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## **The Application of Local Knowledge about Thai Blueberry (Mao) Wine to Develop Community Economy in the Northeast of Thailand**

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This research was aimed to study the history of Thai Blueberry (Mao) wine in the northeast of Thailand, and studied the current issues and problems of the application of the local wisdom to produce the Thai Blueberry (Mao) wine in the northeast, and the application of the local wisdom to produce the Thai Blueberry (Mao) wine for stimulation the community economic in northeastern. The research was collected information, documents and fields by defining areas of Kalasin, Sakhon Nakhon, and Nakhon Phanom provinces. There were 125 peoples as the sample groups who gave the information. Data Triangulation were applied as a techniques for data investigation and a descriptive analysis that were used for analysis. Results showed that the Thai Blueberry (Mao) wine is the popular product that are processed from the local fruit found in the Phu Phan mountain range and the northeast part of Thailand. Isan people have known how to process Mao into other products for few years ago by Ban Sang Koh (Sang Koh Village). This village is the first community who has created Mao into other products by applying the ripen Mao fruit as the main ingredient. The knowledge from their higher education and learning by doing are included as the important tools for creating Thai Blueberry (Mao) wine. Subsequently, they contribute the basic knowledge to other villages both in the Phu Phan mountains and the neighboring communities. Moreover, many groups have started to process Mao into other products at the same time. At the beginning, their making are illegal because without official permission, and after the cooperative for processing the Mao is officially established in their communities. The cooperative can process the Mao from many provinces such as Sakhon Nakhon, Kalasin, Nakhon Panhom, and Mukdahan. After that, each community have delivered their Moa seedlings to other areas such as Nhong Bua Lam Phu and turned their agricultural products to cooperative in Sakhon Nakhon. Since 2002 until now, the government has supported each community to create their products which is called One Tambon (sub-district). One Product is promoted to select the best product of each community. The Thai Blueberry (Mao) wine is well known that it is the best product from the OTOP project. For this

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reason, Kon Rak Mao Club or Mao Lover Club is established later. The club has four provinces as the members that is supported within their groups such as academic cooperation and procurement, especially the packages of the wine. Nowadays, the Thai Blueberry (Mao) wine production begins with Mao breed selecting, Mao fruit quality selecting, wash, crushing, squeeze, fermentation, and waiting about six months or one years for auction. Moreover, the members found that the temperature while ferment the yeast is significant, because yeast can be died if the temperature is too high or low. These are the local wisdom that the members have applied for processing the Thai Blueberry (Mao) wine or Mao wine which the high technology will be used instead these procedures. In addition, the cooperative should be developed by expansion the relationship in both province and region. All members are needed the role in each stage of wine production. This suggestion is not only for the delighted result, but also for encouragement all members in the group. For quality check, the Thai Blueberry (Mao) wine production should be verified by both state agency and individual institute to ensure that whole stages are qualified. For the tendency of permanence, the Thai Blueberry (Mao) wine should be promoted and supported from both state agency and individual institute in many aspects such as budget, instruments, technology, and package. All are the ways to improve and develop the product in the northeast of Thailand that may be get the chance to export in the future. This is not only for an economic security and cooperation of the country, but also make the stability for the communities and Isan people too.

**Keywords:** Local Knowledge, Thai Blueberry (Mao), Wine, Community Economy

## **Introduction**

Wine is a prevalent drink in Europe especially in countries with low temperature locations such as in Europe and North America, where wine is a product of grape fruit processing. The wine is alcoholic. It is better to kill germs than water in nature because wine is a drink instead of water quality food, long lasting, not spoiled, the evolution of beverages (Tantemsapya, 2000).

Thailand, this is a Southeast Asian country. There are opportunities and challenges; a look at the various fruit wines. Thailand can be produced as a drink. This is due to the same principle as wine grapes but can choose fruits other than grapes to make wine and create a successful business; 1) there are lots of fruits to choose from, 2) add value to decayed fruits for long periods of time, 3) make new products with low alcohol content, 4) healthier effects such as antioxidant vitamins.

