets





Phetchabun



Rai Leum Pua rice is a local black glutinous rice variety that the Hmong tribe has grown in Phetchabun for many years. First for household use, the Hmong lifestyle and agriculture connection is related to the traditional belief in using this type of rice as an offering in ritual ceremonies for generations. Its popularity stems from the chewy characteristic which is firm but not hard, smooth but not mushy and has a pleasant fragrance. Rai Leum Pua rice contains antioxidants and many vitamins from the abundant minerals in the soil as well as the knowledge that contributes to the quality of the rice as well as the continuous approval from consumers.



Choose Your Style

- · Camping in the fog on Khao Takhian Ngo, Khao Kho
- · Experience the Hmong culture in Kek Noi village











- Phetchabun
- Harvest in October
- Rice products lovers
- Rai Leum Pua rice is widely grown in Khao Kho, Phetchabun
- 90 baht/kg but varies by market price and seasons
- Rai Lao Lue's Farmers community co-operative
- **(**+66) 7838 9660
- 9 AM-5 PM (contact agent)

BCG MODEL

in abundant soil and has high

- Many health benefits and full of antioxidants and vitamins
- The locals can provide information about the products that is related to their lifestyle and culture





Phetchabun



When someone thinks of a souvenir from Phetchabun, sweet tamarind has to be at the top of the list. This province is the origin of many sweet tamarind seedlings including the pink and golden varieties which have beautiful colored pulp and a sweet aromatic taste. The high precipitation in the area along with the soil that contains a high amount of phosphorus and potassium helps to produce these popular tamarinds. Both the fresh produce from the trees and the various processed products are very popular and can be enjoyed all day.











- Phetchabun
- All year
- Fruit lovers
- Harvest in November-April
- Starts from 40 baht but varies by products

Choose Your Style

- · Cycling through a morning mist at Nine Tamarind, visit plantations to try fresh fruits from trees
- Try a Kanom Jeen (rice noodles) with Sweet Tamarind as an ingredient at Nine Tamarind Cafe



BCG MODEL

- market opportunities
- Cautious use of all

- Products made from local fruits, with many health benefits
- The geography is good for setting up events to promote healthy activity
- Good environment and pure air that makes a good vacation spot





Phichit



Kor Diew White Rice includes paddy, brown rice, and milled rice that have been processed from the Kao Kor Diew 35 variety of rice, a wet season rice that is sensitive to light and has a long grain. It is a local cultivar of Phichit and grows well in the clay or sandy clay found in Phichit's. It yields a beautiful long and high-quality grain though a bit dry and hard when steamed. Because of this, it is more common to process the broken-milled rice into noodles. It is worth trying for its high nutritional benefits and its wide usage.

Choose Your Style

- Travel around the old town community
- Try local dishes such as steamed glutinous rice wrapped in lotus leaf
- Pay homage to Wat Tha Luang, Wat Tewa Prasat











- Phichit
- Harvest mostly in November - December
- Rice products lovers
- ★ Most farmers put effort to conserving the species
- Contact agent for price
- Office of Provincial Commercial Affairs, Phichit
- (+66) 5699 0380
- สำนักงานพาณิชย์จังหวัดพิจิตร
 - 9 AM-5 PM (contact agent)

BCG MODEL



A local cultivar that has been developed to fit the

- High in niacin which helps to burn fat, carbohydrates and protein to help control the nervous system and brain function
- The local farmers support the conservation of the species

















Kluay Tak Bang Krathum (Bang Krathum **Dried Banana**)

Phitsanulok



Nicknamed the Dried Banana province, it is an assurance that Bang Krathum Dried Bananas are something you have to try when you have an opportunity to visit. It is a processed product, but its natural sweetness is from a delicious variety of banana, specifically the Mali Ong that is widely grown in Phitsanulok. The climate and geography are exposed to a lot of sunlight, which has contributed to good productivity and helps to preserve it in a parabola dome solar dryer. These days the products have been developed into many variations.



- Phitsanulok, especially in the Bang Krathum District
- All year
- Fruit products lovers
- Sun-dried banana making evervdav
- 150 baht/kg but varies by products
- Ban Bueng Wian Community Co-operative
- **(**+66) 9 8225 3979
- 9 AM-5 PM (contact agent)

Choose Your Style

- Visit Mali Ong Banana Plantation to see cultivated bananas which are the main ingredient for Bang Krathum Sun-dried Banana
- Try freshly made Bang Krathum Dried Banana from the producers



BCG MODEL

- market opportunities
- a solar greenhouse with humidity and temperature control for quality products

HAPPY MODEL

Made from nontoxic material, dried process, safe for consumers





Phrae



Mor Hom Cloth have been produced by the Tai Puan people in Phrae for more than 100 years. The Hom leaves are picked according to the season and aged so that they produce the best color. The pH balance in the weaving and dyeing process has to be controlled to produce the beautiful indigo dye, resulting in Prae's popular Mor Hom textiles which are smooth, beautiful, durable and have a pleasant natural scent. Visitors will not want to miss trying on Mor Hom clothes and will also want to visit the village where the textiles are made at Ban Thung Hong.



Choose Your Style

- Homestay in Ban Thung Hong village among the Tai Puan people, try dyeing shirts using the traditional Hom method
- Put on Mor Hom shirts and take photos with Phrae's architecture as a backdrop











- Ban Thung Hong, Phrae
- 18.16872883376124. 100.17117154496428
- All vear
- Local textiles enthusiasts
- ★ Ban Thung Hong village is 4 km. from the Muang district of Phrae
- Price varies by products
- Aunt Naeam
- (+66) 8 9851 3048
- indigobypangiam
- 8 AM-5 PM

BCG MODEL

- product quality to add more
- Threads and dyeing color are from natural Hom trees. safe for the environment and

- Standardized accommodation in the area, support Work from Anywhere, with decoration that reflects Mor Hom textile identity
- The community have conserved the lifestyle, culture, language and history for the new generations to learn about





Tak



Pae Jo is a Burmese word meaning fried nuts. These use Pae Jee nuts, similar to green peas, as the main ingredient. They grow along the borders in the Mae Sot district in a cold and rainy environment and on friable soil. Pae Jee nuts are small but tasty and meatier than the original variety and quickly became a local favorite in many dishes. The weather conditions which are uncommon in Thailand gave opportunities to develop ideas for longevity and more market opportunities. The Mae Sot locals started processing Pae Jee nuts by frying them, so they are called Pae Jo, crispy and aromatic snacks that can be enjoyed all day.

Choose Your Style

- · Try popular dishes from Pae Jee nuts such as Pae Jee curry at Pae Jo Keaw Pa Tin
- Visit Mae Sot Market











- Tak
- All year
- Nuts lovers
- High productivity in December-March
- Starts from 50 baht
- แปจ่อเขียวป่าตื่นของดีเมืองตาก ของฝาก จากแม่สอด
- 9 AM-5 PM (contact agent)

BCG MODEL

Developed packaging to add value, better price and sales all year

- Delicious snack that is good for health and helps to relieve
- Located close to many attractions and activities such as rafting





Sukhothai



Sukhothai celadon is a heritage that has been passed on for more than 700 years. Some sources said that it originated with Chinese immigrants while others say that King Ram Khamhaeng was the one who brought the Chinese craftsmen into Sukhothai. The clay found in the area has a fine and firm texture. It is not loose and has no gravel or sand, so it produces good material for celadon. When mixed with black or white clay, it becomes a smooth and firm material that is ready to be molded. The patterns are hand painted by highly skilled craftsmen and products have been developed into more variations for modern usage.



Choose Your Style

- See a demonstration in molding the products, hand painting workshop
- Cycling around the historical park where ancient arts and celadon can be found











- Muang and Si Satchanalai Districts, Sukhothai
- All vear
- Art and decor aficionados
- ★ Most celadon are made to order
- Starts from 50 baht but varies by products
- sukhothaicraftsandfolkart.com
- 9 AM-5 PM (contact agent)

BCG MODEL

- Creatively develop different variations into unique designs, new group of consumers
- Workshop on patterns, under expert guidance

- Promote tourist routes by bicycles
- Promote online marketing to expand more market opportunities





Sukhothai



Mae Sin Orange is a variety of tangerine that is grown in Sukhothai and is harvested all year long. The sweet and lightly sour taste is consistent throughout and the more ripe the fruit, the sweeter it is. The abundant forests in the area help to maintain a constant temperature for the fruit. In winter where the temperature is lowest, Mae Sin Orange will turn golden and has an intense flavor. The soil, which is rich in minerals such as sulfur, helps to create its unique taste and popularity. Consequently, this is a location which produces one of the largest numbers of tangerines in Thailand. One of everyone's favorite fruits and souvenirs.

Choose Your Style

- Most farms allow visitors to pick their own oranges and taste them directly from the trees
- Orange Sky Walk at Sompong Orange Garden
- Homestay in an orange farm surrounded by mountains



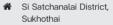














Fruit lovers

★ Turns golden in winter and produces more intense flavor

BCG MODEL

- B Using agricultural technologies to reduce the cost and yield more quality and productivity
- Attentive details in all process according to GAI standard

HAPPY MODEL

Delicious, good for health and available all year

Good environment for taking a vacation





Uttaradit



Lin Lublae is another popular variety of durian in Uttaradit, along with Long Laplae, which has high productivity in the Laplae district where it is surrounded by the nature of forests and mountains. In the rainy season, the water streams down from the mountaintops and brings many minerals to the agricultural area below. This promotes good growth to plants including the Lin Laplae Durian. The story began when Mr. Lin Punlad first took it to a contest. The Lin Laplae Durian subsequently became widely known and in high demand. Those who have tasted the sweet, creamy and fine meat will always look for a chance to go back and get their hands on it again.

Choose Your Style

- Visit durian plantation surrounded by mountains in Ban Nok Dan, Lublae
- Taste fresh produce from the garden











- Lublae, Muang, and Tha Pla districts, Uttaradit
- Harvest during May-August
- Fruit lovers
- ★ Lin Laplae Durian is longer while Long Laplae Durian is more round
- 400-500 baht/kg but varies by market price
- 9 AM-5 PM (contact agent)

BCG MODEL

Developed packaging to delay ripening and increase

- Delicious and high quality, certified by GAP
- Farmers available as guides and can provide information about Lin Laplae Durian





Uttaradit



Long Laplae Durian originated when an Uttaradit farmer picked up a durian from his friend's garden and experimented with growing it in his hometown. It eventually became a unique durian tree that was different from the local variety. Then, Mrs. Long Upala, who inherited the farmland, took this durian to a contest and won an award. Since then, Long Laplae Durian was officially born and named after Mrs. Long as an honor to her. The local farmers then propagated vines from the original tree and now it has become the most popular local cultivar. Its small, thin seeds, a light fragrance and sweetness are the characteristics that keep many waiting for it to come into season.



Choose Your Style

- Farm tour and taste fresh durian
- Try foods made from durian such as durian ice-cream or durian cake











- Lublae, Muang and Tha Pla Districts, Uttaradit
- Harvest in May-August
- Fruit lovers
- Top quality Long Lublae durian must have more than four lobes
- 300-350 baht/kg
- 9 AM-5 PM (contact agent)

BCG MODEL

- Developed packaging to delay ripening and extend
- Farming procedure certified by GAP

HAPPY MODEL

Delicious local fruit from a process that is safe for





Uttradit



The Huay Mun pineapple is a Pattavia variety that was brought to Huay Mun, but due to its sandy, friable soil that drains well in addition to the average temperature of 27 degree Celsius, the products grown today have a different taste from its original. The sweet and moist taste that are unique to the pineapples grown in the Huay Mun sub-district. The delicious honey color attracts visitors to pick them. Aside from the good and refreshing taste, they are also rich in nutrition and minerals such as vitamins that help to improve immunity.



- Nam Pat District, Uttaradit
- All year
- ♥ Fruit lovers
- ★ High productivity during June-August
- 15 baht/kg
- **(**+66) 8 7848 1779
- 9 AM-5 PM (contact agent)

Choose Your Style

- Visit pineapple plantations and try fresh pineapple
- Enjoy the nature in the surrounding area such as Phu Soi Dao National Park



BCG MODEL

- Huay Mun pineapples are grown in an abundant and appropriate environment, yields good quality and productivity
- Quality control and procedures certified by GAP

- A local fruit that is good for health and can be used as ingredients for savory dishes
- Farms are surrounded by many natural attractions





Pla Rad Lumnam Sakae Krang Uthai Thani (Sakae Krang River Gourami)

Uthai Thani



Sakae Krang River Gourami is famous for its smooth, firm and sweet meat, farmed naturally and fed with seasonal fruit and vegetables. The river lifestyle connects the locals to their fishing occupation. The Sakae Krang River, a natural home to Gourami, is still clean and rich in minerals that are essential to the health of the Gourami, so they contain many nutritional benefits and are low in fat. Gourami can be cooked in various ways and processed into many different products which ensure its popularity and quality reputation.













