

GENEROSITY DEVELOPMENT MODEL OF AN ORGANIC FOOD COMMUNITY IN THAILAND

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ABSTRACT

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Learning and sharing in a dynamic society causes exchanges and generosity within groups. This qualitative study aimed to explain the generosity development patterns of an organic urban market and a CSA group, and to show the spiritual values in an organic food community reflecting upon the learning mechanism of co-existence. The research employed a qualitative approach using in-depth interviews among 38 participants selected using the snowball technique. The core method was managed using content analysis. Based on the findings, generosity development was defined as a learning process for relationship construction. This process possessed three special characteristics. Firstly, it constituted an individual learning process characterized by high adaptability wherein agents could accept various exchange situations. Secondly, interactions between two agents were noted to reflect every moment to transformative learning in a relationship status. These two case studies satisfied their own exchange together to maintain relationships. Lastly, a middleman's participation was observed, who facilitated dialogs to be crystal clear for sharing food safety and food security issues. It could be noted that the key success was the learning obtained from transformative individual characteristics to group constructions. The consequence of the learning process produced trading exchange activity and a paradigm shift of all stakeholders towards sympathy, empathy, and generosity. As a result, the investigation of the social interactions between producers and consumers of organic vegetables possessed value in the social interactions occurring through consumption. Furthermore, interaction reflects a learning process leading to co-management and harmonious coexistence among people.

Keywords: Generosity; learning; social relationship; sympathy; empathy

1. INTRODUCTION

Modernization discourse involves a Thai paradigm in that the national development policy focuses on economics. Urban areas reveal better education systems, careers, and lifestyles than rural areas based on the trickle-down theory. Therefore, many rural people relocate to Bangkok, the capital city. Continuity of the current social relationships occurring between humans and nature involves separation and reduced social values. Social inequality problems are influenced by socio-economic development that has a structural element in developing countries. The free-market dynamics, including the government aims affecting individual

freedom, constitute values and virtues essential for subjects to maintain equality under the law (Achavanuntakul, 2001). Thus, modern society has reinforced competition in all dimensions including social separations, increasing social inequality for those with less power to compete in modern capitalism.

Evidence suggests that competition in an urban lifestyle has increased individuality and interpersonal problems, meaning that people have little interaction involving their human activity and interdependence. Consequently, individual demands depend on market conditions through the intermediary agent system without the interaction dependence in exchanging or sharing. Additionally, even emerging consumers feel the economic power. One capitalist phenomenon is an error and distortion regarding spiritual values in the capitalist system, and the relationship between people and their surroundings (Auewsriwong, 2004).

Among social interactions, agriculture constitutes the oldest social relationship. The farmer's lifestyle aims to be in harmony with nature. Mostly, producing organic vegetables has served as an indicator of agricultural development. Therefore, food plays a significant role as a medium for social relationships that can generate the learning process and improve interactions among humans, manifesting present and latent functions. Today, in contrast, agriculture no longer remains a mainstream occupation in urban areas (Sirikwanchai & Intoo-Marn, 2009).

Relation patterns share tied resources, a capitalist effect which changes human behavior in both urban and rural settings. Broken relationship have been seen between producers and consumers who are indirectly connected by intermediate agents in the broader markets to distribute products and become more effective in an urban lifestyle (Akitsu & Aminaka, 2010). This is particularly true for rural producers who rely on intermediary companies to reach their consumers, and the weaknesses of the rural producers can be exploited in convenient exchange trading (Ganjanapan et al., 2011). The survival of life in a capitalist system becomes a commodity affected by money for exchange as an intermediate standard in determining wages; thereby, the value of goods has now been considered separate from itself (Mutakalin, 1998).

However, new commercial operations involve relationships between buyers and sellers and are concerned with the consistency of context in the social co-existence, constituting the sharing of knowledge across the ecological culture. Explicit skills are exchanged for the sustainable development of the participation processes under the restrictions of the new context. The dependence of consumers and producers under these roles, the way of community life, and the equal dignity in maintaining lives are also involved in developing knowledge and skills based on themselves (Yaimuang, 2012).

Learning processes will encourage the creation of awareness of the values and influences of nature on people. The learning process has influenced the development of social solidarity and preserving a harmonious lifestyle without destroying natural systems. The horizontal learning structure of social relations in the greater community encourages knowledge exchange among people and more clearly reflects a key role in the learning process with social relationships among humans, nature, and the supernatural. Further, learning models can be applied to the food relationship between producers and consumers (Ngamwittayapong, 2008).