Thai Blueberry (Mao) is another plant that can be developed into wine products as well as grapes. It has many nutritional values in the form of “Macadamia wine”, it is possible to export products to all regions in the country and to export to other countries. It is popular with the people throughout the wines are made from the wild fruits of the East, which is located in the tropical zone. Abundant Genetic diversity of plants and the Northeast has many plants as well as economic crops, natural vegetation, Food crops, Medicinal plants, medicines, diets, mummies are mostly consumed fresh fruits. Especially in

Esan Thailan by bringing the taste is similar Somtam Mao and TamMeung help to reduce diarrhea. Thai Blueberry (Mao) it is a perennial plant with shrubs and wood. It is spreading in the tropics. General characteristics are local fruit perennial, deciduous. The height is about 12-15 meters above the dark green leaves. Alternate the flower is a spike bouquet of dioecious variety (March - May). Ripe fruit in August – September, raw green when entering the maturation, the effect turns red and black when cooked have good drought tolerance. It is a laxative and eye care can be processed into a variety of products such as Fruit juice Thai Blueberry (Mao) wine, Thai Blueberry (Mao) jam etc.

Transformation Thai Blueberry (Mao) producing of water Thai Blueberry (Mao) extract, Thai Blueberry (Mao) jam, the privatization of the mahogany farmer is a great way to create a community economy. Nowadays, red wine is a great red wine, standardized production, the taste is universal, organic wine or organic wine. It is made from mahogany which grows naturally, do not use chemical fertilizer, do not use pesticides, the wine is truly juice. The bright red color is a natural color of the fruit, no coloring Focus on clean every step. In each group of entrepreneurs, they will receive the OTOP provincial and sector awards from the Ministry of Industry to certify the community products and the Ministry of Interior is also certified (Thiamrat, 2007).

The current economy is creating value for goods or services resulting from human thinking. Development creates growth and economic development in a better way. At the same time, it causes problems such as inequality of income distribution, poverty, lifestyle changes and the behavior of Thai society is in the flow of consumerism and materialism, loss of culture, the values and lifestyle of the community, the decline of natural resources and the environment. The problem reflects the development direction of the past, the lack of balance in many areas, the lack of balance in the development goals, lack of balance in determining the sector of development, lack of balance of participation in policy development, overlooked by the community. The local wisdom of the way of life has caused many problems (Office of the National Economic and Social Development Board, 2009).

Thailand will focus on Thailand's industrial development goals on the concept of creative industries, the development of the manufacturing sector of goods and services on the basis of creative economy, promoting creativity to add value to products and services, promoting and developing potential creative businesses, development of infrastructure and environment for creative economy, develop personnel to meet the needs of the manufacturing and service sectors, both at the professional and creative levels and entrepreneurs, promoting in-depth research, research and development in creative economy and cultural capital (Office of the National Economic and Social Development Board, 2011).

In order to develop the guideline for the development and application of local wisdom, Thai Blueberry (Mao) wine to create the Isan community economy for change can accommodate the expansion of community enterprises, compliance with government policies on income generation and the application of local wisdom to be consistent with the approach of community economic development in the field of health promotion of consumers as well as linking with local tourism promotion, the Isan community earns revenue for the local economy and can respond to the need to develop a wine management model, OTOP products of the community to satisfy tourists as souvenirs, souvenirs or for consumption in the health promotion. The research was conducted. "Wine Blueberry (Mao): the application of local wisdom, blueberry Mao wine, for the community economy in the Northeast", emphasizing the application of local wisdom in accordance with the government policy, responding to the needs and satisfaction of the community, leading to a solid foundation of the community economy making sustainable income.

Objectives: 1) to study the history of blueberry (Mao) Wine in Isan 2) to study the current state and problems of local wisdom application of Blueberry (Mao) wine in East Isan. 3) to study the application of local wisdom of wine to the economy of the community in Isan of Thailand.

## **Materials and methods**

### ***Research area***

The researcher selected a specific research area (purposive sampling) in 3 provinces of Phu Phan mountain range; Kalasin province, Sakon Nakhon province and Nakhon Phanom province.

### ***Population and sample***

The population in this study was the population living in the Northeast of Kalasin province, Sakon Nakhon and Nakhon Phanom province, and people involved in the production of Thai Blueberry (Mao). Wine using the villagers' wisdom to develop community economy in the northeast; the civil servants private enterprise and the villagers of the wine merchant being evaluated as a 4 - 5 star community product and develop a wine management model of the six types of wine.

Sample of this study was composed of 125 persons;

1) 32 key informants to inquire about the history of the village, current conditions and the management style of the Thai Blueberry (Mao) wine, group formation manufacturing, marketing, distribution and public relations,

management quality assurance and consumer satisfaction, trends and sustainability of wine in the future include teachers in higher education in the research area, chairman of the Mao wine group, the villagers have knowledge about Mao village head, sub-district agriculture and manager of the Bank for Agriculture and Agricultural Cooperatives (BAAC)

2) 60 casual informants to inquire about the formation of the group, manufacturing, marketing, distribution and public relations, management quality assurance and consumer satisfaction, the trend and sustainability of the Thai Blueberry (Mao) wine in the future is the wine mulled wine manager, members of the Mao Plantation, the person who is working as a wine mulled wine, marketing, distribution and public relations and a financial officer - account of the wine merchant group.