- Uthai Thani
- All year
- Fish lovers and cooking enthusiasts
- Gourami Eating Festival every year
- Starts from 100 baht but varies by products
- 9 AM-5 PM (contact agent)

Choose Your Style

- See fish farming in creels at Tha Sung's fish processing community, Uthai Thani
- Try dishes from fresh Gourami such as deep-fried garlic Gourami, steamed Gourami in lime sauce



BCG MODEL

- Processed products for more
- (feeding fish with seasonal vegetables and fruit)
- Farm in a location where the river flows well, clean and safe

HAPPY MODEL

Delicious and high in health



The highlight of GI products from this region is based on the fact that they convey clear differences between the territories of South Isaan, Central Isaan and North Isaan, which have been influenced by different ancient kingdoms and cultures, directly affecting fabric patterns, food, tools, and even music.





Kaow Hom Mali Din Phu Kao Fai Buriram (Din Phu Kao Fai Buriram Thai jasmine Rice)

Buriram



Volcanic Soil Thai jasmine Rice is a variety of Thai jasmine rice from the Buriram province of Thailand. The areas' volcanic soil. full of potassium and phosphorus, is one factor that contributes to the uniqueness of these paddies of brown and white rice. Hence, the volcanic soil Thai jasmine rice contains more nutrients such as phosphorus and calcium than other varieties. It also has a long beautiful grain and is white, shiny, and fragrant. Soft but not mushy, the fragrance when steamed is everyone's favorite.

Choose Your Style

- Experience the agricultural community, weaving community of Ban Kok Muang, Pra Kon Chai district
- Try local dishes such as Goong Jom, Bamboo shoot curry with volcanic soil Thai jasmine rice
- Tracing history around the Stone castle in the province











- Buriram
- All year
- Rice products lover
- ★ Harvest in October-November
- 60 baht/kg but varies by market price and seasons
- Buriram's Agricultural union
 - (+66) 4461 1601
- 🚹 ข้าวหอมมะลิ Donwai ข้าวดินภูเขาไฟบุรีรัมย์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Unique Thai jasmine rice from the high nutrient level of the volcanic soil

- Delicious volcanic soil Thai jasmine rice, certified by GAP
- Events and community tourism to promote products





Phamai Madmee **Chinteandang Buriram** (Buriram Ikat Thai Silk Chinteandang),

Buriram



Ikat Thai Silk Chinteandang is a weaving technique handed down from the Lao Kong people. It became popular in Buriram along with the unique weaving skill of the locals. In the past, this type of silk was not widely worn because it was reserved for the nobles or upper class. Once it was restored and more weavers began producing it, the silk started to catch on and become more widely used. The core of the craft is in weaving the pattern of Ikat Thai Silk (Madmee) where each master has his or her own unique pattern. Ikat Thai Silk Chinteandang is unique in that both ends of the textile are bright red while the body is a darker color, such as black. These days more colors and patterns are being adopted while still preserving its core tradition.

Choose Your Style

- Silk Tourism Village in Ban Yang
- Learn silk thread making and weaving technique from the local masters











- Buriram
- All year
- Silk and natural weaving textiles
- Phutthaisong District was the first sericulture and weaving community in Buriram
- Price varies by products
- Phatarakamon Silk
- 9 AM-5 PM (contact agent)

BCG MODEL

- Creation of unique individual weaver combined with contemporary patterns to add
- Natural raw materials and dye that have low impact on the

HAPPY MODEL

The masters are available to provide information for interested visitors

gi products Northeastern Region



Kalasin



Praewa silk, considered the queen of silk, is highly regarded among Thai silk lovers. The Praewa weaving technique originated from the Phu Thai inhabitants who had a culture of wearing shawls at local events, so the Phu Thai lifestyle has been connected to weaving textiles for many years. Nowadays, weavers continue to conserve the fine details of old while developing new patterns and designs to fit with new trends. The delicate craftsmanship of the weaver and the selections of Mai Noi and Mai Yod as floss both contribute to the value of Praewa silk to be used for special occasions.

Choose Your Style

- Experience Praewa silk at Phu Thai Cultural Center, Praewa Thai Silk. Ban Pon
- Experience the Phu Thai's lifestyle at Ban Pon community, Kham Muang District
- Learn about sericulture and local weaving community











- Kham Muang District, Sahatsakhan, Somdet and Samchai in Kalasin
- All year
- Silk and Thai textile enthusiasts
- ★ Praewa silk weaving of Ban Pon community is 70 km. from the city
- Price varies by products
- Ban Pon's weaving ladies union
- **(**+66) 8 3338 3956
- แพรวา บ้านโพน กาฬสินธุ์
- กลุ่มอาชีพสตรีทอผ้าใหมแพรวาบ้านโพม
- 9 AM-5 PM (contact agent)

BCG MODEL

- B Develop local knowledge of the unique Praewa silk weaving into marketable products natural raw materials and handcrafted products
- Natural raw materials and handcrafted products

HAPPY MODEL

G

A learning center to show the stories and values of the products to interested visitors





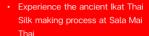
Khon Kaen



Ikat Thai Silk has been a reflection of the lifestyle in the community of Chonnabot for many years. This dates back to the time when agriculture, including growing cotton and raising silkworms, was still the main trade of the area. Weaving was a part of the lives of the locals in Chonnabot and was their primary source of revenue for many years. Ikat Thai Silk is unique in its pattern and weaving technique. For example, Mak Chub originates from ancient times and has at present been combined with more modern patterns, while preserving the details that are the core of what the weavers have tried to represent. The attention and delicate skill can be seen through the fine texture of the products that lead to the great popularity and excellent value of this local textile.



Choose Your Style



 Experience the local lifestyle with lkat Thai Silk weaving as the main trade at Chonnabot District











- Chonnabot District, Khon Kaen
- All year
- Silk and natural weaving textiles
- ★ Chonnabot District is 54 km. from the Khon Kaen city
- From 1,400 baht but varies by products
- **(**+66) 8 5901 4219
- ผ้าไหมบัดหนี่ ขอมแก่น
- 9 AM-5 PM (contact agent)

BCG MODEL

- Products created from ancient knowledge combined with contemporary patterns to add value.
- Natural raw materials and environmentally friendly production

HAPPY MODEL

G HI

History represented to pass on value of products





Mukdahan



Fermented mud cloth is a product of the Phu Thai's experience in Nong Soong district. It combines the unique texture of the textiles with the natural color of the dyes. The origin is connected to the lifestyle of the local fisherman. They used to soak their nets in mud in order to fish more easily. Then they noticed that the color of mud stuck to the nets for a long time, so from then on, they experimented with using the mud as a natural dye. The process requires the more than 100-year-old mud from the natural pit in Nong Soong and others nearby. With its natural fragrance and fine texture, locals can create the light, smooth color that is different from others. The popularity comes from the classically beautiful and earth tone colors that are excellent for everyday use.

Choose Your Style

- Visit the simple community of the Phu Thai at Ban Phu, Nong Soong
- Join a learning activity in handcraft community such as textile dveing and wicker











- Mukdahan
- All vear
- Handicraft enthusiasts
- ★ Nong Soong District is 51 km. from the Muang District of Mukdahan
- Price varies by products
- Ban Nong Soong's Original Weaving Community Enterprise
- (+66) 4263 5430
- ผ้าหมักโคลนหนองสง GI มกดาหาร
- 9 AM-5 PM (contact agent)

BCG MODEL

- product of ancient knowledge combined with new designs for added value
- Natural dyeing color without impacting the environment.

HAPPY MODEL

Learning activities to promote ancient local knowledge







The Nakhon Phanom lychee is a variety of pink-red lychee with an oval shape and smoky white pulp. It has gone through a carefully selected process to develop a cultivar that fits the environment of the area and yields the best result without having a prolonged winter time. The farmers' attention to detail is no less important since watering, trimming, pruning and harvesting have to be done at the right time. It is also important for farmers to observe the right age from the spikes and color to ensure the taste is appropriately sweet and sour but not too tangy.

Choose Your Style

- · Tracing the lychee origin at Ban Na Don community, Kam Tao
- Visit local lychee farms
- Try fresh lychee from trees











- Nakhon Phanom
- Nakhon Phanom Lychee harvesting season is in April
- Fruit lovers
- Nakhon Phanom has highest productivity in cold weather
- 180 baht/kg but varies by market price and season
- สิ ลิ้นจี่นาโดน-กิ่งพันธ์ู นพ. 1 บครพบบ
- 9 AM-5 PM (contact agent)

BCG MODEL

The cultivar has been developed over a period of time to fit the environment in the area

- Big size, delicious sweet and sour taste
- Lychee Eating Festival during harvest season to promote value to a wide audience





Nakon Phanom



Tha Uthen Pineapple, a Pattavia cultivar, is grown in the Tha Uthen District and has unique sweet and moist characteristics without being harsh or sharp. People can eat both the pulp and the core. It is called Tha Uthen Pineapple because it brings out all the good characteristics of pineapples. The sandy loam and consistent rainfall throughout the year help to create sweet, moist and fine pulp. This, together with the local technique used to cover the pineapple plants with hay to protect the plants from direct rain showers or strong sunlight results in the distinctive taste and size of 1 to 3 kg per pineapple.



Choose Your Style

- · Cycling along the Mekong riverside
- Pay homage to Phra That Uthen
- · Visit the local fruit markets in Uthen District and shop for direct produce from gardens











- The Uthen District and Pon Sawan District in Nakon Phanom
- All year
- ♥ Fruit lovers
- ★ Harvest during April-October
- Non Tan Community Enterprise for pineapple famers
- (+66) 6 4366 7223
- สับปะรดปัตตาเวียพันธ์ดี อ.ท่าอเทน จ.นครพนม
- 9 AM-5 PM (contact agent)

BCG MODEL

- Guaranteed award-winning produce from National
- Overripe pineapples are as preserved pineapple for long shelf life

HAPPY MODEL

Delicious, sweet and moist but not sharp





Nakhon Ratchasima



Dong Ma Fai Coffee is a locally grown Arabica from Dong Ma Fai Village. The soil is a mixture of volcanic soil, laterite and sand, so it has good drainage. A good amount of rain, together with hot weather during the day and cool weather at night, all factor into the growth of the coffee plants. Dong Ma Fai coffee is a good option for those who want low caffeine. As the location is not too high above the sea level (400-700 meters), the caffeine content is about 1%. People with high blood pressure as well as those of all ages can have Dong Ma Fai coffee without having to worry about side effects. Consumers can also be confident about the organic farming process with nontoxic fertilizers and quality control by the local farmers.



Choose Your Style

- Camping in Dong Ma Fai Village
- Coffee Plantation Tour
- Try Dong Ma Fai coffee











- All year
- Coffee lovers
- ★ Harvest during August-December
- Starts from 250 baht/ 100 g.
- **(**+66) 8 9363 4569
- กาแฟดงมะไฟ โคราช
- f Dongmafai Coffee
- 9 AM-5 PM (contact agent)

BCG MODEL

- Coffee ground is processed into healthy cookie products
- Organic farming, no

HAPPY MODEL

Alternative low caffeine





Nakhon Ratchasima



Apart from being a historic location related to the ancient heroine Thao Suranari (Ya Mo) who led the people of Korat to win the war over Vientiane, Thoungsamrit is also an important agricultural area. In particular, the Thai jasmine rice is grown in salty soil and a very hot climate of 35-41 degrees Celsius. This makes for very dry land which stimulates the essential 2AP oil in the rice. Because of this, the rice grown in Thoungsamrit is fragrant and has beautiful long grains. Local farmers have developed quality control systems and have kept detailed records since their first sowing.

Choose Your Style

- Experience agriculture and community at Ban Non Krasang, Phimai district
- Visit Ban Kwao, Chumpuang district, see the local milling factory











- Nakhon Ratchasima
- All year
- Rice products lovers
- Harvest during October-December
- 40 baht/kg but varies by market price and seasons
- สหกรณ์การเกษตรพิมาย จำกัด
- 9 AM-5 PM (contact agent)

BCG MODEL

- Selected high-quality specie to upgrade product quality
- The grains that fail to qualify products such as green tea Thai jasmine rice sprout Thoungsamrit
- Organic rice quality standard certified and safe for environment and consumers

HAPPY MODEL

High nutrients and nontoxic

giproducts Northeastern Legion





The grapes were first grown to be consumed locally in the Khao Yai area. Later, locals in Wang Nam Khiao started growing the Vitis Vinifera grape for wine making. What makes the Khao Yai area great for wine making is that the temperature during the harvest season will drop to around 5 degrees Celsius at night and rise to 25 degrees Celsius during the day. This facilitates the sugar content build-up in grapes, as well as giving them a distinctive color and taste. When fermented, it produces a beautiful clear wine which represents its source wonderfully.

Choose Your Style

- Wine tasting, vineyard tour and taking pictures
- Learn about grape farming and wine making at the winery
- Steak is a widely popular pairing menu in many restaurants in Khao Yai











- Pak Chong and Wang Nam Khiao Districts, Nakhon Ratchasima
- All year
- Wine lovers
- ★ Grape harvesting season is during January to March and October to November
- Starts from 500 bath/bottle but varies by product
- **(**+66) 9 2806 7755
- GranMonte Vineyard and Winery
- 9 AM-5 PM (contact agent)

BCG MODEL

- Processed products from grapes, selected cultivar for quality control
- G Organic grape farming

- Wines are produced from grapes that have been treated with a hygienic standard and a certified process
- G Learning experience about grape farming and wine making for interested visitors





Nakhon Ratchasima



Dan Kwian Pottery has long been at the top of the list of pottery making. History shows that the Akha people were the originators of pottery in Dan Kwian. They first created their pots for household use before gradually expanding to the local area. The core of Dan Kwian Pottery is the clay and sand that has to come only from Chokchai because of its fine texture, rich in iron and other minerals. The result is a strong, durable clay that can withstand high heat, allowing the pottery to maintain its shape in the oven. After firing, the pottery exposes its natural clay color, producing an echo when it is knocked on lightly. It has a bright, shiny surface from the firing technique using highly heated firewood that is burned into ashes. All these factors contribute to the distinctive quality of Dan Kwian Pottery.