The social dynamics can be complex, changing, and confusing; literacy skills can be used creatively without restrictions. Synthetic data can be analyzed critically to foster self-experimental learning groups and networks. In these groups, learning will formulate a culture and support generosity to humans and nature. This learning process will focus on the life goals and livelihoods without financial issues, and the learning will ensure priority is given to adequacy and fairness in society, including living in peace and independently, both externally and internally, finally leading to social benefits (Phlainoi, 2009). Therefore, this study aimed to explain the generosity development pattern between producers and consumers in two general case studies and to show that spiritual values present in the organic food community could reflect the learning mechanisms of co-existence.

2. LITERATURE REVIEW

The theory of social exchange states that when there are interactions between people, we must consider the rewards that will be obtained as well. The rewards can be abstract, and the consequences can be subjective, such as acceptance and mental pleasure, or objective, such as profit or some kind of right. According to Gui and Sugden (2005), the development of relationships between producers and consumers can lead to reciprocity. In the case of Community Supported Agriculture (CSA), producers are associated with a union, while consumers are associated with a cooperative. Because of the interactions between them, this results in knowledge of consumers' desires. Thus, producers and consumers share knowledge through various endeavors (Woods et al., 2009).

In the organic urban market, horizontal social relationship lines and positive community relations promote more interpersonal communication and learning (Ngamwittayapong, 2008), which maintains strong social connections and promotes common well-being through exchanges, redistribution, and reciprocity.

Transformative learning promotes social capital and security in other areas, such as health security and safe food consumption. The dynamic is attained through learning at the individual and group levels (Figure 1).

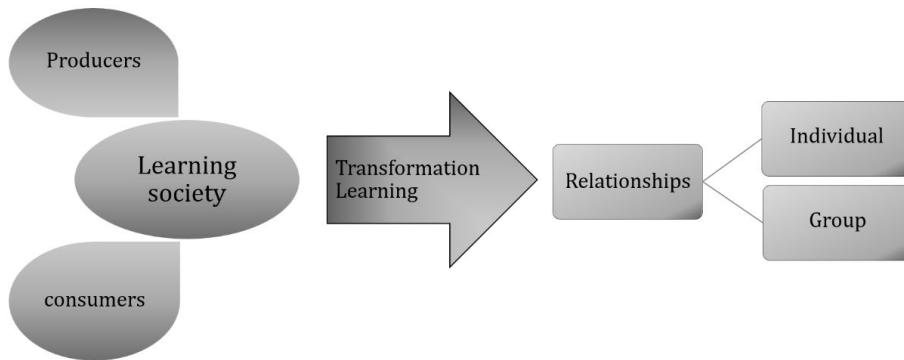


Figure 1: Research conceptual framework

3. MATERIALS AND METHODS

This study constitutes a qualitative research investigation to explore situations involved in the cause of a complex phenomenon. The corresponding procedures are presented below in detail.

3.1 Research participants

The research interviews involving 38 snowball participants are discussed below.

Case Study 1: Organic urban market named, "green market" is a relationship between consumers and producers used to understand the exchange of ideas for supply and demand. The green market is located at the hallway of the Public Health Center of Thammasat University Hospital at Rangsit Campus. The network was initiated by a taskforce of NGOs. The participants consisted of three groups of producers (three leaders and five producers), seven consumers, and two mediators.

Case Study 2: CSA affiliates have a relationship named, "Takar Panpak" between producers and consumers, involving an intermediate agent's action. They comprised five group producers (one leader and five producers), five consumers, and three mediators (including one manager and two coordinators).

In addition, seven academic experts or professionals in this study area possessed over ten years' experience.

3.2 Data collection

The qualitative research applied semi-structural interviews as the primary methods while non-participation examinations were applied to observe participants and body language. Semi-structured questions were used to explain the market context. All case studies were selected using the snowball technique to reveal the phenomena, experiences, success factors, and precedence conditioned on the co-management and co-existence processes indicating generosity development.

In-depth interview data analysis used a triangulation technique from various sources including documents, interviews, observations, and double-checking against all relevant documents. Hence, the researchers constituted a practical study component to participate in learning activities using informal communication and non-formal language.

Data triangulation involves the use of multiple sources of data. Data sources can vary based on the location of collection and the individuals who provided and obtained the data. The data triangulation used qualitative interviews with open-ended questions concerning relationships to collect qualitative data (field notes) and to observe the environmental characteristics of the sites (Joslin & Müller, 2016).

The Human Research Ethics Committee, Faculty of Social Sciences and Humanities Committee, Mahidol University approved the study ethics. All information gained from the study was kept confidential; the project code was MU-SSIRB: 2014/190 (B2) June 18, 2014.

