Annual Report
on SDG2 Zero Hunger

2.5 National Hunger

2.5.4 Does your university as a body prioritize purchase of products from local, sustainable sources?

Thaksin University prioritizes the procurement of products from local and sustainable sources in alignment with SDG 2.5.4. The university actively supports local communities by sourcing agricultural products directly from farmers for research and development purposes. For example, large Bai Liang vegetables are purchased from the Sindh Phra Thong community to be used in poverty alleviation and agricultural research projects. In addition, eggs from the “Happy Hens” research project in the Chai Buri area have been purchased for sale at the Thong Lang Shop to promote consumption within the university and nearby communities.
In 2025, Thaksin University also purchased eggs from Chaiburi Farm to prepare meals for flood victims and students within the university. In addition, the eggs were distributed to flood-affected communities across Phatthalung Province to support local relief efforts and enhance foo d security during the disaster.

Community-Based Food Production and Flood Relief Support

Public Evidence: https://www.tsu.ac.th/home/details.php?id=5642

The Happy Chicken Farm, a community-based demonstration farm located in Chai Buri Subdistrict, Mueang Phatthalung District, Phatthalung Province, raises more than 400 laying hens and produces an average of nearly 400 eggs per day. During the flooding in late November, Thaksin University implemented its practice of utilizing locally produced food, particularly agricultural products generated through community-based research and innovation projects supported by the university, to provide food assistance to affected populations.



As part of this initiative, approximately 3,000 eggs produced under the Chai Buri Model were distributed to Thaksin University's central kitchens, where they were used to prepare safe and nutritious meals for flood-affected communities, students, university personnel, and individuals staying at temporary evacuation shelters at both the Songkhla and Phatthalung campuses. This initiative demonstrates the university's commitment to strengthening local food systems, promoting sustainable community-based food production, and ensuring access to safe and nutritious food during emergencies and natural disasters.



Thaksin University, through its research team implementing the project entitled "Establishing a Social Safety Net to Enhance the Economy of a Model Mutual-Support Community Based on the Mountain–Rice Field–Coastal Ecological Landscape of Phatthalung Province," developed and implemented the **"Chai Buri Model: Happy Chicken Farm" in Chai Buri Subdistrict, Mueang Phatthalung District, Phatthalung Province.** The initiative serves as a community-based operational model under the broader "Phatthalung Model: Research and Social Innovation for Comprehensive and Targeted Poverty Alleviation" program, supported by the Program Management Unit on Area-Based Development (PMU-A). The project has been implemented in collaboration with the Chai Buri Subdistrict Community Welfare Fund, local partner organizations, and relevant government agencies, including the Provincial Social Development and Human Security Office, the Provincial Community Development Office, the Community Organizations Development Institute (Public Organization), the Subdistrict Administrative Organization, and the Phatthalung Provincial Community Welfare Network. The project's primary objectives are to establish sustainable sources of safe food within the community and create employment and income-generating opportunities for vulnerable populations. Over the two years of project implementation, the research team has established a comprehensive community learning process covering poultry farm management, animal health and welfare, safe egg collection and handling, and the development of a community-based food-sharing system to support vulnerable groups.





The outcomes extend beyond generating income and creating new livelihood opportunities. The initiative has also contributed to establishing a strong foundation for local food security, enhancing community self-reliance, and strengthening resilience against crises and natural disasters. Through the Chai Buri Model, Thaksin University demonstrates how university-led research, social innovation, and partnerships with local communities can translate into practical solutions that strengthen food security, support vulnerable populations, and enhance community resilience. The initiative directly contributes to Sustainable Development Goal 2 (SDG 2): Zero Hunger, particularly by promoting access to safe and nutritious food, supporting sustainable local food production, and strengthening community food systems to respond effectively to emergencies.

“Large-Leaf Melinjo”: A Community-Based Model for Poverty Alleviation and Sustainable Income Generation in Phatthalung Province

Public Evidence: https://www.tsu.ac.th/home/details.php?id=5642

Large-Leaf Melinjo (Gnetum gnemon), locally known as *Phak Liang Bai Yai*, is often referred to as the “Queen of Local Vegetables.” Native to the tropical rainforests of Southeast Asia, this nutritious indigenous vegetable has been integrated into a community-based economic development initiative in Srinagarindra District, Phatthalung Province.



The initiative promotes collective, large-scale cultivation of large-leaf melinjo among local farmers who own agricultural land, while creating employment opportunities for landless households and vulnerable groups. By introducing ready-to-use technologies developed by Thaksin University into agricultural production processes, the project aims to increase household incomes, generate local employment, and facilitate the sustainable transfer of research-based knowledge and technologies to local communities.

On **March 19, 2025**, the Sin Phrae Thong Network Learning Center in Lam Sin Subdistrict, Srinagarindra District, Phatthalung Province, organized an event entitled **“Large-Leaf Melinjo Open House: 231 Households”** under the project **“Large-Leaf Melinjo Model for Poverty Alleviation in Srinagarindra.”**



Beyond supporting the cultivation, production, and expansion of large-leaf melinjo farming, **Thaksin University also directly purchases locally produced melinjo products from community producers** and distributes them through its university innovation business initiative at **Thong Lang Shop**.

These products include crispy melinjo leaf snacks, melinjo-based rice noodles (*Khanom Jeen*), and other nutritious value-added food products. This initiative not only creates additional income opportunities for local farmers and community enterprises but also promotes the consumption of locally sourced, nutritious food within the university.

Through this approach, Thaksin University strengthens **sustainable local food supply chains, supports community livelihoods, promotes local procurement, and enhances food security**. The initiative also demonstrates the university's commitment to translating research and innovation into practical solutions that contribute to poverty alleviation, inclusive economic growth, and sustainable community development.


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