

Report on SDG2: Zero Hunger

Thaksin University, Thailand

2.5.4 Sustainable food purchases

The main issue is poverty. People may not have enough money to buy nutritious and good food. However, if there is investment in research, knowledge transfer, and the provision of various facilities, the university can educate farmers and food producers on how to use this knowledge to produce food sustainably. The university project related to sustainable food purchases details as follows;

Happy Farm Happy Eggs project at the *Chai Buri Happy Farm* in Phatthalung Province aims to find ways to enhance the mechanisms and models of community welfare that create opportunities focused on job creation and social protection at the local level through participatory approaches. The project emphasizes driving joint investment between the Chai Buri Subdistrict Administrative Organization, the Chai Buri Welfare Fund, and Thaksin University, supported by the Science, Research, and Innovation Fund (SRI Fund) and the PTT Unit, to pool resources for creating the "Happy Farm Good Mood Eggs" model. This involves integrating Thaksin University's research, science, technology, and social innovations with local knowledge and wisdom that is relevant to the context of the target group. The goal is to develop a learning process model for career development and life skill enhancement to address the poverty issues of the target households. Profits generated from the business activities will be contributed to the Chai Buri Community Welfare Fund to provide financial support for the target poor households and welfare fund members in the future.