3.3 Data analysis

The core method used content analysis. Yoddamnoen-Attique and Tangchonthip (2009), Traimongkolkul and Chatraporn (2012), and Chantavanich (2016) described and portrayed situations for further analysis and synthesis to obtain a thorough understanding based on reality. The triangulation method (Naiyapatana, 2008; Traimongkolkul & Chatraporn, 2012; Chantavanich, 2016) employed a cross-verification

approach to understand the gathered data, such as to demonstrate similar issues under different data sets, and used comparative analysis of the phenomenon. Then the relationship of each group included 1) creating relative solutions from the field phenomena by classification in categories connecting similar and different classifications, 2) data processing of collective findings by summary and comparison of the phenomena in the field study of both internal and external relationships, and 3) expanding data comparisons that underline the critical information by considering other events occurring in the community, with the exception of regular events, to determine keywords in the learning issues to compare similar and different data and summarize the study outcomes (McGuiggan et al., 2008; Saengngen, 2003).

4. RESULTS

This section explains the generosity development pattern between producers and consumers in two general case studies and shows the participants' profiles and spiritual values reflecting the learning mechanism of co-existence.

4.1 Participant profile

The encounter between food producers and consumers in the city constituted a linear relationship and involved chaos and dynamics. However, the relationships produced tangible patterns, resulting in the extraction of a relationship model leading to interactions with a value of change uplifting social relationships to generosity. In other words, the relationships occurring in the organic urban market and the CSA can be discussed below.

4.1.1 Organic urban market

The organic urban market is a place of exchange for common agricultural products that can be found globally. In Thailand, people in the society have learned about market behavior and the cycle of trading within the market over a long period of time. Exchanges under capitalism have allowed people with capital to meet for trading. However, the difference in people's exchange behaviors in this market have produced a form of exchange that has existed for more than ten years. Buyers and sellers exchange organic vegetables regularly. Therefore, this activity could be classified in four types of relationship level based on the relationship strength:

(1) Superficial Relationship: this kind of trading focuses on demanded exchange as a starting point of learning new experiences in the early stage, placing importance upon question and answer dialogues and short and meaningful conversations reflecting the ability to meet supply and demand. For switching resources that have been used for more than ten years in the market, players who were not close to each other tended to choose opportunities that were appropriate to their time and space. Freedom in choosing the right place to trade for themselves was considered important regardless of any satisfaction level. The end of buyers' or sellers' relationships in the market could occur at any time. Learning by trading in the market using this ideology allowed the market players to learn about the personality of the new organic market through experience, and the adjustment of the production and consumption trends since the initial entry to the market during the early stage.

When invited, I considered for a long time as there are many rules. But we saw the opportunity, and assumed that members of the group would adapt as well. Our organic vegetables will establish standards along with jobs to make money for us. So, I decided to do it. At first, we had frequent meetings with much improvement. It seemed messy but we managed to get them right. Now, we don't have to do anything...

Ked, 38 years (Female Leader of Producer Group 3)

Therefore, consumers' decisions may be right or wrong the first time. At the next opportunity, they may employ a cognitive mechanism as an important tool in making choices in this market.

(2) Acquaintance Relationship: satisfaction from the exchange would make consumers visit the market many times, enabling people in the market to learn from the same experience repeatedly to develop learning about the unique characteristics of the particular market differing from other markets. Buyers, sellers, managers, and the market specialists could build relationships beyond just buying and selling products. This constitutes an exchange that develops using attachment from memories that have been personally experienced during dialogue exchange between buyers and sellers, to discuss a topic and its outcome in terms of understanding and positive feelings.

I inform clients that our vegetables are organic. Consumers cannot eat them and ignore them. When saying they are organic and can be cooked, consumers dare to buy to cook...

Charles, 44 years (Female Producer Group 1)

Local organic vegetables are not well known. In the organic farming group, vegetables from the northern and northeastern regions are unknown to consumers. So, I explained to them so that they can eat them. The next time they came, they told me about their experience...

Kesa, 46 years (Female Leader of Producer Group 1)

First, I wanted to buy organic vegetables. After getting closer, I became more like an acquaintance; if I did not come often, they would ask the reason. Dialoging was great. When visiting this market, I felt better than in other markets. The merchants seemed to care about me more, and that made me ...

Pojamal, 32 years (Female Consumer)

From the invitation and dialogue using short words, the producers were proud of their products and consumers were more interested in those products. This was observed in the frequent positive comments, clients returning to buy products repeatedly, or friendly greetings. Even when a vegetable was unfamiliar, consumers would use it for cooking, and when they met again, they asked about each other. Reactions between producers and consumers caused producers to learn to communicate more effectively with consumers, affecting further interactions.