Choose Your Style

- Visit Dan Kwian Potterv community at Dan Kwian Sub-district
- Pottery making workshop











- Dan Kwian, Tha Chalung, Ta Aag and Lalom Mai Phatthana Sub-districts. Chokchai District. Nakhon Ratchasima
- All year
- Handicraft and pottery lovers
- ★ Dan Kwian Sub-district is 15 km. from the town
- From 10 baht but varies by product
- Dan Kwian Pottery Group
- (+66) 8 1730 6710
- ดินเผาด่านเกวียน
- 9 AM-5 PM (contact agent)

BCG MODEL

- Develop concept and style for today's usage and more market opportunities
- Made from natural materials that can be developed into many styles of products

HAPPY MODEL

Pottery making demonstration and activities





Ma Kam Thet Pet Non Thai (Pet Non Thai Manila Tamarind)

Nakhon Ratchasima

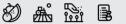


Phet Non Thai Makam Thet (manila tamarind) is a famous agricultural product of Nakhon Ratchasima. The locals in the Non Thai district have long been connected with agriculture, but because of productivity issues with rice and Cassava, they started to experiment with Makam Thet after discovering it was a good fit for the salty soil in the area. In addition, it is able to withstand both drought and the brackish water in the area. Phet Non Thai Makam Thet is famous for its sweet, crisp pulp, which is a result of the salty soil that requires lower sodium absorption but more potassium instead. These conditions all contribute to Phet Non Thai Makam Thet being plump and large in size, with a crisp texture and taste, both when fresh and processed.



Choose Your Style

- Try different foods from Makam Thet such as Makam Thet ice-cream and Kanom jeen Makam Thet curry
- Experience Makam Thet festival and shop for local products from the Non Thai community











- Non Thai District, Nakhon Ratchasima
- Harvest during December-March
 - Local fruits lovers
- ★ Non Thai district is 40 km. from the Muana District
- 80 baht/kg but varies by season and market price
- **(**+66) 9 9018 6980
- มะขามเทศเพชรโนนไทย ผลสด กิ่งพันธุ์-สวนน้องเก้า
- 9 AM-5 PM (contact agent)

BCG MODEL

- Farmers have developed processing techniques to add value to products and preserve Manila Tamarind (Makam Thet)
- nontoxic products

HAPPY MODEL

Sweet creamy taste with many benefits to the body





Khao Hom Mali Thung Kula Rong-Hai (Thung Kula Rong-Hai Thai Jasmine Rice)

Roi Et, Surin, Si Sa Ket, Maha Sarakham and Yasothon



Thung Kula Rong-Hai Thai Jasmine Rice has been considered top class jasmine rice due to its aromatic, fluffy and beautiful grain, making it well-known in the local and international markets. Essential components in the rice produce its aroma derived from the salty soil of Thung Kula Rong-Hai. Along with having only rain as the main source of water, the rice has to fight against the climate and so producing this rice results in a distinctive aroma that cannot be found elsewhere. In addition, the experience of the farmers helps them with water management as well as harvesting and processing in a way that allows this rice to maintain all of its unique characteristics.

Choose Your Style

- Visit Thung Kula Rong-Hai, Thai jasmine rice producers
- World Thai Jasmine Rice festival vearly











- Thung Kula Rong Hai
 (includes Roi Et, Surin, Si Saket,
 Maha Sarakham and Yasothon)
- All year
- Rice products lovers
- ★ Golden paddy fields in October-November
- 120 baht/kg but varies by market price, season and types
- 9 AM-5 PM (contact agent)

BCG MODEL

- Using technology to plan production and improved packaging for value added
- C Leftover husks from milling are used to develop into packaging

- High in nutrition such as iron, potassium and various Vitamin-B
- Homestay with locals to experience the farmers' lifestyle
- G Yearly festival to represent value of the products and encourage future development





Khao Hang Hom Thong Sakhon Dhavapi (Hang **Hom Thong Sakhon Dhavapi Rice)**

Sakhon Nakhon



Hang Hom Thong Sakhon Dhavapi Rice is a famous variety from Sakhon Nakhon that health-conscious people must have at home. Hang Hom Thong Sakhon Dhavapi Rice is processed to keep its high nutrition much more than other varieties of brown rice. The Sakhon Nakhon locals have developed their technique in harvesting the almost-ripe grain at about 85% to cure and then steam before milling without toughening the grain. This technique will result in a full bodied processed rice without losing any nutrients. Hang Hom Thong Sakhon Dhavapi Rice is good for people of all ages.

Choose Your Style



- Relax on a pile of hay and experience the Ban Nong San community
- Try local Isan food along with Hang Hom rice











- Warichpoom District, Pang Kon, Arkard Amnuay, Sakhon Nakhon
- All year
- Rice products and health-conscious consumers
- ★ Harvest during November-December
- 90 baht/kg but varies by market price, season and types
- 9 AM-5 PM (contact agent)

BCG MODEL

- Hang rice originated from a local wisdom to process short-grain rice, an inherited tradition in the area
- Focus on organic farming, cover crop to prevent weeds

HAPPY MODEL

Hang Hom rice is full with nutrition, especially, gaba and fiber much more than other





Nam Mak Mao Sakon Nakhon (Sakon Nakhon Mak Mao Berry)

Sakon Nakhon



Mak Mao is a local berry from the Northeastern region, especially the mountains of Phu Phan. Sakon Nakhon is the producer of high quality Mak Mao due to the climate which supports the growth cycle of the Mak Mao berries. Research has shown Mak Mao berry to be beneficial to the skin and the immune system. Its sweet, sour and tangy taste is enjoyable and it has excellent nutritional benefits. Mak Mao berry processing techniques have remained unchanged for over 100 years. In olden times, people would press ripe Mak Mao berries into juice to take along when travelling into the forests because of its ability to relieve heat as well as fever. Mak Mao Juice is, therefore, a truly wonderful gift of nature.

Choose Your Style

- Learn about the biological variety of Sakon Nakhon Mak Mao berries at Wan Wong Garden
- · Try Mak Mao wine at Chateau de Phu Phan and taste fresh berries from trees











- Sakon Nakhon
- All year
- Healthy drinks lovers
- Harvest during July-December
- 350 baht/bottle
- (+66) 8 9278 7930
- www.sakonwine.com
- น้ำแม่าน้ำมะแม่าจำหน่ายน้ำหมากแม่า แท้คณภาพ ราคาปลีกส่ง
- 9 AM-5 PM (contact agent)

BCG MODEL

- Bottled processed juice in distinctive packaging to add more value to the products
- 100% natural ingredients, safe for consumer

- Everyone can enjoy its high nutritional benefits
- A learning center to share information about different species

GIPRODUCTS Northeastern Region



Sakon Nakhon, Nakhon Phanom, Mukdahan and Bueng Kan



The Pon Yang Khram breed of beef cattle has long been talked about for its tenderness, which comes from the fat that permeates the meat, and for its excellent taste for a special meal. The Pon Yang Kham breed of beef cattle came from cross-breeding local and European breeds of cattle. Farmers control both the feed and the health according to the standard. Another important factor for the quality of the meat is the average temperature in the winter of 16 to22 degrees Celsius, which allows the right amount of the fat to surround the muscle. Hence, the Pon Yang Kham breed of beef cattle is widely respected for its quality.

Choose Your Style

- Try local food made from the Pon Yang Kham breed of beef cattle such as oxtail soup and pickled ox feet spicy salad
- Shop for products made from Pon Yang Kham breed of beef cattle from standardized local producers
- Indigo dye clothing at Kramsakon











- Sakon Nakhon including
 8 Districts in Nakhon Phanom
 (Na Kae, Wang Yang, Pla Pak,
 Renu Nakhon, That Phanom,
 Na Wa, Phon Sawan, Muang),
 4 Districts in Mukdahan
 (Muang, Dong Luang, Kam
 Cha Ee, Nong Sung) and Seka
 District in Bueng Kan
- All year
- ♥ Beef lovers
- ₱ 750-1,350 baht/kg
- **(**+66) 4270 4677-9
- สหกรณ์การเลี้ยงปศุสัตว์ กรป. กลาง โพนยางคำ จำกัด
- 9 AM-5 PM (contact agent)

BCG MODEL

- Various processed products from Pon Yang Kham breed of beef cattle and improved packaging
- Leftover produce such as rice bran and corn cobs can be used to feed cattle

HAPPY MODEL

E

Tender Pon Yang Kham breed of beef cattle, with health quality control according to an international standard





Pha Kram Thammachat SaKon Nakorn (Natural Indigo dyed Fabric)

Sakon Nakhon



Natural Indigo textile dyes have been connected to the lifestyle of Sakon Nakhon for generations because it is a province of many different ethnicities, each with a unique clothing identity. The most common colors are black and indigo blue, which come from the original dyeing technique. The knowledge of dying is passed from one generation to the next and is widely known in Sakon Nakhon. All of the natural indigo dyes are still completely handmade with attention to every detail from growing the indigo blue tree to hand dyeing textiles. This is reflected in the identity that permeates every layer. Original patterns, like Saket Dham and Kret Tao, are conserved and combined with modern patterns to attract younger generations. Natural Indigo textiles dyes are designed to fit into every generation's taste.

Choose Your Style

- Visit indigo blue textile road
- Enjoy weaving demonstration from the locals
- Pattern design workshop











- Sakon Nakhon
- All year
- Handicrafts and natural weaving textiles
- Originated in Ban Don Koi. Panna Nikhom District
- Price varies by products
- **(**+66) 8 7897 8083
- ผ้าย้อมครามฝีมือชาวบ้าน อ.พรรณานิคม จ.สกลนคร
- 9 AM-5 PM (contact agent)



BCG MODEL

- to consumer interests
- Natural raw materials are impact to the environment

HAPPY MODEL

Stories are represented in various medium





Si Sa Ket



Volcanic Durian is a famous fruit from Si Sa Ket, including the Monthong, Chanee and Kanyao. What distinguishes them from other varieties is the volcanic red soil, which is composed of igneous rock which suits the needs of many fruits, especially durian. Si Sa Ket is the only province in the Northeastern region that can grow durian as it has the appropriate soil, water and climate. Volcanic durian is famous for its thick, dry and firm meat. It is also low in fiber and does not have a strong smell. Farmers will harvest the fruit when it is between 90 and 100% ripe for the best taste and texture.

Choose Your Style

- · Experience the durian farm surroundings
- Try fresh durian from farm
- Isan sea mist at Pha Mo E Dang











- Khun Han, Kantharalak and Si Rattana Districts in Si Sa Ket
- Harvest during May-June
- Fruit lovers
- * Advance reservation can be made through online
- 180 baht/kg
- **(**+66) 8 3797 8856
- สวนทศพล ทเรียนภเขาไฟ ศรีสะเกษ
- I avaDurian
- 9 AM-5 PM (contact agent)

BCG MODEL

- Quality controlled peeling process, improve packaging to add more value to
- of products such as crispy durian, volcanic durian cake

- Sweet creamy and rich in nutrients from volcanic soil
- Yearly festival to promote products





Si Sa Ket



When people talk about the main producer of shallots, Si Sa Ket has to be on top of the list. Shallots grow well in areas where there is abundant underground water as well as complex alluvial soil. Because of this, Si Sa Ket shallots are big in size, have dry shiny skin, a strong red or purplish color, and are both pungent and sweet, so they are excellent for cooking. These natural characteristics have contributed to its wide production, along with an organic farming process that not only lowers the production cost but also expands its popularity due to its health benefit

Choose Your Style

- · Experience the Yang Chum Noi community, the biggest producer of shallots and garlic in the province
- Try many foods containing shallots such as the shallot curry puff











- Muang District, Rasi Salai, Yang Chum Noi, Kanthararom, Uthumphon Phisai, Wang Hin and Phavu in Si Sa Ket
- All year
- Cooking enthusiasts
- Yang Chum Noi district is 20 km. from the Muana District
- 90-170 baht/kg but varies by seasons and market price
- Si Sa Ket's Agricultural office
- (+66) 4561 1397
- หอมแดงจังหวัดศรีสะเกษ จัดส่งทั่วประเทศ
- 9 AM-5 PM (contact agent)

BCG MODEL

- for more market opportunities
- Focus on organic farming,

- Rich in vitamins and other nutritional benefits
- A learning center to share more knowledge.





Surin



Surin is the producer of high-quality and f Thai jasmine rice, and has long been associated with rice farming due to the area's abundant natural resources including water sources. Farmers are knowledgeable in managing their farms and water systems. Different varieties of rice are farmed depending on the location, for instance in highland farms or flatland. Hence, Thai jasmine rice has become the main crop of the province and is widely popular. Surin Thai jasmine Rice is incredibly fluffy and aromatic when steamed.