3) 32 general informants to inquire about production, marketing, distribution and public relations, management quality assurance and consumer satisfaction, trends and sustainability of wine in the future, including wine shops to buy, visitors visit the production of wine in the group, people or tourists to buy wine at the center of the wine.

#### ***Tools used in the data collection***

1. Basic Survey
2. Interviews were structured interview and non-structured interview.
3. Observation methods included participant observation and non-partieipant observation.
4. Focus group discussion
5. Work shop

#### ***Data collection in the field study***

1. Basic survey by surveying geographic areas of the community, living conditions and arts and culture of the community.

2. The interviews: researcher structured interview and non-structured interview; interviewed 32 key informants, 60 casual informants, and 32 general informants to gain information on the application of local wisdom, Thai Blueberry (Mao) wine to create a community economy of Sakon Nakhon province, Karasin province and Nakhon Phanom province.

3. Observation: the researcher used partieipant observation and non-partieipant observation with 32 key informants, 60 casual informants, and 32 general informants; began to observe the general condition of the community growing Mao. The Thai Blueberry wine group and the village produces the

Thai Blueberry wine with the exchange of knowledge experience on the development of the wine management model of Thai Blueberry wine of Sakon Nakhon province, Karasin province and Nakhon Phanom province.

4. Focus group discussion: the researcher interviewed 7-10 participants in the sample group and non-sample group to discuss their views on the guideline for developing a management model Thai Blueberry wine from the village level to the provincial level and the international level, it is necessary to have an appropriate model to generate income for the community, thus contributing to the overall economy of the community.

5. Workshop: researcher held once to get ideas and how to develop management model Thai Blueberry wine, starting from the planting of Mao, Mao products and Thai Blueberry wine management in the formation of the wine, capital linking, production, marketing, distribution and public relations, management, quality assurance and consumer satisfaction, trends and sustainability of future Thai Blueberry wine to increase income in the northeast this affects the overall economy and this commentary will summarize the relevant issues in order to meet the purpose of research.

## **Results**

### ***The history of Thai Blueberry (Mao) wine in the Northeast of Thailand***

History of Thai Blueberry (Mao) wine production, Mao is a local fruit that is very much in the Phu Phan mountain range, Phu Phan district and began to be known in 1964-1965 when the Kalasin - Sakon Nakhon road was built. There are traders from Tambon Sang Koh ripe fruit is sell to the bus on Kalasin - Sakon Nakhon, and that time people in Tambon Sang Koh went out to study in the province of Sakon Nakhon. The production of wine beginning from Khanop Wannawong has learned from his undergraduate studies to produce wine from the wine for the first time and when he became a government teacher under the Office of the National Primary Education Commission has a science project bring the local mummies mixed with the knowledge they have learned to create projects with students. The contest was awarded nationally and that time, the government has a program to support the creation of local products on behalf of the OTOP district together with the public sector, the support of the capital, knowledge, communities, interested in wine production. The group is a network in the name of the Kon Rak Mao Club. The purpose of the group is provided assistance in the field of materials, seedlings, breeds, skills, knowledge, experience, meeting once a year, the club has a nationwide network most of the three provinces are Sakon Nakhon, Kalasin and Nakhon Phanom.



**Figure 1.** Mao varieties Phu song over 150 years

In the first production, each group started production from the original knowledge and experience by using folk tools, use folk wisdom in production, such as pounding Mao with hand mortars, fermentation under any curing in the pond. These are the wisdom that comes from the ancestors. The knowledge gained from the technology to produce more volume in a short time, need to use modern tools and equipment to help but some of them also use the same wisdom. In the first production of each group is produced in two styles, the first is the production of a kind of folk called fruit liquor. The rest of the training is provided by faculty members. All groups will be educated on the production of wines from the higher education institutions. When group got the knowledge. The knowledge that has been published to the members and production.