(3) Familiarity Relationship: this could be developed through frequent encounters through experiences and familiar dialogue elements such as active listening. Listening with a focus that reaches the end of the dialogue and good attention in listening and communication would lead to a deeper understanding of the context of market exchanges in the ideological dimension of choosing safe food for good health. This led to support for each other's roles in providing an opportunity.

... When entering, we perceived that this market possessed good products and offered knowledge that could be trusted... After a while, we would understand the limitations of the market, realistic production system, and limitations of small farmers ... Once you understand, you will be willing to buy something repeatedly in certain seasons to help it survive... Producers and organizers adapt to consumers while consumers adapt halfway, meaning an organizer helps villagers think. Every green market involves discussions and management. Market networks involve meetings every month to check standards about what to sell and what not to sell as well as to make consumers confident. Unmanaged markets would not engender good relationships....

Ging, 46 years (Female Scholar)

We have a green market conducting various events under our networks. Merchants will be invited to bring their products to sell so that producers have a regular selling channel. There would be an annual event that rotates through different places but the event does not occur often as producers have to take care of their farms as well. When there is a frequent event, the farm will be left uncared for....

Aem, 48 years (Female Project Coordinator)

As a result of exchanging aesthetic dialogues and visiting the farm, participants felt special about mutual experiences, even though they gradually faded away based on time and space, but good experiences lead to storytelling and could be extended to other dimensions of society. Consumers are like true fans who constantly follow the changes of the producers. When no opportunity exists to enter the market, meetings or discussions in other forums such as organizing a fair event related to the green market project will provide an opportunity to identify consumers who come to talk all the time.

(4) Friendliness Relationship: relations can reflect a special feeling that can be interpreted from accessing each other's personal spaces more than any other level of relationship. It could be said that it involves a transformative relationship including both time and sharing experience in many dimensions, leading to a change in their relationship which will build intimacy. They wish to share their positive wishes with each other as friends based on the time and the possibility to escape from the market space. In other words, they help each other when a special skill is needed. For example, when producers have to welcome international students visiting the plots, they can ask consumers who can help communicate and translate. Apart from translation, an understanding will develop concerning the context of organic agriculture, the history of the plot, and the production and distribution ideologies. This phenomenon reflects the greater development of the ongoing relationship. Producers and consumers are like supportive friends who help each other when possible, showing generosity without expecting anything in return. This is to elevate society in a better direction.

...if there is anything I can help with, I will. For example, interns from abroad came to the garden, and I helped on Kesa's farm if I was free...

Oh, 43 years (Female Consumer)

Some customers I met face-to-face prepared questions to talk to us. If the consumer has something good, they can come talk to us. We have an access system for producers and consumers to talk to each other, so we can solve problems or share good tips.

Charles, 44 years (Female Producer Group 1)

If you need anything, you can call us. We will prepare it for you. When students need something for their report, they will come to us and we provide it for them.

Nim, 41 years (Female Leader of Producer Group 2)

They prepare and organize activities with consumers as well. The consumer will also be their voice. When going to the green market, they will help the merchants answer questions as well. Consumers are like our friends or allies.

Ging, 46 years (Female Scholar)

The characteristics of face-to-face interactions involve short relationships. The continuity of the relationships with the familiar perception of both parties affects perception and learning, causing strength of all four social relationships to maintain long term social status with each other (Figure 2).