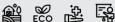
Choose Your Style

- Visit organic farm and relax in natura
- Experience organic farming and products processed from rice
- Visit Surin Flephant Tower. sightseeing spot in the elephant world, elephant village Ban Ta Klang











- Surin
- All vear
- Rice products lovers
- Harvest during October-December
- 100 baht/kg varies season and market price and agricultural concept such as organic, nontoxic
- 9 AM-5 PM (contact agent)

BCG MODEL

- for farming and to improve quality of the produce
- environment and create safe product for consumer

- High in nutrition and energy for the body
- Standardized farmstay to encourage community tourism such as Satom Organic Farm
- Provide knowledge on rice and related tradition

Northeastern Pegion



Khrueang Pun Din Pao Ban Chiang (Ban Chiang Pottery)

Udon Thani



Ban Chiang Pottery is widely regarded as an historical style of pottery making reflecting the ancient lifestyle of the local people. The Ban Chiang pottery making process still uses the same authentic designs that were found throughout the ages, including curved lines, spirals, ropes and animals. One of the unique elements of this pottery is the heating process, which is done in a clay oven. The pieces are then passed on to the highly skilled painters to create their patterns. The result is unique products that have distinctive and rare designs.



Choose Your Style

- Experience the local handicraft and wisdom in Nong Han
- Try pottery making and painting











- Ban Chiang Sub-district, Nong Han District, Udon Thani
- All year
- Handicraft with a long history
- Nong Han District is 30 km. from Muang District
- Price varies by products
- Pottery Making Learning Center
- (+66) 8 9421 0068
- ศนย์เรียนร้กล่มปั้นหม้อเขียนสี
- 08.30-16.30 u.

BCG MODEL

Develop packaging according to modern trends and add value to products

- Homestay in the pottery making community or nearby accommodation, with learning activities with the locals
- Pottery making activities for visitors







Bangkok



Bang Khun Thien lychee has a long history, originating from the reign of Rama II and Rama III. It was believed that lychee was brought here during the trade with China. Though not as widely grown in Bang Khun Thien as before, its distinct sweetness and its heart-shaped, firm pulp are unique from those grown in other places. People travelling to the area can still find lychee trees that are over a hundred years old, standing tall and spreading their branches to welcome visitors. Everyone will want to taste the fresh, organically grown lychees.



Choose Your Style

- A cultural boat trip with local history from the Bang Khun Thien locals
- Chilling in a canal side café surrounded by a one-hundredvear-old lychee garden











- Bang Khun Thien District or Poomjai Garden, Bangkok
- **Q** 13.691401709582824 100.46666202817134
- March-April
- seasonal fruits
- Bang Khuntian lychee grows well in the cooler weather
- 200 baht/kg
- Poomjai Garden
- **(**+66) 8 1733 9812
- Poomjai Garden ภูมิใจการ์เด้น
- ② 8 AM-6 PM

BCG MODEL

- trees while develop the destination
- Organically grown under the concept of "grow what you eat, eat what you grow"

- Unique tasting produce that can be made into a variety of healthy dishes and drinks
- Guided tours by the farmers and owners providing the history of the lychee farm





Som-O Kao Tangkwa Chainat (Chainat White Pomelo)

Chainat



More than 200 years ago, the first **white pomelo** plant was harvested alongside the Chao Phraya River in Chainat. The white pomelo has gone from an unknown variety to become a very popular Thai fruit. Everyone knows that the best-tasting pomelos combine sweet, sour and tangy taste and the ones grown in Chainat are the very best Thailand has to offer. This is because the farms are close to the water source and contain rich, fertile soil. This, combined with the knowledge of local farmers benefiting from good organization, including a good water management system for their plots of land, results in a high quality, honey-golden pulp with strong, thick skin that is both delicious and healthy.



Choose Your Style

- Take a boat trip to shop for freshly picked Som-O Kao
 Tangkwa directly from the garden
- Try a healthy dish from Som-O Kao Tangkwa such as spicy pomelo salad
- Experience integrated agriculture by experts











- Chainat province
- 15.167131409169889, 100.0650386506393
- All year
- Health-conscious visitors/ fruit
- ★ Most productive in October
- Approximately 80 baht/kg
- Chokchai Garden
- **(**+66) 8 1379 9166
- ส้มโอขาวแตงกวา สวนโชคชัย จังหวัดซัยมาท
- 9 AM-5 PM (contact agent)

BCG MODEL

- Farmers who expand from local wisdom into this agritourism destination with a variety of vegetables in a good productive system
- G Integrated agriculture usin resources efficiently

- Tasty white pomelo, nontoxic and widely used in a variety of healthy dishes
- Engaging activities such as taking a boat trip around the gardens
- A demonstration on integrated agriculture by the farmers





Kanchanaburi



Kanchanaburi is the main source for gemstones found in Bo Phloi district. History tells us that the locals used to mine for sapphires before turning their focus to a black stone called **jasper** or **Nil**. After experimenting with cutting the stone, they found that the characteristics were similar to sapphires, which led to an increase in the popularity of using black jasper in jewelry-making. Widespread impressions were due to the quality that reflects the finesse and delicate skill of the craftsmen working on a reasonable budget. These days, the producers have integrated new ideas for design to reach a new generation by making the jasper into lifestyle products and decorations that can be kept for a long time.

Choose Your Style

- Pay homage to Luang Por Nil Dam, the sign of quality raw material
- Visit Bo Phloi learning center and experience the delicate production process











- ★ Bo Phloi District, Kanchanaburi
- All year
- Jewelry lovers
- ★ A learning center and gemstone store at Bo Phloi Subdistrict Municipal office
- Price varies by products
- 9 AM-5 PM (contact agent)

BCG MODEL

- Using local gemstones to craft valuable jewelry
- Using modern techniques to develop lifestyle products to create more value

HAPPY MODEL

G Encourage the teaching of the process of making these products to the new generation in the community as well as others who are interested





Lopburi



Krathon Ta-Lung has been a tasty part of the heritage in Lopburi for more than 70 years. The sapling originally came from Nontaburi, but now its location on the waterside and the rich loam results in a taste that is sweet but not harsh. The Pui Fai (cotton wool) variety, like its name suggests, has a very soft and fluffy texture that can melt in your mouth. Even now, farmers in Lopburi still conserve these santol farms using their knowledge and experience, such as trimming and pruning the trees and wrapping them to ensure quality. Aside from fresh produce from the gardens, other processed products such as Kraton Loi Gaew (santol in syrup) or preserved santol are also available



Choose Your Style

- · Yearly festival, taste fresh santol direct from the gardens
- Experience the culture and activities of the locals such as the santol contest and the santol dance











- Lopburi
- Harvest between May-August
- Seasonal fruits lovers
- Krathon Wan Festival during July of every year
- 9 AM-5 PM (contact agent)

BCG MODEL

- wrapping the trees to ensure quality
- A variety of processed product, preserved for longevity to serve different markets

- Unique sweet taste but not
- Festival to support products while representing local culture





Nakhon Pathom



The Thong Dee pomelo originated in Sampran district before expanding into nearby districts including Nakhon Chai Si. What makes it stand out, aside from the taste, is the organic farming method that is used for the crops. In addition to the natural conditions that are good for pomelos, organic fertilizers help the plants as well as the environment. Additionally, the leftover skins are used to create new products that focus on being both consumer and environmentally friendly.



Choose Your Style

- Take a boat trip and learn about organic farming
- Try out different products from pomelo skins such as mosquito spray or dry pomelo skin
- Try spicy pomelo salad and a pomelo buffet in the garden











- Nakhon Pathom, especially, Nakhon Chai Si, Sampran and Phutthamonthon
- All year
- Health-conscious visitors and organic product lovers
- ★ Nakhon Chai Si's Som-O (Pomelo) is Thong Dee and Kao Nam Puena
- 100 baht/pomelo
- ส้มโอนครชัยศรี สวนธนัตแก่นจันทร์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Growing techniques from local wisdom that has been certified by GAP and trained in AgTech4OTOP project for agricultural start-ups
- specifically mosquito spray, from pomelo skin
- The gardens make their G own bio-fermented water to recondition the soil and use organic fertilizers to balance

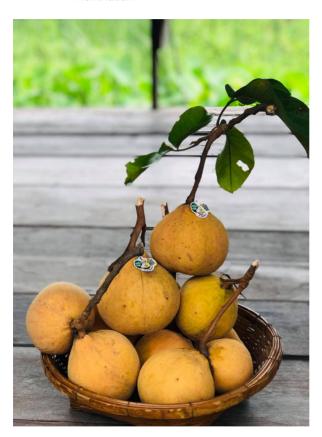
- Tasty organic pomelo that is good for consumers
- Specialized guides who are knowledgeable about the pomelo farm





Kathon Hor Bangkrang (Bang Krang Wrapped Santol)

Nonthaburi



Kathon Hor Bangkrang is a fruit found in Nonthaburi province. The gardeners wrap them in dried banana leaves or paper bags before they are harvested to protect them from pests. The result is fluffy and golden santols, famous for its taste for over 100 years. They were first grown in Bangkrang before expanding throughout Nonthaburi. With its consistent climate, the region is perfect for growing the fruit. Farmers use organic fertilizers to ensure the crops are pesticide-free. Kathon Hor Bangkrang is worth waiting for.

Choose Your Style

- A trip to santols garden and experience the gardeners' lifestyle
- Pick santols directly from the trees
- Try desserts from santols such as kathon loi kaew and kathon smoothie











- Around Nonthaburi, especially in Muang Nonthaburi District, Bang Kruai, Pak Kret, Bang Yai, Bang Bua Tong and Sai Noi
- **Q** 13.8775883096282 100 4611757577214
- Kathon Hor Bangkrang during May and June every year
- Seasonal fruit lovers
- Freshly picked santols are best left overnight for the best taste
- √ 70-100 baht/kg
- Suan Kathon Hor Siripan
- (+66) 8 9812 1022
- 9 AM-5 PM (contact agent)

BCG MODEL

- A combination of local for its production as well as a unique wrapping technique
- Water management system and organic fertilizers to recondition the soil and
- Organically grown without

- Nontoxic sweet-tasty santols
- Guided around by gardeners who can share information about their techniques

















Khrueang Pun Din Pao Koh Kret (Koh Kret pottery)

Nonthaburi



Koh Kret is the biggest pottery producer in the central region as the local high-quality clay is ideal for pottery making. The Mon people settled on the island and brought their heritage of potterymaking with them. This is now one of the main professions for locals, and they produce pottery such as jars, basins and mortars for both home and commercial use. The products are long lasting and high in quality and value. Beautiful and unique, every piece is handmade by experienced craftsmen. The locals have transformed the pottery by using ancient painting techniques to add colors and patterns to their products.



- Pak Kret District, Nonthaburi
- 13 913184404537708 100.48517578223999
- All year
- Furniture or houseware lovers
- ★ Some factories are only open to visitors on the weekends
- Pa Tum Factory
- **(**+66) 2584 5121
- โรงงานเครื่องปั้นดินเผาป้าต่ม
- 9 AM-5 PM (contact agent)

Choose Your Style

- Pottery making demonstration
- Learn to do it yourself
- · A cycling trip in the neighborhood, experience Buddhist culture, Muslim culture and Mon culture



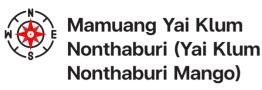
BCG MODEL

- Ancient pottery crafting improved techniques to add more value
- New technology in firing pottery to produce less pollution

HAPPY MODEL

Local guides and demonstration on pottery





Nonthaburi



Yai Klum mango is a fruit from Nonthaburi that has been famous since the Rama IV period. It is one of the varieties that mango lovers cannot miss. There is only one opportunity to get your hands on them each year. Nowadays, the local farmers in Nonthaburi still let the mango trees mature naturally while using old local knowledge in wrapping the trees and traps to prevent pests without using any chemicals. Good soil and water is found here due to its location on the banks of the Chao Phraya River and countless canals. This helps nourish the fruit's excellent taste. Another unique feature is its smooth texture without any harsh fibers, meaning that it can be eaten both when green and sour with Nam Pla Wan dipping paste (sweet & salty fish sauce) or when ripe and sweet with sticky rice.

Choose Your Style

- Take a tour around Nonthaburi's integrated farms
- Try different foods made with the Yai Klum mango such as ancient mango spicy salad and mangos and sticky rice
- Paddling through the canal community











- Nonthaburi
- Harvest in February-May
- Fruit lovers
- ★ Highest productivity in March-April
- 9 AM-5 PM (contact agent)

BCG MODEL

- See the farming techniques
- local wisdom in wrapping the trees and trapping pests without using chemicals

- Yai Klum mango is tasty, big and nontoxic.
- Farmers are available to provide information to interested visitors





Kluay Hom Tong Pathum (Pathum Cavendish Banana)

Pathum Thani



Kluay Hom Tong Pathum (cavendish banana) is a popular variety that has been grown in Pathum Thani for more than 70 years. They are big, long, smooth and thin skinned with a firm texture and sweet aromatic taste, resulting in its excellent reputation and its popularity as an export to the Japanese market. The quality of the bananas is due to the muddy soil that is good for bedding, along with the local knowledge which draws on natural resources such as scraped sludge from patches to feed and enrich the trees. This type of organic farming has long supported quality produce and ensures consumer confidence.