Also found if any group encounters problems in the production process, they can consult or invite teachers to self-knowledge as well. In the period between 2002-2010, all groups were able to produce wine and developed quality in terms of flavor, color, packaging odor and most importantly, the separation and breeding. Research has been undertaken to improve and develop varieties of Mao suitable for the production of wine, fruit juices and other fresh fruits. The market for selling have booths with government services according to the government policy support. It is the era of booming OTOP goods trusted people buy to use. In addition, the manufacturer of wine also develop of products from Mao. More importantly, Mao juice is ready to drink. This product is the demands from the market a very high, produce enough with the distribution. The juice from Mao this is the product help circulating money for the group as well.

After the year 2010, there were changes in government policy and many laws, especially the health act and the alcohol control act. Do not sell algarve at

any place prohibited. In addition, the policy of government support decreased. Some groups have a lack of liquidity due to the production of wine. There were no sales locations, with older members, the loss of production has finally stopped.

***The present state and problems of the application of the local Thai Blueberry (Mao) wine in the Northeast of Thailand***

2.1 Current state: The study concluded that, the current state of the wine network is that of the Thai Blueberry (Mao) wine, co-operative and cooperative production groups as well as production cooperation groups. All groups are members of the Kon Rak Mao Club. The present situation of the production, cultivation of Mao has two style is planted as a garden was Phu Phan mountain range and Mao nature by the forest. Found in Na Khu district, Kalasin province and Na Kae district, Nakhon Phanom province. Both areas have wine producers in the area. In addition, the manufacturer of the species Mao for wine production and the processing of other products some groups have to go buy Mao from nearby areas. The present state of the wine production each group were unequal. The volume is based on Mao with each year. Because Mao all kinds cannot used to produce wine. In the first stage is the use of wisdom in the production of every step of production, appeared not to. Therefore, it is necessary to bring modern appliances as well as the application of knowledge were mixed with experience in production has been broadcast and self - study. And find appropriate ways in wine production quality to meet the needs of consumers.



**Figure 2.** The process of making Thai Blueberry (Mao) wine

The sale of Thai Blueberry (Mao) wine, presently, the distribution of wine can be divided into two types: distribution within the manufacturer and sold out of the place, which both manufacturers and distributors to share with the government and manufacturers. There are no private agencies to help quality inspection. Nowadays, the presence of wine is a matter of which all producers recognize and work together to find a sustainable way for wine. Specifically, the law and quality of wine must be developed. It must bring the

wine to the international level in terms of quality, taste and packaging, the lack of materials to develop wine and the lack of budget support.

2.2 Problems : Found that in the present situation of the network group wine producer that problem mostly; problem location far away in different provinces. It is not easy to coordinate the activities of the group, and most importantly; the problem about the budget for the expenses of coordinated cooperation, every time this by the contribution of each network group and there are also strong issues of membership. The problem of wine production is that the cultivation due to lack of water in the dry season, insect infestation and the ground weed problems are over. The problem of production volume; all groups face problems raw material shortage in production. Each year, the amount of mercury is not equal. Production problems are the lack of modern equipment, as well as factory buildings for fermentation and wine cellar. The temperature of the room, make wine quality is not standard. The problem of economic linkage is that members have very few management roles, ripe fruits are sold to the group and hire a production labor, wait for the end of the year, no involvement in administration cooperation problem. The source of funds faced a shortage of working capital, especially during the period of production. There is a lot of money to spare from the members. Some years was not enough another source of income is found. The supplementary products of some groups lacked the expertise in production or production is still lack of market.

The problem of marketing, the problem arises from the limitation of the law that comes into effect, namely the health act and the alcohol act, which limits the time people and places of sale. The market of wine is reduced. The technical sales are not the problem, because the customer tastes satisfied. The problem with the public relations very little publicity space. In particular, public media prohibits advertising and radio media from having a high cost, nearly all groups have no public relations. Wine quality issues only minor issues such as date, time, mismatch. The problem is quality control issues that affect the stamp duty private investigations have not yet been investigated.

The problem with wine sustainability is the problem of quality improvement in materials and equipment. In addition to the problem of law enforcement, the development of wine products is slow. The problem of generating income for the community is found. The group also expanded to cover the majority of revenues falling with members and executives. People in the community who are members only benefit from the sale of cooked mackerel to the producers.