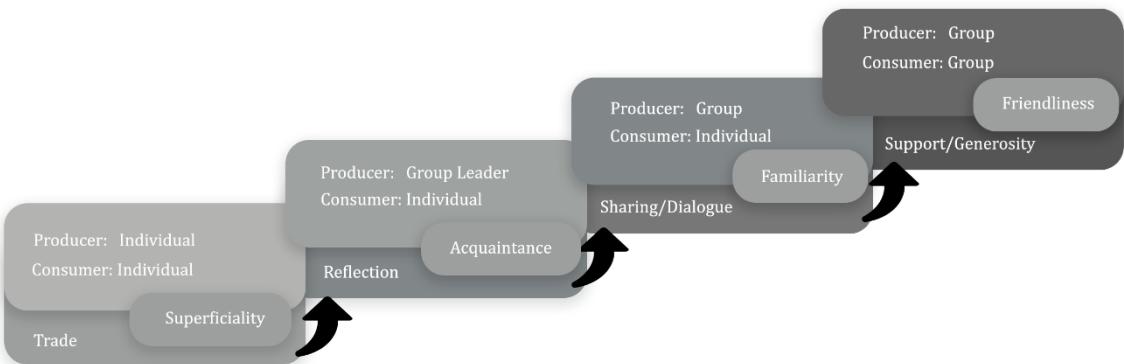


Figure 2: Generosity development model in the organic urban market

The generosity development of a relationship in the organic urban market started with a superficial relationship that was common in the early stages between producers and individual consumers conducting trading. When relationship development evolved from an individual to a group leader, the group leader's personality employed observation and communication to build relationships with individual consumers through interactions using familiarity, resulting in the relationship of trading shifting to more general interactions like forming an acquaintance. Knowing each other better created more opportunities to talk and exchange life experiences. The individual consumers would be widely known among the producers to contact each other using dialogue. It improves as it evolves into a friendship between producers and consumers, reflecting generosity by supporting each other in every aspect of life, with contributions occurring as opportunities arise.

4.1.2 Community supported agriculture

The organic vegetable exchange behavior in the CSA reflected that it maintained a relationship for more than ten years, constituting a transformative relationship. It changes according to time and opportunity. However, such a relationship would be strengthened when reconnecting. This relationship's four characteristics have been categorized and are described in detail below.

(1) Exchange: this relationship is based on the initial exchange expectations of the group members in that both producers and consumers assume the achievement of the desired output, which is worth the exchange. It would be comparable with the exchange from a store or market or any other source. However, the

CSA differs in the characteristics of the exchange and the mutual agreements. There may be some producers who are unable to deliver the expected products based on the specific schemes, including consumers lacking an understanding of the exchange mechanisms. The findings revealed that relationships often ended at the end of their three-month commitment due to adaptive reasons for both parties, such as problems with the schedule of harvesting and delivering, the ability to adapt cooking habits based on the types of organic vegetables, and an understanding of the ideology and phenomena of the mixed season of organic vegetable cultivation (diversity in the planting plot).

However, producers and consumers who could progress through the first stage would continue to maintain that relationship for a long time. The group could maintain relations for more than ten years, showing that producers and consumers endeavored to learn to adapt and relinquish the familiarity of exchange behaviors that had been experienced before, or concepts that were familiar to the practice of group regulations which could lead to the maintenance of sustainable relationships.

(2) Engagement: the CSA fosters agreements for all three parties including producers, consumers, and group leaders, showing the roles and responsibilities of each party and the exchange that is implied in the binding contracts or agreements before the start of the planting season to manage cooperatively. This indicated that the overall collective planning of the group members from the beginning of the contract until the end of the three months involved dialogue among all parties. Within the group, all parties learned to adapt to each other to fully perform their roles and promote the building of empathy through maintaining such relationships within the specified time, including a co-designed covenant. Every round of the start of the season focuses on the group's ideology and a strong approach to action. They always engaged in dialogue to modify the plan, making it possible to maintain a relationship.

On the contrary, however, the findings suggested that producers or consumers would be likely to not renew contracts in the following seasons due to the unavailability of group production or consumption. Also, some consumers did not trust the production mechanism that could produce real organic vegetables. Therefore, joining a group is like an exchange based on market mechanisms with a failure to adapt to the new experience gained from the CSA to adapt to locally cultivated production and differentiation from market products. This affects consumption patterns from familiar contexts, leading to the elimination of the relationship because the important role of stakeholders in the cooperation was absent.

(3) Partnership: this relationship is extended from a successful relationship from the exchange by the interactions in spending time together, the exchange of attitude adjustment, and resolving concerns about unfamiliar ways of production and consumption. This reflects on the exchange of learning to show mutual understanding in the context of the group. Adjusting ways of production and consumption relies on thoughtful aesthetic dialog with a change in the level of reasoning and elevation of relationships to become a mutual component regarding food safety and food security. They learned that this exchange could ease concerns about the CSA, leading to food security. The products were reliable, and this exchange was based on fair trade practices devoid of exploitation. All players in this relationship accepted each other's roles. This trust led to the ability to alleviate concerns and maintain this relationship for a certain time as appropriate.

(4) Supporters: this item reflects the need to show mutual support between producers and consumers in other dimensions beyond only food. The right emphasis has already been placed upon the food dimension. Thus, it constitutes a step forward to further develop relationships among other dimensions. Due to the familiarity of producers and consumers as a social network, when the opportunity to support each other arose in other careers, this involved a liberation of freedom of thought toward groups whose expectations started from the exchange of products packed in boxes sent to homes as a distribution of the products of farmers by adding social value to other aspects of life to help support each other based on skills as well as discovering ideologically similar people. This differs from blood relations with strong ties, such as close family relationships, because they trust their relationship to the extent that they can share personal stories and issues to exchange ideas. In other words, they can take a chance here at gaining their independence and obtaining opportunities for both givers and receivers of support.