Choose Your Style

- Visit banana plantation. experience organic farming
- · Cycling among nature in Nong Suea community











- Pathum Thani
- 14.099658191701215, 100.95492000127076
- All year
- Fruit lovers
- Highest productivity in March-April
- Start from 35 baht but varied by products
- (+66) 9 2548 8631
- www.กล้วยหอมทองปทม.com
- 9 AM-5 PM (contact agent)

BCG MODEL

- Systematic farming on standardized procedure from upstream-downstream
- Bedding Garden and scraped sludge from patches to feed
- Organic farming is good for

- Delicious, nontoxic and good for your health
- Farmers are available to provide information about the farm to visitors





Phra Nakhon Si Ayutthaya



Ban Mai Lamud has been the most famous fruit from Ayutthaya for more than one hundred years, with the favorites being the makek and kaihan varieties. The local soil is high in nutrients, so the Sapodilla grow easily without the use of chemicals. Aside from its sweetness and its aromatic and fine pulp, Ban Mai Lamud can be eaten with the skin as it does not contain any toxins. The gardeners take care of the over 50-year-old trees naturally by pruning and trimming them so that healthy new branches break out every season.



Choose Your Style

- Camping in the farm
- Cycling around the farm. picking fruits from trees











- Phra Nakhon Si Ayutthaya, especially in the Maharaj District
- 14.545530489702735. 100.50567826268173
- Harvest during November-May
- Seasonal fruits lovers
- Best produce during December-February
- Suan Lamud Roi Pee
- **(**+66) 8 9064 9588. (+66) 6 4995 6256
- สามกร้อยปีบ้านใหม่
- 9 AM-5 PM (contact agent)

BCG MODEL

- Developed added value by designing packages to be ready for logistics and sales
- Using leftover Sapodilla as natural compost
- Naturally and organically

- Distinctive sweet taste, aromatic and fine pulp
- Guided by farmers who can also provide information about the farming techniques





Prachuap Khiri Khan



Thap Sakae is known as the number one source for coconut milk among those who enjoy cooking. Its high-quality meat has a high oil content, giving it a creamy and sweet aftertaste. When travelling through Prachuap Khiri Khan, visitors can see the array of coconut trees. The province has high humidity and gets a lot of rain, which improves the quality of this popular produce. Maprao Thap Sakae is processed into many other organic products such as cold-pressed coconut oil (good for the skin) and coconut ice cream, a refreshing snack popular in the hot weather of Thailand.



Choose Your Style

- · Chilling at the beach, visit the old wooden market in Thap Sakae
- A variety of foods from Maprao Thap Sakae such as organic coconut ice-cream and coconut pudding
- A trip around the coconut plantation community, see integrated farming and pick up fresh produce











- Prachuap Khiri Khan
- All year
- Fruit lovers
- ★ Maprao (coconut) Thap Sakae is most productive in June-October
- 20 baht/coconut
- Suan Kraset Insee Thap Sakae
- **(**+66) 9 2534 5577
- ระบารีย์ทับสะแก
- 9 AM-5 PM (contact agent)

BCG MODEL

- Agricultural system used to improve the quality of produce and processed products for more variety
- Coir is used along with dried leaves to make compost and cover the soil
- Organic farming without

- Maprao Thap Sakae is a nontoxic product that can be processed into various products
- Farmers can provide information as well as guide visitors around





Prachuap Khiri Khan



Pa La-U durian is a Monthong and Chanee durian grown in Pa La-U forest, Huai Sat Yai, Hua Hin, Prachuap Khiri Khan. The distinctive flavor is different from durian grown elsewhere, particularly the balance between creamy, lightly sweet and smell which keeps many people waiting for this durian to come into season. This uniqueness is from the natural factors of the location that has water flowing all year long, in addition to good soil and climate.



The temperature drops quickly at night, which helps with its growth as well as that of other plants. For this reason, the farmers can employ an integrated farming system such as growing bananas for shade and to help absorb water during dry season, keeping the produce high in quality and keeping the standard consistent.

Choose Your Style

- Pa La-U Durian plantation tour and shop for fresh produce from farm
- · Camping, kayaking through the natural area of Pa La-U forest











- Hua Hin, Prachuap Khiri Khan
- Harvest between May to August
 - Seasonal fruit lovers
- Pa La-U Durian Festival in August every year
- 330 baht/kg
- 9 AM-5 PM (contact agent)

BCG MODEL

- Local knowledge such as growing bananas one year before so that they can provide shade and absorb water in the soil for planting durian the following year
- A variety of processed products that can be kept for a long time

- Pa La-U durian has distinctive flavors and high quality
- Farmers and local guides are available to provide information about Pa La-U durian







Phetchaburi is the biggest lime producer in Thailand, particularly in the Tha Yang district. An efficient water source and a high content of organic matter in the soil contribute to the trees' high productivity, the large size of the limes and the amount of juice, thus **limes** from this part of Thailand are in consistently high demand. The local farmers' attention to detail along with the combination of older and modern knowledge all contribute to the ability to keep a constant humidity level in the soil that is healthy for the growth of the trees. Even when out of season, productivity level still remains efficient, in addition to other processed products in the high season.

Choose Your Style

- Recharge your energy among the nature in Pha Nam Yod Waterfall
- Experience the simple and sylvan Tha Lo community
- Try the famous Pad Thai Tha Yang
- Shop for farm produce and products at the central farming market of Tha Yang



- Phetchaburi
- All year
- ♥ Food lovers
- ★ Highest productivity in June-August
- 2-8 baht/lime (depending on seasons and market price)
- 9 AM-5 PM (contact agent)

BCG MODEL

- Using modern techniques in controlling productivity
- G Organic fertilizers and ground cover planting to control humidity naturally

- Juicy, aromatic and thin skin, good for cooking
- Farmers available to provide information







Chompu Petch is the Petch Sai Rung (rainbow) variety of rose apple. The famous fruit from Phetchaburi province originated in 2375BE. It was formerly called Keaw Sawuey or Sai Numpueng, but it is now known as Chompu Petch because of the location where it is grown. The distinctive natural crisp and sweet taste is due to the warm weather throughout the year and the soil that is rich in nutrients, especially along both sides of the Phetchaburi River. When combined with the farmers' attention to detail and expertise, scaffolding ensures the quality even in the very tops of the trees. All chompu are wrapped to prevent pests without having to use any chemicals.

Choose Your Style

- · A boat trip along the Phetchaburi River, a garden tour
- Visit the garden for harvesting and tasting fresh fruits











- Phetchaburi
- All year
- Fruit lovers
- Beautiful sweet produce, especially in January-February
- 300-500 baht/kg
- 9 AM-5 PM (contact agent)

BCG MODEL

- Natural farming technique is used to lower costs and ensure the quality of the
- bio-fermented water to

- Naturally sweet produce grown with a certified process by GAP
- Farmers available to provide information







Many of the visitors to Phetchaburi will pick up **Kanom Mor Kaeng** to bring back with them. Petchaburi is the source of jaggery production, and jaggery is at the heart of almost every Thai dessert. This is the main reason that Kanom Mor Kaeng from Petchaburi is smoother and more aromatic than that from anywhere else. Travelling back in time, Kanom Mor Kaeng has long been a staple of Royal Thai Cuisine due to its reputation and wide popularity, and the locals still maintain the traditional method of production today. Visitors are invited to try both the original style and the modern new flavors.



- Phetchaburi
- All year
- Dessert lovers
- ★ Each community has its own famous style such as Mae Boonlon. Sanguan Pho Pra
- From 35 baht (depending on the size)
- 9 AM-5 PM (contact agent)

Choose Your Style

- Try to eat Kanom Mor Kaeng fresh from oven
- Experience the local culture, see the making of many Phetchaburi desserts



BCG MODEL

Innovating packages to preserve for longer shelf lives

- Develop into various styles and flavors while conserving the original style
- G Conglomerates of producers in the community to exchange and pass on values







The desserts from a province such as Phetchaburi cannot be mentioned without talking about jaggery, a key ingredient and the source of the sweet aromatic fragrance and taste that impresses everyone. Phetchaburi is able to produce high quality sugar due to its dense population of palm trees and ancient techniques for growing without chemicals in the many well-established farms that have been in operation for many years. The process of harvesting the palms and simmering the famous product of the province is ingrained into the farmers' lifestyle, and has gained a well-deserved reputation and is developed into many different processed products.



Choose Your Style

- A garden tour, palm tree tunnel
- Fresh Kanom Tarn (Toddy palm cake) from the oven and a refreshing sugarcane drink
- Shop for jaggery products fresh from the gardens











- Phetchaburi
- All year
- Food lovers
- Less production during the rainy season
- Depending on the seasons and products such as sugarcane, palm sugar or other processed products
- Suan Tarn Loong Tanom
- (+66) 8 7800 7716
- สวนตาลลงถนอม
- 9 AM-5 PM (contact agent)

BCG MODEL

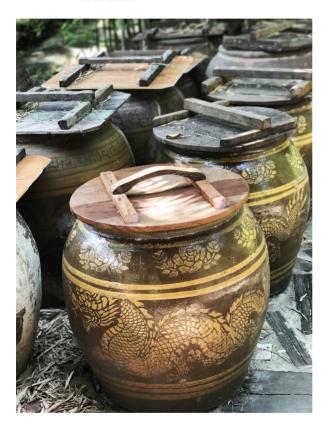
- Local wisdom on farming
- Conserving old farms while

- A variety of processed products from natural jaggery
- Farmers available to guide visitors around and provide information





Ratchaburi



Ong Mung Korn has been a part of the local culture in Ratchaburi for many generations. Even now, it is still part of the local heritage and its many patterns and factories can be found throughout the province. Its origin is in the unique crab-roe like color of the clay, catching the eye of the Chinese craftsmen who used it to create strong, durable and colorful jars. Later, more patterns were developed to attract buyers. The dragon pattern that represents good fortune for the Chinese is one of the most popular patterns and is a signature of Ong Mung Korn found in Ratchaburi.

西岛縣的语

- Ratchaburi
- All year
- Ceramic products, furniture and decoration
- ★ Ong Kao Ratchaburi Museum
- Starting from 150 baht depending on size and type
- TaoHongTaiCeramicsFactory
- 9 AM-5 PM (contact agent)

Choose Your Style

- Learn about the history of Ratchaburi's Ong making at the museum
- Arts and history at Tao Hong Tai Ceramics Factory
- Sin Teen Jok (traditional Jok textile) at Ban Ku Bua



BCG MODEL

- Products from generations that have developed to serve the needs of each market
- G Products from natural materials that are safe for consumers and durable for a long period of time

HAPPY MODEL

Experts available to provide information for visitors





Maprao Nam Hom Ban Phaeo (Ban Phaeo Coconut)

Samut Sakhon



Maprao Nam Hom Ban Phaeo is a short coconut tree that is widely grown in Samut Sakhon province, especially in the Ban Phaeo district. Being a coastal province provides a consistent humidity in the area and the muddy soil high in potassium leads to the unique tasting juice and meat. The refreshing, sweet and Pandan leaf-like aroma cannot be found anywhere else. Consequently, the widespread popularity of this coconut has established an excellent reputation for Ban Phaeo. These days the farms are conserved deliberately to keep the high-quality coconut up to standard while combining older knowledge such as bedding with new technologies to continuously create distinctive produce with a unique taste.



Choose Your Style

- Paddling along Khlong Damnoen Saduak and eniov the local lifestyle
- Taking pictures and tasting delicious food in the coconut farm community











- Samut Sakhon, especially in the Muana District. Krathum Baen, Ban Phaeo
- All year
- Juice lovers
- ★ Highest productivity in June-July
- 25 baht/coconut
- Ban Phaeo Subdistrict Administrative Organization
- **(**+66) 3488 1613-5
- 🚹 อบต.บ้านแพ้ว
- 9 AM-5 PM (contact agent)

BCG MODEL

- technology to measure aromatics while planting and improving the quality of the
- Selected size creates more value for the smaller coconuts by processing into

HAPPY MODEL

High quality and tasty coconut, certified by GAP







The name of the Kom lychee or Hom Lamjiak comes from the bushy character of the trees. This variety has been found in Samut Songkhram for more than 200 years. They are bright red in color, and their sweet, thick and crisp pulp makes them well known and famous among fruit lovers. Experienced farmers using bees as pollinators ensure the quality of the fruit. The soil is full of phosphorus and potassium, meaning that chemical fertilizers are not needed, and this makes the fruit naturally sweet.

Choose Your Style

- Lychee farm tour and shop for freshly picked produce
- Take a boat trip to experience lifestyles along the three-rivers of Samut Sonokhram
- Cycling in the neighborhood or kayaking along mangrove forest











- Samut Songkhram. especially in Muang District, Amphawa and Bang Kon Tee
- Harvest during March-April
- Seasonal fruits lovers
- Beautiful and tasty lychees are available at the end of March
- ◆ 150 baht/box
- Suan lychee song roi pee pan kom
- (+66) 8 1253 3987
- สวนลิ้นจี่ 200 ปี "พันธ์ค่อม" ต้นแรก ในจังหวัดสมุทรสงคราม
- 9 AM-5 PM (contact agent)

BCG MODEL

- Gardeners use local knowledge to develop products and value-added merchandise
- Usage of organic fertilizers that are harmless to nature

- Distinctive taste and nontoxic
- Guided by farmers who provide insightful information to visitors





Khao Jek Chuey Sao Hai (Sao Hai Rice)

Saraburi



Khao Jek Chuey Sao Hai is a variety of rice grown in Saraburi that reflects the farmers' life and the support between the Sao Hai locals and the Chinese traders in days gone by. "Jek Chuey" is said to be the name of an officer who oversaw trading many years ago. The soil characteristics and climate in Saraburi are perfect for growing Sao Hai rice, which is soft but full when cooked. Additionally, its low sugar content is a good fit for those with diabetes. The grain can be made into a variety of products such as pasta or Thai desserts such as Kanom Piakpoon or Kanom Mor Gaeng.