**Figure 3.** Weeding by folk wisdom

***Implementation of local Thai Blueberry (Mao) wine to community economy in the Northeast of Thailand***

Found that the establishment of the network, each of the province's winemakers should expand their membership and expand cooperation among the groups. The establishment of the network, there must be a grouping of networks extending into regional cooperation to help each other in all aspects. The cultivation of Mao to produce wine varieties should be selected to suit the production of wine, Mao focusing on the plant is the most plants than natural should highlight the Mao organic, non-toxic. Production should be reverted to the traditional wisdom of wine making, but using modern technological tools to save both raw materials, labor and time, as well as long-term capital. The volume of production, manufacturers must study consumer information to use this information to improve the quality of wine production, the links of community economy to support production of wine all the steps starting from the cultivation, production, and distribution, the labor people in local, both members of groups, and not a member. The capital should funding both within the group members and outside groups to provide capital for circulating in the off-season production of wine should encourage group members to produce consumer goods increased to achieve income money circulating in the system. The marketing has to be expanded through various media channels such as community radio, television, online media, websites to make wine known. The quality inspection agency should have a variety of means, both public and private sectors to investigate quality and the suggestions to improve the quality of the wine. However, the sustainability of wine, depending on many parts. Whether it is a custom manufacturer to improve the quality standards comparable with those abroad promotion and expanding abroad.



**Figure 2.** Thai Blueberry wine products

## Discussion

### *The history of Thai Blueberry (Mao) wine in the Northeast of Thailand*

Mao was a local fruit that appears in the Phu Phan mountain range. It is also found in other areas in the northeast and central. In the past, Mao is a fruit in the natural forest in the northeast general store to eat, which is a seasonal fruit. The concept of ripe fruit is processed into fruit juice and developed into a wine. The quality was improved by the promotion of public and private sectors, promote cooperation with government policies. It helps to create a community of OTOP products. And have a contest by the promotion of government agencies. Later, the taste of wine was improved by increasing knowledge and skills. From educational institutions, we provide education. The group was formed as a group of agricultural cooperatives. Network group of people love to expand the province. As a result, wine products are well received by consumers. According to the concept of Nangam (2008) The importance of local wisdom is discussed. Things come from experience or clarity from one's life and society. It is more consistent with the local story than the wisdom that comes from outside. But it can be used in different localities. It is linked to local integration because it comes from real experience, social and environmental integration, the relationship between people and nature and the environment and in accordance with the diffusion theory of innovation. It can be used as a guide for social development since the innovation. The system communicates to the target audience. The success is through several steps. The adoption of this innovation can be adapted to social development. According to the research of Shimbhu (2005) Study on development plan of local products to the OTOP sustainable by studying the processing of mango was the local sheet. Products are farmers in the lower northern region operated for a long time. But before this made for household consumption or sale within the local. It is not widespread because farmers lack the knowledge and understanding of the importance of the production process to get quality products with standard taste

is the desire of consumers. Research is primarily aimed at enhancing folk wisdom. The development of mango rolls into a household industry that is widely marketed to OTOP compliance with government policies and regular income farmers. It will be at Wang Thong district, Phitsanulok province. This is the source of mango rolls. In addition, training will be provided to farmers, knowledge in marketing, group management systematically and efficiently. This study is to ensure that mango producers grow at least 25 - 30% of the mango crop. According to the research of Nantapanich *et al.* (2006) The research was conducted to develop the efficiency of OTOP manufacturer in Sisaket province. A participatory action research objective to strengthen the power to a group of OTOP products manufacturer. Study group data analysis the development plan is in line with the needs of OTOP producer group in Sisaket province. There were 6 participants. The research process can promote the participation and the learning process, with the group members to share the context of group and development group. The research found that all participating groups learned and were able to analyze the situation of the group. Targeting develop and a group plan. The development plan by the group is based on the needs of the group. This will result in improved management efficiency of the group. This will lead to sustainability. So can see that Thai Blueberry (Mao) wine, which is produced from Mao, has been developed to improve the species suitable for processing various types of wine. As part of a culture of consumption of Mao and wine, the Thai Blueberry (Mao) wine has become a basic human element that contributes to the culture of wine consumption, which is widespread to the individual by professional fields started to drink more wine. It has become part of life in today's world.

### ***The present state and problems of the application of the local Thai Blueberry (Mao) wine in the Northeast of Thailand***