The relationship development model (Figure 3) towards generosity in the CSA starts at the level of exchange relationship as the initial phase of entering the supply chain. It can be learned from the relationship's intermediaries to manage the exchange of products, giving importance to the worth of exchange when trading. Trading was canceled in a short time regardless of the obligation.

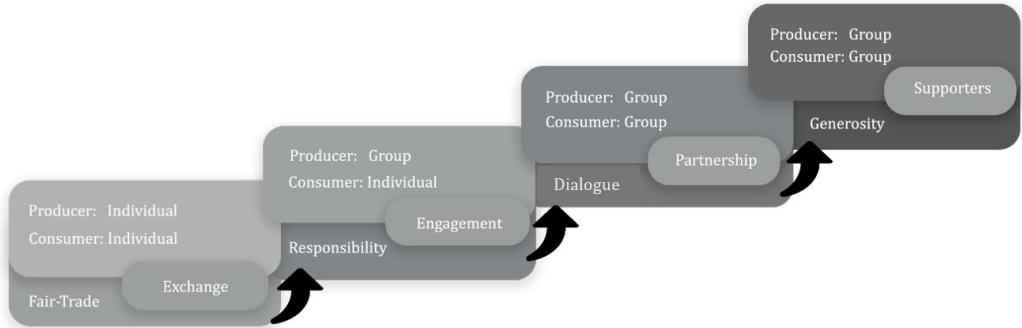


Figure 3: Relationship development model towards generosity in the CSA

Moreover, the design of the CSA's relationship is linked by an obligation acknowledging the importance of the reciprocal level with clear roles for consumers, producers, and group leaders.

However, digging deeper into the activities organized by the group managers was very important to learn about their relationships. To clarify, the direct exchange through aesthetic dialog and learning about the identity of producers and consumers provided an understanding of the different natures and difficulties of both cultivation and the cooking habits of urban consumers. This elevated the relationship on a mutual basis regarding the food dimension.

The findings indicated that apart from the food dimension, producers and consumers trust their relationships, which were reflected by sharing positive and negative personal stories and support to each other when provided with the opportunity as givers and receivers. Thanks to such characteristics, they forged strong ties, leading to generosity along with assistance and support for each other.

4.2 Spiritual values reflecting the learning mechanism of co-existence

Learning mechanisms in relationship development between producers and consumers in context may lead to dependence and reciprocal exchange involving the dynamics of relationships and co-existing economic and social well-being to build strong exchange, redistribution, reciprocity, and dependence (Gui & Sugden, 2005). Valaisathien (2000) proposed establishing a community learning network to share knowledge among people, groups, and communities. This would lead to analyzing the problems and needs of local society corresponding to conditions and needs.

4.2.1 Organic urban market

Social relationship processes in the relationship between producers and consumers tend to progress step by step. The impact conditions are observed at both individual and group levels for which learning by doing in activities and rethinking, choosing, and considering can create the best information concerning the balance in human lifestyles.

A market-based data set was used to create a learning process, and a direct relationship was created between producers and consumers that shortened the distance of the product from the producer directly to the consumer. Consumers obtained greater understanding and enhanced learning with direct experience. Therefore, activities play a role in creating knowledge for the market in urban areas.

The creation of a market learning model is determined by the market management committee that plans the management and provides a clear market ideology as an organic market to create awareness among producers about clear production guidelines. The consumer is aware of the production planning and the products obtained from the market under the context of differences from other market sources because activities were organized to create awareness of market models on the first day of the market opening.

The exchange event involved engagement in dialogue about food issues and inviting interested people to exchange ideas as an open platform for producers, consumers, and scholars to become familiar with each other and discuss topics of mutual concern. This contributed a review of knowledge, observations, and new issues about food consumption.

During the operations of market activities, the green market working group created a discourse of trust by monitoring the production process and assessing the environment to meet the production standards that have been set and maintained. This activity created awareness among producers and consumers in the market, affected the producers' adaptability to maintain the consistent quality of the products, and shaped consumers' awareness of credibility in managing the overall market.

The learning integration goal could be achieved with perfect working collaboration, cooperative people, and interaction among learners in the group. Improving communication skills, i.e., speaking and listening and social skills which are not only connected every part but also reflect the need for continuity throughout the process to create effective learning. Self-learning supported the spiritual values of the group members. Such learning is appropriate for groups or networks with positive interdependence. It makes one feel bound to others with a desire to care for them, to accept both differences and similarities, and to share beneficial characteristics from others (Slavin, 1995).