Choose Your Style

- Try dishes from Khao Jek Chuey Sao Hai such as Kanom Jeen, Kanom Tan or Kanom Piakpoon
- Join a farm trip to learn about planting and pounding rice in the Lao Vieng style











- Sao Hai District, Muang, Nong Sang, Wihan Daeng, Nong Khae, Nong Don and Don Pud Saraburi
- All year
- Rice products lovers
- ★ Harvest during December-January
- 70 baht/kg
- **(**+66) 8 1852 2549
- กลุ่มข้าวเจ๊กเชยเสาให้ อำเภอหนองแซง
- 9 AM-5 PM (contact agent)

BCG MODEL

- Products from Sao Hai rice such as pasta or ingredients for desserts such as Kanom Piakpoon or Kanom Chan
- G Organic system used by farmers is certified by GAP

- Khao Jek Chuey Sao Hai is good for those with diabetes, obesity, cancer, alcoholism and beriberi
- G Farmers can provide information and demonstrate planting process for Khao Jek Chuey Sao Hai





Sing Buri



Pla Chon Mae La (striped snake-head fish) is very popular in Sing Buri and everyone who visits the province has to try it. The Mae La river is the source of the high-quality striped snake-head fish. These fish are so big that the body is noticeably bigger than the head and is filled with good fat. These features are derived from the natural nutrients embedded in the muddy soil of the Mae La river. The locals have researched and developed a high-quality farming system which also preserves the distinctively good taste of the fish. Local wisdom and new ideas are used to process the fish into different products for visitors to the province.



Choose Your Style

- Try many processed products from Pla Chon Mae La such as sun-dried fish and Pla Chon chili paste
- · Homestay with the local community along the Mae La river











- Sing Buri
- All year
- Fish lovers
- Sing Buri Fish Eating Festival at every end of the year
- 200 baht/kg
- ปลาช่อนแดดเดียว แม่ลา สิงห์บรี แท้100%
- 9 AM-5 PM (contact agent)

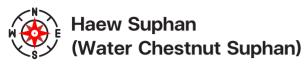
BCG MODEL

- wide selection for consumers
- Pla Chon Mae La is farmed with natural feed along with an efficient water

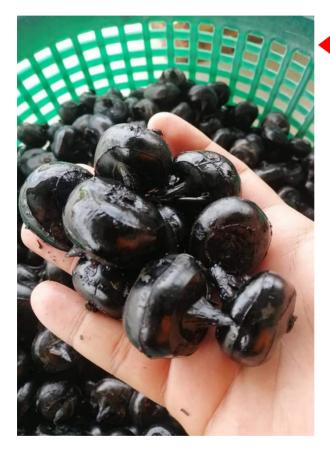
HAPPY MODEL

High in protein and Omega-3 fatty acids that are good for the body





Suphan Buri



Haew Suphan is a Chinese variety of water chestnut that is widely grown in the Muang district and Si Phrachan, Suphan Buri. The local soil holds water well and is high in potassium, especially the deep subsoil, which is where this plant likes to grow. The result is a much bigger and firmer pulp than that which is grown in other types of soil. Its crisp, sweet taste will impress everyone who tastes it. It is popular for its high fiber content and is a key ingredient in everyone's favorite dessert, tub tim grob. Visitors to Suphan Buri will welcome the opportunity to taste this delicacy.

Choose Your Style

- Learn about water chestnut farming and try digging for them by yourself
- Homestay with the locals and try making tub tim grob, a famous dessert made from water chestnuts











- Suphan Buri, especially in the Muana district and Si Phrachan
- All year
- Dessert lovers
- Can be found easily in Wang Yang, Si Phrachan, Suphun Buri
- แห้ว สมหวัง ศรีประจันต์ สุพรรณบุรี - โรงแห้ว เสี่ยแตมป์
- 9 AM-5 PM (contact agent)

BCG MODEL

- Developed packaging and processed products for
- Using organic fertilizers that are good for the environment

- Nontoxic produce, safe for consumers
- Farmers can provide information and activities that consumers can use in making the product.







Mamuang Nam Dok Mai Si Thong Bang-Kla (Bang-Kla Golden Nam Dok Mai Mango)

Chachoengsao



Nam Dok Mai mango is a popular variety of mango that many yearn for, especially during summer, the traditional season for mangoes and sticky rice. Chachoengsao is considered one of the top areas to grow Nam Dok Mai mangoes because the Bang-Kla Golden Nam Dok Mai mango, when ripe, will expose its golden smooth surface and its sweet, fragrant and fine pulp that will impress everyone who tries it. The high quality of the Bang-Kla Golden Nam Dok Mai mangoes stems from the attention to detail from the very beginning of the planting process, which must be done by grafting, along with planting on Bang-Kla friable soil that allows water to permeate through the coarse sand, creating this beautiful, healthy and aromatic mango.











- Bang-Kla District, Chachoengsao
- All vear
- Fruit lovers
- ★ Bang-Kla mango market is located on Chachoengsao-Kabinburi (304) road towards Chachoengsao City.
- Starting from 140 baht/kg but varies by season and market price
- 🖪 เจ๊รัตน์ โรงแพ็ค มะม่วง ขายส่ง มะม่วงน้ำดอกไม้ สีทอง ฉะเชิงเทรา
- 9 AM-5 PM (contact agent)

Choose Your Style

- · Cycling around the Bang-Kla community
- · Mango farm tour and pick your mangoes by yourself



BCG MODEL

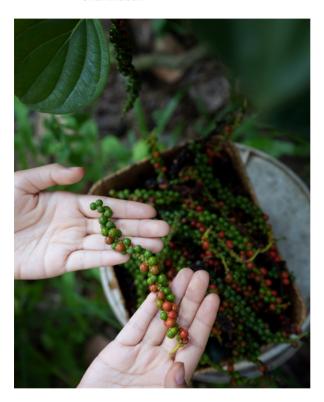
Quality controlled production to ensure best produce to the

- Sweet aromatic taste when ripe as well as processed products
- Farmers available to provide information for interested visitors





Chanthaburi



Prik Thai Chan (black pepper Chanthaburi) is a product of Chanthaburi which grows well in areas with sloping hillsides and friable soil. Organic matter in the soil helps make for long peppercorn hives, large corns, and leads to longer tree lives and better productivity. Knowledge from generations of farmers is used in piling soil around the bases of the trees to help the roots expand and thus gives them a better capability to absorb nutrients. Consequently, Prik Thai Chan produces a lot of heat and spiciness that have become well known as a commercial product since the time when Chanthaburi was still the trading center of Siam. This tradition is maintained today as farmers continue to produce peppers of a high standard.



- Chanthaburi
- All year
- Cooking enthusiasts
- ★ Harvest during December-April
- Price varies by products
- 9 AM-5 PM (contact agent)

Choose Your Style

- Paddling SUP board through the river/canal community of Chanthaboon and shop for local products
- A boat trip to see red hawks and sunset at Moo Ban Rai Pan Din, Klung district



BCG MODEL

- Quality controlled products and developed packaging
- G Organically grown produce and certified by GAP

HAPPY MODEL

No chemicals and good for the body

Eastern Fegion



Chanthaburi



The Chanthaboon mat is a part of Chanthaburi's heritage, handcrafted for more than 100 years. Reed and jute, grown only in salty soil and brackish water, are used for their flexibility, shiny surface, and the fact that they are not prone to mold. The strong and lengthy fibers are good for weaving. The weaving technique for the Chanthaboon mat was inherited from the Annamese people living in the community of Ban Bangsragao before spreading out all over the province. These days, they have become so popular that many more products have been developed, including lifestyle products with a variety of functions that make outstanding impressions on those who are interested in products handcrafted from natural materials.



Choose Your Style

- Follow traces of the Chanthaboon Mat at Ban Bang Sra Gao
- Visit a reed farm, the main material used in making the Chanthaboon Mat, and take some pictures
- Try your hand at weaving a reed mat











- Chanthaburi, especially in Ban Bangsragao
- All year
- Handcraft products
- Bang Sra Gao District is about 20 km. from Muang Chanthaburi
- Price varies by products
- (+66) 8 1782 4075
- เสื่อสริยา บางสระเก้า
- 9 AM-5 PM (contact agent)

BCG MODEL

- Chanthaboon mats have been made from local reeds and jute using local techniques for more than 100 years
- When the reed tree is cut, the head is left to grow back
- Reed dyeing is done naturally

- Products are nontoxic
- The locals are willing to share their wisdom with visitors





Chon Buri



Krok Hin (Granite Mortar), a common item found in all Thai kitchens, is used specifically for pounding chili paste. It was first created by Chinese craftsmen who noticed the strength and durability found in the granite around the Ang Sila area. They started to experiment by carving pieces into mortars for household use before selling them in the local area. Cooks were quickly impressed with the mortars due to their firm and deep design with small handles on both sides, making them easy to move. Nowadays, due to the decrease in granite in the area, additional raw materials have to be transported from other places but the local craftsmen still carefully focus on the quality of each individual mortar so that everyone is as close to the original as possible.

Choose Your Style

- Shop for seafood at Ang Sila fisherman market
- Try local Thai desserts by Ban Puek community











- Ang Sila, Samet, Ban Puek, Muang Chon Buri District, Chon Buri
- All year
- Kitchenware enthusiasts
- ★ Mortar market is about 300 meters from Ang Sila fisherman market
- Price varies by products
- ศ ครกหินอ่างศิลา ชลบรี
- 9 AM-5 PM (contact agent)

BCG MODEL

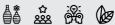
Krok Hin Ang Sila is made using local wisdom by skilled craftsmen. Durable and strong products.

- Other natural attractions nearby for relaxation
- Techniques inherited from ancient knowledge and selecting quality granite















Khrueang Chaksan **Phanat Nikhom** (Phanat Nikhom Wicker)

Chon Buri



Phanat Nikhom district is one of the best known sources for bamboo wicker as in the past it was a location for the abundant "Pai Nuan" bamboo. The weaving techniques in Phanat Nikhom were developed from a combination of the Thai, Lao and Chinese wisdom in the area. Originally products were made for everyday use, then they were passed from one generation to the next until becoming part of the local culture. Craftsmen developed many unique weaving patterns, all of which required exquisite finesse throughout the process from selecting raw materials to hand weaving. Craftsmen then passed these patterns on to successive generations. Apart from the original patterns and style, nowadays products have been developed over time, making them accessible to younger generations as well as foreign markets.



- Phanat Nikhom District. Chon Buri
- All year
- Handicrafts and products from natural materials
- ★ Phanat Niknow district is about 22 km, from Chon Buri city
- Price varies by products
- Komkrit Boriboon
- (+66) 3846 1313
- 9 AM-5 PM (contact agent)

Choose Your Style

- · A trip into the wicker community, shop for products from the locals
- · Learn about weaving wicker at the Ban Klang community



BCG MODEL

- Products are made from from generation to generation and drawing on the local
- Value added to abundant bamboo materials and created

HAPPY MODEL

Wicker Learning Center to conserve local craftsmanship

Eastern Legion



Prachin Buri



The Prachin durian is a variety grown in Kan Yao, Mon Thong, Chanee, and Kradumtong. The unique feature is its thick and fine meat without a lot of fiber, as well as the sweet aromatic taste, which makes it widely popular and high in quality. Aside from important natural factors like nutritious soil and the water that comes from local rivers, another strength is in the farmers' attention to detail. Most of them still grow their produce naturally. In addition, they give great importance to the harvest procedure and keep records of each durian after it blossoms in order to ensure the right time to harvest it in order to ensure the best quality for consumers.



Choose Your Style

- Take a tour to the durian propagation center
- Take a walk around the garden and taste fresh produce from the farm













- All year
- Fruit lovers
- High productivity in April-May

and Nadee, Prachin Buri

- Starts from 200 baht/kg but varies by seasons and market price
- RianthongOrchard
- 9 AM-5 PM (contact agent)

BCG MODEL

- Attention to detail, especially, in the aging record to ensure high quality produce
- Most farmers focus on G organic farming integrated with other fruits

- Prachin Durian has thick and fine meat that won an award from the World Durian Contest
- Farmers are available to provide information on the Prachin durian and integrated





Maprang Wan Nakhon Navok (Nakhon Navok Marian Plum)

Nakhon Nayok



Maprang Wan is considered a twin to Mayongchit and is famous in Nakhon Nayok. However, there are distinctions in the golden yellow, fine pulp and small seed of Maprang, which is sweet but not harsh. Aside from natural factors like soil and water, the hot and cold climate also helps boost productivity because the plants will bear fruit well at a lower temperature. The farmers practice techniques learned from local knowledge such as setting up lights to replicate sunlight in a shady area, which helps to encourage higher productivity.