2.1 Current state: Wine production, mainly there are the network, cooperate each other in bargaining benefits to a group of individuals as a bargain to buy bottles. All groups are combined to buy the cheap. In the manufacturing sector, manufacturers still use modern tools, but some production methods are still used traditionally. Some wisdom still exists today, and the addition of yeast, germination, fermentation and incubation in temperature controlled rooms and internal air flow with the outside of the fermentation tank. This will affect the taste of the wine to remain unchanged. According to the research of Petcrach (1990) The study was conducted to determine the optimal way to make wine from concentrated fruit juices grown in Northeastern Thailand, 3 type is the carambola gooseberry and tamarind,

comparison between fresh yeast fermentation and dry yeast from Holland. There are two types of temperature difference: room temperature at 27-30°C and room temperature at 20°C. The difference in sugar content was 22, 25 and 30 brix. Comparing the quality of wine with different fermented fruits, it was found that the amount of sugar started to ferment the wine at three levels did not make the wine quality difference. Add the yeast or syrup after boiling water before filling in the tank to do the fermentation in the next step. Manufacturers must use the skills and experience to calculate the time and temperature of mercury. If the water is too hot, the yeast will die. These are necessary for the manufacturer to have the knowledge and skills especially yeast knowledge that determines the taste of wine. The application of local wisdom Thai Blueberry (Mao) wine can help increase personal income at the same time. The problems in need of assistance from the government, such as product does not meet the standard, no agency guarantee product quality, product no universality in both form and product packaging, product no difference from competitors and the lack of modern technology in production. The manufacturer has no knowledge of technology. The products do not stick symbol of the project. Consumers do not know is the product of the project. Some manufacturers have started to realize the intellectual copyright group of product distribution channel. The shop that the government or people held that as the envelope between manufacturers in the project and other local manufacturers. The members play a role very little. Sometimes it may not feel the insights of the group. The accounting system of money in the account, and turnover. Members have no public no longer part of the group, monitoring to private organizations. Join the check to improve the taste, clean, safe, such as consumer associations which will be standards and safety.

2.2 Problems: The problem of network management is still a problem. It has not been formally established. Just a club, the power of the gathering is not much. This will greatly affect the activities of the club or network. Because there is no middleman to coordinate the help of each other member. In addition to the maturation of maturation, it should be divided into the wine that grows. It has been planted and then used to produce wine. The rest will be produced for the production of water Mao and other products to prevent the mutations in the production, it also have to increase production standards, especially a tool or device because some of the pressing machine Mao juice single machine use both squeeze for fermentation of wine and water Mao you made ready to drink. In addition, market expansion, the government should issue support measures, especially tax measures, the conservation of the wisdom of wine production because of the technological advancement and knowledge of the cooperative group, the production of Mao has been used to disappear. According to the

research of Butkhup (2008) The study on bioactive compounds in commercial broilers from Northeastern, Thailand for the production of beverages and wine, it was found that the ripe fruit of Mao highway species create Sang Koh volume of felix was high, especially of anthocyanins. The extract has had the ability to eliminate free radicals. So this Mao Luang, it is suitable for raw materials to produce beverages or red wine. In addition, mulberry, red grapefruit, blueberry and black currant, the fruit is high in phenolic and the extraction of these fruits have high antitussive properties. It is considered that the fruit, it is a source of antioxidants that are contained in foods that contain these fruits.

### ***Implementation of local Thai Blueberry (Mao) wine to community economy in the Northeast of Thailand***

Guidelines for the use of wisdom in the production of wine. The manufacturer should unite in the whole network at the provincial level and regional level to use as a bargaining chip to the distributor at the destination. Production must emphasize Mao organic, non-toxic to produce wine for health. In addition, there should be advertising and promotion of wine products in various forms covering all aspects. Inspection section should seek advice from people who come to investigate to improve and develop products. Funds should be periodically planned to develop especially the expansion of the capital started by the network members both at provincial and regional levels. The development of wine into the world, it is necessary to start with the selection of wine that is suitable for wine production. Production must be standardized. Packaging design must be beautiful. Readable letter identify your own unique needs, taking into account the simple meaning of the message, the need to meet the purpose, type of wine. Images and fonts must be large, clear, colorful, and color-coded. The letter must harmonize with the image easy to read text design. Notable signs use of colors to differentiate and use colors instead of commercial symbols. According to the research of Wangkahad (2009) The study of poster design, advertising and branding for Thai Blueberry wine, Khamcha-i district. It is important to note that poster design is a matter of principle to communicate the objectives. Pictures and letters must be large, colorful, easy to read, understand quickly, text highlighted for easy reading. The meaning is clear. According to the research of Laingprom (2004) Study on Thai wine packaging design for village farm. Farm village was a farm on the hilltop home, wine production by penetrating the stone floor to the wine cellar to make the taste mellow but brain also lacked credibility. It also lack of corporate identity and product. Village farm was so important and designed packaging for the product. This is a presentation to consumers as well as buying

decisions. It also adds value to the product and raise the level of products to the international level. In this design, the image of the organization must be improved highlight the item and create a unique identity to be trusted and confident.

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