A network constitutes a “relationship” appearing in the actual condition of its nature. In human societal relationships, a learning society is driven by two main forces, namely network association and intensity of interaction. Therefore, the focus of an agricultural society in this era has changed from “production” in the early industrial society to “serving”, “knowing”, “thinking”, and “experiencing”. In a learning society, the form of interaction depends on a communication network concerning cyberspace or a virtual world rather than an actual physical world. Thus, it goes beyond boundary limits both in geographic and political aspects, allowing worldwide connections known as a borderless network (Un-Ob, 2009). The novel knowledge is practical, diverse, and adaptable to socio-economic situations to meet the perceived goals or needs with learning (Kaewthep & Hinwiman, 2010).

4.2.2 CSA

The concept of CSA and TEIKEI partnerships (farmer-consumer association in Japan), a grouping of producers and consumers, involves presenting their products to ensure consumption during each season (Woods et al., 2009)

In the case study, producers and consumers did not have a direct relationship in terms of communication. Consequently, the learning activities by the middleman affected producers' learning about the needs of consumers and how to maintain the quality of the product. In this manner, consumers can obtain a desirable product which meets their expectations. Consumers also learned about the cultivation experience and intention of producing organic vegetables as support for producers to function according to the plan. These learning activities possessed content capable of creating an understanding of production and consumption behaviors for producers and consumers to learn together regarding the food cycle. This formal learning influenced the idea of reviewing the conditions of the exchange relationship and affected the consumption behavior of producers and consumers through lifelong learning at individual and group levels, contributing to producers and consumers in maintaining social relationships by exchanging products continuously. However, some producers and consumers expressed dissatisfaction with the exchange of knowledge, resulting in the termination of the relationship and the exchange of products with other social groups. This involved starting a new relationship based on acquired knowledge and choosing a social group with exchange conditions that met their needs.

As for formulating the production planning of the entire network from planting onwards, the project coordinator visited the area with agricultural scholars to provide academic results from experts as a guarantee of the organic products from each farm. This created consumer confidence in choosing a reliable source of organic vegetables with production standard inspections allowing producers, consumers, and scholars to participate in the production quality inspection. Moreover, farm visits raised awareness of production standards and management methods based on organic agriculture standards and allowed consumers to participate in the perception of a fair exchange of products within the group. This affected the perception of the exchange, influencing the existing perspective on the exchange, and producing a positive effect on the social relationship development.

The agreement made among coordinators, producers, and consumers before production constituted a tool to reduce conflicts from changes in potential thoughts and actions, such as termination of production before a specified time, which negatively affected the group's production management. Therefore, agreements were made between producers and consumers before exchanging products, serving as a factor helping reduce conflicts caused by market mechanisms. Additionally, the coordinator would provide an opportunity to talk directly when doubts or problems arose with the production. Such a method would build good relationships in order to retain social relationships.

5. DISCUSSION

A balanced relationship and strong connections resulting in learning mechanisms can ensure sustainable social bonding. As confidently perceived, a culture of generosity constitutes a wealthy relationship. This kind of relationship must have interactions between producers and consumers constituting sources of satisfaction towards mutual exchanges. Providing values towards exchanges and assessing fairness in

exchanges proves that the exchange theory could explain the actions among individuals by responding to everyone's satisfaction and dissatisfaction levels. The relationship existing between them created interactive learning through exchanges for sustainable continuation. Stein and Brinkley (2023) identified exchange relations during the COVID-19 pandemic. Their study's results suggest that the market mechanisms of ties would indicate a strong desire for the local food system to interact with the commercialized system. Understanding these relationships is crucial to both emergency planning and the realization that food is a necessity and a given, as well as the sustainable production of food.

CSA studies have demonstrated that relationships within the organizations involve more consumption and are manageable as reflected from before the COVID-19 crisis until the virus went into remission. The crucial point is whether the crisis which unfolded due to COVID-19 will provide the impetus to change industrial agriculture for a transition towards an agro-ecologically-based food system. Transformational change in agronomy will be accompanied by a shift from a market economy to a solidarity economy. Such a new world should be led by allied social, urban, and rural movements aware that a return to the way agriculture was before the pandemic is not an option; instead, they will be actively involved in turning local farms into vital assets providing food and promoting autonomy, while consolidating sustainable and healthy agro-ecological territories (Altieri & Nicholls, 2020).