Choose Your Style

- Farm tour to taste Maprang fresh from the tree
- Pick them by yourself











- Muang District, Ban Na. Pak Pli and Ongkharak, Nakhon Navok
- Harvest between February-March
- Fruit lovers
- ★ Mayongchid is different from Maprang in its stronger orange color and bigger in size
- 200 baht/kg but varies by season and market price
- 9 AM-5 PM (contact agent)

BCG MODEL

Natural soil and climate helps create produce with unique

- Sweet delicious taste from
- Farmers available to provide information

















Mayongchid Nakhon Navok (Sweet Yellow Marian Plum)

Nakhon Nayok



Mayongchid is a famous fruit from Nakhon Nayok. Because it is in season only once a year, the fruit is in high demand. Nakhon Nayok's Mayongchid became popular after consumers experienced the sweet and sour taste and firm pulp, both of which are very refreshing at the beginning of summer. Mayongchid is grown on sandy clay soil alternating with layers of gravel mostly found in Nakhon Nayok. The space in between gravel and soil creates good drainage and airflow. Mayongchid blossoms in winter, hence, grows well in the cold and hot weather of Nakhon Nayok. Visitors cannot help but want to try this yellow oval shaped Mayongchid.

- Muang District, Ban Na, Pak Pli and Ongkharak, Nakhon Navok
- Harvest between February-March
- Seasonal fruits lovers
- Mayonachid is different from Maprang in its stronger orange color and bigger in size
- 200 baht/kg but varies by season and market price
- 9 AM-5 PM (contact agent)

Choose Your Style

- Take a farm tour to taste fresh Mayongchid from the farm
- · Pick the fruit by yourself
- Try processed products such as Mayongchid in light syrup or Mayongchid smoothie



BCG MODEL

- The best saplings are selected for highest quality
- A variety of processed products for more markets

- Sweet, big and firm pulp
- Farmers available to provide information





Mamuang Nam Dok Mai Sakaeo (Nam Dok Mai Sakaeo Mango)

Sa Kaeo



Sa Kaeo's Nam Dok Mai mangoes have gained wide popularity since it was selected to be the fruit for athletes in Beijing's Asian Games in 2533BE. Nam Dok Mai mangoes have been developed from attentive farmers practicing organic farming to ensure its high quality, even outside of its primary season. Lightly muddy friable soil with a mixture of gravel helps water to flow well and maintains the best condition for the roots to absorb water and nutrients. especially nitrogen, which helps to create the impressively sweet pulp. This type of mango has a small seed and a large amount of pulp, resulting in a large, beautiful oval shape that is in high demand in both local and foreign markets.

Choose Your Style

- Eniov nature and adventure activities at Petchpotong Cave in the Khlong Had district
- Take a tour around Mitr Samphan community, experience a variety of local foods











- Muang, Wattana Nakhon, Aranyaprathet, Kao Chakun, Wang Nam Yen and Wang Somboon Districts, Sa Kaeo
- Harvest during September-April
- Fruit lovers
- Harvest during September-April
- Starts from 50 baht/kg but varies by season and market price
- 9 AM-5 PM (contact agent)

BCG MODEL

- efficiency and quality to add value to the price
- Organic farming certified by

HAPPY MODEL

Sa Kaeo Nam Dok Mai mango is naturally sweet and safe from chemicalsc





Samut Prakan



Pla Salid (Snakeskin Gourami) is a popular and high-quality souvenir in Samut Prakan. Whenever you hear about Pla Salid, it has to begin with Bang Bo. The Pla Salid farming profession in Samut Prakan started along with rice farming. With high ridges around the paddy field, Pla Salid is farmed in the bedding between the paddies. It is now part of the tradition of the local farming community. The uniqueness of Bang Bo Pla Salid is in its firm texture and sweet flavor without a fishy taste, which is a result of its eating natural food like plankton and moina. Processed products from Bang Bo Pla Salid are widely popular, including sun-dried Pla Salid and Pla Salid Hom with a salty taste that is good for frying.

Choose Your Style

- Pay homage for good fortune at Wat Bang Pli Yai Nai
- · Try different foods from Pla Salid such as deep-fried Pla Salid, and coconut-milk soup with Pla Salid and lotus stem











- Samut Prakan
- 🛗 All year
- Fish menu enthusiasts
- The original Bang Bo Pla Salid will have darker skin that that produced anywhere else
- market price
- 9 AM-5 PM (contact agent)

BCG MODEL

- Farm in farmers' pit and
- Ancient organic farming

HAPPY MODEL

A variety of processed products, ready to eat





Trat



The Trat golden pineapple is the queen of pineapples. Those grown in Trat are large and long with thin skin and big eyes unique to the area which, when ripe, turn gold. Originally, pineapples used to be grown as supplements on rubber farms, but the humid climate with high precipitation and friable soil results in the high-quality Trat golden pineapple. It is so good that even the core can be eaten. It is widely popular, especially for its sweet and fragrant pulp which is not too moist or too sharp for consumers. Once you try it, you will always want to have more!

Choose Your Style

- Experience the charm and culture along the canal community at Ban Nam Cheao, Laem Ngob
- Take a walk through the farm and taste fresh pineapples
- Try interesting foods such as pineapple and mussel curry and pineapple and shrimp Gaeng Som (sour curry)











- Muang District, Kao Saming, Bo Rai, Laem Ngob and Khlong Yai, Trat
- Harvest during May-June
- Fruit lovers
- ★ Products outside the season in December-January
- Price varies by products
- Trat's Agricultural Union for processing and exporting
- **(**+66) 8 0098 0523
- www.สหกรณ์การแปรรูปตราด.com
- DurianMuangTrat
- 9 AM-5 PM (contact agent)

BCG MODEL

B Selected Trat golden pineapple shoots to control product quality

- So sweet that even the core can be eaten, production certified by GAP
- G Encouraged to use as the primary welcoming fruit for visitors to represent its story



Be captivated by the charming communities along the Andaman Sea and the Gulf of Thailand, which add character to the Geographical Indication or GI products, conveying the unique identity of the South. Here, many special areas combine the character of the sea and mountains with history tied to the highly prosperous overseas trading of the past.





Chumphon



Khao Thalu coffee is one of the best Robusta coffees in Thailand. Its unique intensity enjoys wide popularity among coffee enthusiasts, both locally and internationally. It has become the main revenue source of the Khao Thalu community, Sawee district, where there used to be only coffee plantations. Gradually, local farmers gathered to process coffee using the ancient roasting method. Nowadays, they have developed a variety of products to serve different consumer tastes. New product lines such as coffee blossom tea or coffee scrub are readily available. Coffee from Khao Thalu, Thailand's Brazil, is a must for visitors.



- Chumphon, especially in Sawee District
- All year
- Coffee enthusiasts
- ★ Khao Thalu Sub-district is 70 km. from the Muang District of Chumphon
- Price varies by products
- 9 AM-5 PM (contact agent)

Choose Your Style

- Camping among the sea mist at the top of Doi Tapang, Khao Thalu
- Taste the intense Khao Thalu coffee right from its origin
- Coffee and fruit plantation tour in Chumphon



BCG MODEL

A variety of coffee bean products to serve different markets

- Khao Thalu coffee has its unique intense and aromatic
- G Farmers available to provide information and guide through the roasting process





Chumphon



Chumphon is a province famous for its fruits because of its soil that is rich in essential nutrients such as potassium and phosphorus. The humid weather together with the rain is good for banana plantations, especially the soft and tasty **Leb Mue Nang banana**. These bananas are also used for processed products using local preservation techniques. These traditional ways of processing prolong the shelf life of the products while preserving their natural sweetness. These days the locals have developed new products such as chocolate coated Leb Mue Nang banana, a very enjoyable snack that also has many health benefits.



Choose Your Style

- Pay homage to Por Ta Hin Chang Shrine
- Experience the beauty of Kapao Waterfall













- Chumphon
- All year
- Fruit lovers
- ★ A variety of Leb Mue Nang banana products in Por Ta Hin Chang Shrine area, in Tha Sae
- 35-40 baht/pack
- 9 AM-5 PM (contact agent)

BCG MODEL

- Leb Mue Nang cultivar has the quality
- into a variety of products for different markets

HAPPY MODEL

Processed Leb Mue Nang bananas still possess their natural sweetness with the same benefits





Som-O Tubtim Siam Pakpanang (Pakpanang **Tubtim Siam Pomelo)**

Nakhon Si Thammarat



The first **Tubtim Siam pomelo**, called Som Chompu, was a bit bitter. The pomelo became more tasty after growing it in Nakhon Si Thammarat, which has clay soil, brackish water and a climate that isn't too hot or too cold. The pomelo was developed further until it became Tubtim Siam Pomelo, which has a unique, sweet. aromatic taste. The pulp is pink as Tubtim (pomegranate) and the skin is soft and fluffy like velvet. From the outside, it is easy to recognize because of its big and unique shape. Tubtim Siam Pomelo is widely popular in Nakhon Si Thammarat. You will have to taste it when you visit.



Choose Your Style

- Farm tour, hand pick you fresh produce from the farm
- Experience the canal lifestyle, learn the agriculture and fishing culture of the Sang Wiman community
- A boat trip through mangroves during sunset











- Nakhon Si Thammarat. especially in Pak Panang District
- All vear
- Seasonal fruits lovers
- ★ High productivity during March-April and October-November
- 230-600 baht/pomelo
- 9 AM-5 PM (contact agent)

BCG MODEL

- Developed cultivar for better tasting pomelo along with the maturing process after harvest for better quality
- Pomelo skin can be processed into products such as pomelo

- Tubtim Siam pomelo is sweet aromatic and from a standardized production
- Farmers available to provide information

GI PRODUCTS Southern Legion





The Tanyongmat Longkong is the most popular fruit in Narathiwat and the biggest producer is in the Ra-ngae district. Originally it was first grown in the Sipo sub-district before spreading out to the Tanyongmat sub-district. As Longkong is a forest fruit, it grows well in the forest and mountain environment of Naratiwat. When combined with the humid weather, it produces a distinct taste that is unmatched. There is no sticky latex when peeled and it is sweet and fragrant. The produce blossoms beautifully into a golden color, inviting everyone to munch on it. It is a product of the farmers' attention to detail, especially during harvest, where each bunch will be carefully cut and trimmed to continuously yield the best quality produce.



Choose Your Style

- Visit Ban Sipo community, the main seedling area
- Try fresh Longkong from the farms
- Enjoy the relaxing scenery at Sipo waterfall national park











- Narathiwat, especially the Ra-ngae District
- Harvest during
 August-September
- Seasonal fruits lovers
- ★ Ra-ngae District, the main farming area, is 30 km. from the Muang District
- 90-100 baht/kg
- ส ลองกองซีโป นราธิวาส
- 9 AM-5 PM (contact agent)

BCG MODEL

В

Organized farming and trimming result in high quality products

- High quality produce, sweet, fragrant and deliciously fresh
- Farmers are available to provide information





Pla Kulao Khem Tak Bai (Salted Fish Kulao Tak Bai)

Narathiwat



The king of salted fish, Tak Bai salted Threadfin fish has been produced for generations in Narathiwat. With a taste and aroma unique to Tak Bai, it is a product made from the highly popular fresh Threadfin fish in the coastal area of Tak Bai. As it is caught in enormous numbers, locals have experimented with preserving the fish by salt curing, sunlight and dehydration, resulting in a fluffy, smooth and mellow salted fish and a famous souvenir from Narathiwat.











- Narathiwat, especially in Tak Bai District
- All year
- Fish eating aficionados
- High productivity in September-October
- Starts from 200-300 baht (varies by seasons and market price)
- **(**+66) 8 9122 9377
- Kulaothona
- 9 AM-5 PM (contact agent)

Choose Your Style

- · Visit Wat Chon Thara Singh community in Tak Bai to see ancient architecture
- Visit Saphan Khoi Roi Pee and enjoy the relaxing scenery on the Tak Bai riverside.



BCG MODEL

- Authentic technique with unique taste
- fresh natural sources

HAPPY MODEL

High quality ingredients with health benefits from fish





Khao Rai Dawk Kha Phangnga (Rai Dawk Kha Phangnga Rice)

Phang Nga



Rai Dawk Kha rice is a local variety which was grown for household consumption in the old days where transportation was not as easy as it is today. With its flatland and hilly geography, Rai Dawk Kha rice grows better than any other variety, so it has long been grown by the locals. Neighbors work in teams and use the traditional bamboo tubes to drop the seeds into their holes. Brown rice is preferred because of its abundant nutrients such as Omega-9 fatty acid that help relieve cholesterol and improve the circulatory system. Once steamed, it will produce a pandan leaf-like fragrance while the grains can be milled into flour for desserts.