The CSA's concept of social relations between producers and consumers leads to a fair exchange as well as membership systems to advocate for the producers and provide consumers with food security. Since the COVID-19 crisis began in 2020, many of the country's CSA farmers have admitted that their popularity has increased significantly. Researchers conducted a web-based survey among 804 participants in the food business, who estimated a mixed logit model in willingness to pay space for each determinant attribute and a panel-data mixed logit choice model to determine which factors affect customers' choices. The results demonstrated that the level to which community outreach is effective differs significantly between CSAs and other customers in choosing food sources that are locally grown (Seo & Hudson, 2022). Furthermore, CSA enlarges and strengthens its own public. Also, democratic values are promoted at the meso-level, in groups that are voluntary, organizations that are regional, and in interactions with other food initiatives at the municipal level. The process of decision-making and participation in the German CSA is conducted in an inclusive manner, and network meetings might be organized as part of the process (Degens & Lapschies, 2023).

Moreover, produce can support the community. The key is to connect the unity of the community (Vasutapitak, 2013). The alternative market of self-reliance in foods is based on the protective terrain and land in the long term, with farmer land ownership rights and responsibility for producing quality food to communities. To bring awareness regarding stable food, consumers demand a creative connection between consumers and suppliers, driven by quality consciousness habits and solidarity. Producers need to pay attention to the next generation and the happiness that comes beyond inequality (Van Willenswaard, 2015). Brady et al. (2023) found that when consumer demand for organic food is high, the key difference includes the fact that small organic farms rely heavily on selling directly to consumers through farmers' markets or by contracting with local restaurants.

Onyeaka et al. (2023) suggested that the food reformulation policy is likely to succeed when the private sector works in partnership with, and responds to, government pressure. This study also found that success comes from having mediators advocate for both parties in terms of quality of life, good health, environmental sustainability, and social sustainability.

This study argues that the organic food community is non-linearly reversing, stopping, and resuming over the course of the agreement. The resumption result found that both sides increased their empathy, gentleness, and willingness to support their duty, by actions such as producing healthful organic vegetables and buying them for cooking, which constitutes generosity. Generosity involves specific types of pro-social behavior, i.e., social responsibility, empathy, moral reasoning, and self-reported altruism (SRA) beyond helpfulness, that has not been explored yet in the business literature in the context of traditional B2C exchange relationships (beyond charitable giving or donations). Importantly, examining generosity in the context of cause-related marketing develops the concept of the generous consumer. This theoretical contribution helps to better understand the phenomenon of cause marketing. Findings indicate that several pro-social consumer behaviors are predictors of cause-related purchasing intentions. Additionally, interpersonal generosity mediates other pro-social behaviors in determining consumer receptiveness to cause-related market exchanges (Rapert et al., 2021). Future research should specifically investigate the context of generosity dynamics and the gentleness market using long term research.

6. CONCLUSION

Social movements through two case studies reflected a body of knowledge and beliefs concerning organic vegetable consumption. Learning was an important base providing encouragement for producers and consumers to create exchanges. Channels of consumption did not depend on learning activities promoting producers and consumers to meet or remain in contact with each other. Instead, various existing opportunities and options in society were causes and effects that made producers and consumers engage in exchange through various patterns and forms. The researchers found that producers created the organic agricultural network providing opportunities to freely buy and sell creating convenience in consumption.

Transformative learning for social development involved learning to develop in one dimension combined with learning among various forms of content linked to each other comprising individual roles. Presenting reflexive roles, people at the individual level are open to different perceptions. Hence, building up a level of relationship through learning must use collective or participatory mechanisms as important tools to move the group relationship forward. This kind of relationship differed from the outcomes of a relationship that was developed from needs on grouping. It brought about a relationship as friends at the individual level that lifted the social relationship at the group and network levels by developing the collective learning of producer and consumer groups. Consumers, as in this case study, constituted a group of consumers. They developed relationships through dimensions that were connection points and were based on self-reliance beyond food consumption. Trust in these relationships between producers and consumers was considered an important key of dynamic learning in the positive relationship and resulted in generosity.

The research studies clearly indicated that generosity could occur at all societal levels. From the case studies on the traditional market or the organic urban market existing for a long time, they continue to exist alongside the social dynamic. Moreover, CSA is of interest to the researchers because the exchange has become increasingly popular during the COVID-19 crisis, when COVID-19 decreased transmission. Research results show that even with more channels of organic consumption, the generosity of consumers purchasing products still stemmed from familiar sources. Although time has passed, the relationships have remained friendly and supportive.

The findings indicated that the mentioned boundaries to organic food communities in Thailand can link generosity and build trust-based relationships, reflected by sharing positive and negative personal stories and providing mutual support together. Therefore, a vision of true mutual generosity can be created that lifts and shapes those who have chemistry matches to live together peacefully, which is the primary aim of this research.

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