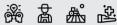
Choose Your Style

- Try delicious foods made from Rai Dawk Kha rice such as crispy rice spicy salad and Kanom Krik Rai Dawk Kha rice (Thai coconut pancakes)
- Experience a simple lifestyle on a cultural road in old town Takua Pa











- Phang Nga, especially in the Takua Thung, Tai Muang and Muang Districts
- Harvest during November-December
- Rice products lovers
- Planting season, July-August, has low productivity
- 80-120 baht/kg
- ข้าวไร่พันธ์ดอกข่า ข้าวดีของ จังหวัดพังงา
- 9 AM-5 PM (contact agent)

BCG MODEL

Authentic way of farming and cultivar for the geography

- Unique fragrance and high nutritional benefits
- Encouraging activities to promote Rai Dawk Kha rice





Khao Sungyod Maung Phattalung (Sungvod Maung Phattalung Rice)

Phattalung



Sung Yod Rice is a popular product from Phattalung that is both delicious and has excellent nutritional benefits. Sung Yod Rice has a long history dating back more than 100 years. This can be recognized by the Kwan-Khao (rice ceremony) tradition that has been a part of local life since ancient times. The abundant environment contributes to high productivity, yielding beautiful organically grown grains which, when steamed, will be soft, fluffy and ready to enjoy. In addition, the locals have also developed other products such as instant coffee, rice bran oil and crispy rice cake for a variety of selections.

Choose Your Style

- Visit Suna Yod Organic Rice paddy field, take some pictures
- Try delicious food items containing Sung Yod Rice such as Sung Yod Rice coffee and spicy rice salad
- Shop for local products from the community at Tai Nod market











- Phattalung
- All year
- Health-conscious consumers
- ★ Harvest during December - February
- 120 baht/kg
- 9 AM-5 PM (contact agent)

BCG MODEL

- Many variations of processed products for different markets
- Organic farming, safe from

- High nutritional benefits and fiber, good for digestive
- Agricultural tourist destination where visitors can learn about the product.





Pladuk Rha Thale Noi Phattalung (Thale Noi **Phattalung Fermented** Catfish)

Phattalung



Fermented Catfish is a local food from Phattalung which uses salt and sugar to preserve the area's highly popular catfish, resulting in a tasty fermented catfish that keeps its shape well. In ancient times, this was one of the local dishes that was served when welcoming guests or during festive periods. It became popular and word spread widely. Nowadays, different communities have developed versions of their own by adding herbs for more taste and aroma to create a variety of tastes and health benefits

Choose Your Style

- · Try Thale Noi fermented catfish with local dishes such as yellow curry
- A long-tailed boat trip at Thale Noi Waterfowl Park











- Phattalung, especially in Chumpol Sub-district
- All vear
- Fish lovers
- ★ Chumpol Sub-district is 20 km. from the Muang district, Phattalung
- Herbal Fermented Catfish Producers Co-Operative
- **(**+66) 6 4041 7772
- ปลาดกร้าสมนไพรสตรเงาะป่าซาไก
- 9 AM-5 PM (contact agent)

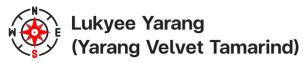
BCG MODEL

- Processed products with to each community and developed into packages that can be delivered easily
- The catfish used are one of the natural resources of the

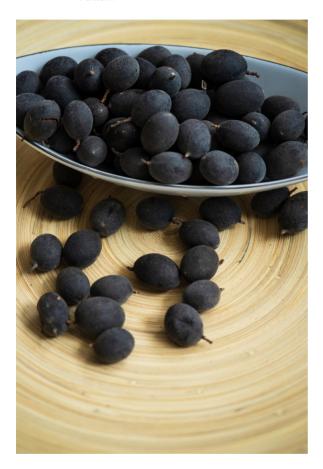
HAPPY MODEL

High in protein from the fish and other benefits from herbs





Pattani



Lukyee Yarang is a popular fruit in Pattani that is primarily grown in the Yarang district. It is a local variety that grows naturally without the need for chemicals. With attentive husbandry, harvesting and propagation, the oldest Luk Yee tree in the area has been around for more than a hundred years and is still standing tall. The fresh Lukyee has a strong tangy taste but it is commonly preserved to make it sweeter and easier to consume. It is widely popular as a souvenir from Pattani that everyone can enjoy.



- Pattani or the Dong Ton Yee community
- All year
- Processed product
- ★ High productivity in August-September
- 100 baht/pack
- **(**+66) 8 9876 3380
- 🚹 ชุมชนดงต้นหยี
- 9 AM-5 PM (contact agent)

Choose Your Style

- Get on a sidecar trailer or bicycle to go around Dong Ton Yee community
- Try the famous local products such as Luk Yee confiture, Luk Yee juice



BCG MODEL

- B Developed into a variation o processed products
- G Luk Yee is a product of organic, naturally grown trees

- Processed fruit products that can be snacked on anytime
- G The ancient tree is conserved to tell stories and experiences





Phuket



A local gem that is widely regarded both locally and internationally, Phuket pearls glitter, shine and are eye-catching, high in value and long lasting, meaning they are excellent collectibles. Phuket always comes to mind when thinking about the pearls of the Andaman because of their excellent quality. Pearl oysters have been farmed in Phuket for generations. Research and development have been done in order to raise the quality of farming and production to the next level. Phuket pearls are turned into elegant jewelry that can withstand the test of time.











- Pearl shops in Phuket
- All year
- Jewelry aficionado
- Pearl ovster farm is 3 min. from Laem Hin port
- Varies by sizes, types and designs
- 9 AM-5 PM (contact agent)

Choose Your Style

- · A long-tailed boat trip, Pearl oyster farm tour
- · Learn about pearls and how to spot a fake
- Experience the designing process



BCG MODEL

- Cell surgery and treating the young oysters to yield high quality and clean pearl
- After having the pearls taken out, some species can be recovered and farmed
- Pearl oyster farms are in the natural sea area

HAPPY MODEL

Pearl ovster farm and production tour where visitors can learn about the process





Phuket



Phuket's charm lies both in its lifestyle and its food culture. One popular local food is Phuket pineapple, not only for its delicious sweet and sour taste, but because the crisp, delicious core can also be eaten. For the local Hokkien people, it is considered an auspicious fruit and can always be seen during their festive seasons. For visitors, the refreshing pulp is always on everyone's mind. Due to Phuket's precipitation and soil conditions, the pineapple grown here will produce a beautiful yellowish skin and an invitingly refreshing fragrance.











- Phuket
- All year
- Fruit lovers
- Highest productivity in April-July
- 20-25 baht/pineapple (varies by seasons and market price)
- 9 AM-5 PM (contact agent)

Choose Your Style

- Try local foods such as Pineapple Gaeng Liang (spicy vegetable soup), Kanom Jeen (rice noodles), Pineapple in light syrup
- Ban Bang Rong Homestay, agricultural lifestyle and animal farming



BCG MODEL

- Managed agricultural system so that products can be grown all year
- Developed into many variations

HAPPY MODEL

Delicious and excellent health benefits





Mung Kud Naiwong Ranong (Naiwong Ranong Mangosteen)

Ranong



Nai Wong Ranong is a locally grown fruit in the La-oon district of Ranong. Ban Nai Wong is a community surrounded by limestone mountains, so the soil contains many nutrients. There is also an abundant water source from the high precipitation, forests, canals and creeks. Consequently, mangosteens grow well here and yield its produce in a different season from other locations. When ripe, the skin will become shiny and black in contrast to the green lobe. The white cotton-like pulp is sweet and slightly sour, making for high demand in the market as they are called the queen of fruits. The natural factors in this location all come together for excellent growing conditions so there is no need for chemicals. You can be sure that it is delicious, safe and good for your health.

Choose Your Style

- Cycling around the gardens
- Pick your own mangosteen directly from trees
- Homestay, local lifestyle and culture in Ban Nai Wong community













- ★ La-oon District, Ranong
- Harvest during August-October
- Fruit lovers
- ★ La-oon Distinct is 40 km, from the Muana District
- ♠ 60-100 baht (varies by) seasons and market price)
- 9 AM-5 PM (contact agent)

- High quality, cotton-like
- Standardized accommodation around the farming area surrounded by abundant nature
- The locals can provide agricultural information as well as art and culture in the community





Satun



Champada is a variety of jackfruit that is widely popular in Satun. This variety will yield fruit once a year and can only be found in the south. Though sharing many similarities with jackfruit, Champada has a more distinctive taste and aroma, in addition to a thinner skin that can be peeled more easily. It is commonly eaten fresh when ripe, however it is also popular deep-fried and can be eaten to the seed for the sweet creamy taste. The province of Satun has also encouraged the authentic way of farming, which is evident from the fruit covers made from coconut leaves to prevent pests and also make for colorful fruit without the need for chemicals.

Choose Your Style

- · Visit Champada farms and try fresh fruits from the farms
- · Try different foods such as deep-fried Champada and Champada cake
- · Try fruit covers woven using coconut leaves to prevent pests











- Satun, especially in the Kuan Don District
- Harvest during July-September
- Fruit lovers
- ★ The greatest number of farms are in the Kuan Don Sub-district
- 150-350 baht (varies by sizes, seasons and market price)
- 9 AM-5 PM (contact agent)

BCG MODEL

- Pruning and grafting technique are used to keep the trees in top shape, lower the risks for disease
- Natural compost and manure are used without any

HAPPY MODEL

Champada is sweet and can be eaten fresh or processed





Songkhla



The Neck orange is a Mandarin orange that was widely grown in Chana District 100 years ago and gradually faded away due to decreased productivity. However, because of its unique shape, fragrance, and sweet and sour taste, the locals have started to promote Neck orange farming again to raise revenue in the community. The abundant nutrients and organic matter in the soil along with the climate that contains calcium from the sea are all the factors that contribute to the Neck orange's distinctive fragrance.



Choose Your Style

- · Camping among the nature in Din Daena mountain
- Morning sea mist at Kuan Tong pagoda, Jana district











- Chana District, Songkhla
- Harvest during December-January
 - Seasonal fruits lovers
- Out of season products harvest in April-May
- 200-300 baht (varies by sizes, seasons and market price)
- Chana Neck Orange Lovers Co-Operative
- (+66) 8 4313 4396
- ส้มจกจะนะ
- 9 AM-5 PM (contact agent)

BCG MODEL

Natural organic farming

- Local fruit with unique taste to the location, safe from chemicals
- Conserve and exchange knowledge to develop and sustain cultivar





Surat Thani



Surat Thani, nicknamed "Muang Hoy Yai" or "Big oyster town", has a specialized farm in Ao Ban Don where fresh water meets salt water. The right amount of salt, along with hydrophytes, produce the perfect natural feed for oysters. As a result, the oysters are ivory white, plump, fresh and clean. Hoy Nang Rom Song Kreung has become a popular food item at the top of many people's list. They are especially delicious when eaten directly from the boats of the Surat Thani fisherman who are masters of the whole process from farming to shelling. This sweet creamy oyster is a top product of Surat Thani that everyone yearns for.



Choose Your Style

- · Oyster farm tour, experience fisherman's lifestyle
- Taste fresh oyster from the sea
- Relax in Kanam or the fisherman's bay accommodation











- Surat Thani, especially at the coast along Ao Ban Don and Tha Chana District
- All year
- Seafood lovers
- ★ Ovster farms are best visit in the morning or during the ebb tide
- Surat Thani's Coastal Farm Co-operative
- (+66) 7724 4141
- 9 AM-5 PM (contact agent)

BCG MODEL

- Natural oyster farming,
- Fisherman takes natural young oysters to farm and age in order to maintain the

HAPPY MODEL

Fresh oysters can be eating raw or cooked





Ngaoe Rongrien Na San (Rongrien Nasan Rambutan)



School Rambutan or Ngaoe Rongrien, is a cultivar that first grew well at Na San School in Surat Thani. It has a sweet, crisp texture that everyone has come to love, so other farms started to grow it, as well. The location was mainly at the foot of the hill with soil full of gypsum and magnesium, which led to a high level of production and quality. Another factor is that Surat Thani has a very long rainy season, which is good for the rambutans which enjoy a warm humid climate. The farmers pay careful attention to trimming and pruning as well as harvesting only with scissors to avoid damaging the produce. The School Rambutan is bright red and when peeled, reveals a white shiny pulp on the inside.



Choose Your Style

- Garden tour, try fresh rambutan from the trees
- Take a photo to check in and eniov the natural beauty at Nern Sai Muang Gae
- Experience the nature at Chawang canal, Na San district











- Surat Thani, especially in the Ban Na San, Ban Na Doem and Wiana Sa Districts
- Harvest during July-August
- Seasonal fruits lovers
- High productivity in August
- (+66) 8 7270 4304
- 9 AM-5 PM (contact agent)

BCG MODEL

- Productivity control and soil maintenance for quality
- Produce disqualified due to size will be processed into other products

- Naturally sweet, good for both fresh and processed
- The location has beautiful scenery and standardized accommodation





Trang



More than just a popular dish, Trang roasted pork reflects the authentic lifestyle in Trang. The city used to be a trading port, hence, many Chinese migrated and brought with them their culture, which included pig farming, cooking and eating roasted pork. Now, roasted pork and tea remain a very common breakfast in Trang, and it is also a part of many festive traditions. Aside from the locals, Trang roasted pork is also a favorite of many people due to its fragrance and its sweetness from honey. The roasting technique which has been passed on from generation to generation results in a crisp surface while the meat inside is tender. Now, Trang roasted pork is still on many people's wishlist, regardless of where they are.













- Trang
- All vear
- Local food lovers
- A very common dish for breakfast
- 380-690 baht/kg
- 9 AM-5 PM (contact agent)

Choose Your Style

- Try the popular breakfast dishes such as Trang roasted pork, Chinese doughnuts and tea
- Community tour, experience various culture in the Trang's community



BCG MODEL

popular product and increase

- Pre-made food that can be eaten instantly
- Related to the local lifestyle to pass on cultural values





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