

# **PROMOTING UNDER-UTILIZED INDIGENOUS VEGETABLES FOR HIGH END FOOD FROM LOCAL TO GLOBAL**

By

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Bo.lan essentially Thai Bangkok

# General view on high-end food

- ▣ Fine-dining context and their foods.
  - ▣ The world, South East Asian including Thailand
- Ingredients that perceived to be high market value such as lobster, foie gras, world famous, beef and lamb.



# High commercial value vegetables & Fruits

- ▣ Truffles, Japanese specialties mushroom
- ▣ Hong Kong Chinese Kales, white asparagus
- ▣ Other commercial mono-agricultural crops



# Global Movement in moving toward to indigenous in high-end food

▣ NOMA in Copenhagen, Denmark

Rank 1 in Best 50 Restaurant in the world 2010

“ We offer our personal rendition of Nordic gourmet cuisine... find Nordic produce and the legacy of our shared food heritage ”.... NOMA's thought



# Samples of dishes

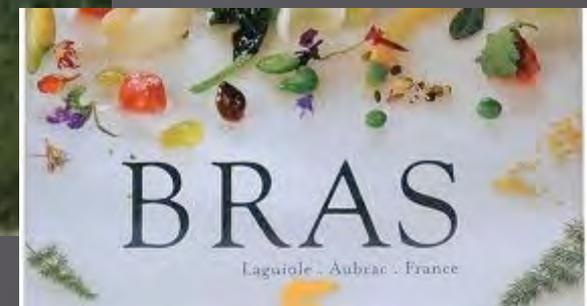


- ▣ ‘Moss and Cep’; named thus for its value as a food source for reindeer and caribou in northern regions, reindeer moss is found in pine-hardwood forests and is presented to us on a display evocative of its origin. .



# Bras in Laguiole 3 Michelin-star

- ▣ Use native vegetables found in
- ▣ Aubrac area



# Bras in Laguiole 3 Michelin-star

- ▣ Use native vegetables found in Au brac area





# Bo.lan Bangkok

- Menu philosophy
  - Seasonal; Change every three months
  - Organic and Bio-diversified produces
  - Preserving heritage of cooking and eating culture
  - Bo.lan believes in the superiority of local and native produces



# Menu Samples

- ▣ Northern local flower salad
- ▣ Chiang rai Style pork salad with native spices
- ▣ Stir-fried assorted local greens both wild and cultivated
- ▣ Seasonal fresh water fish with chili dressing



# Reasons in using indigenous food

- ▣ Sustainable food system in Thailand
- ▣ Environmental-oriented business;
- ▣ Create balance in food producing ecology
- ▣ Support bio-diversity of plants and animals used

# More reasons

- ▣ Minimized the chemical used in growing food
- ▣ Encourage local farmers to keep growing native varieties and protect their food heritage
- ▣ Pass on traditional and local wisdom on how we eat, cook



# How does Bo.lan promote indigenous food

- ▣ Flip the perception of consumers
- ▣ Paired them with highly priced ingredients
- ▣ Revealing the medicinal property of the indigenous ingredients.
- ▣ Locality, indigenoussness and exclusivity sells
- ▣ Almost forcing them to eat
- ▣ The world of presentation
- ▣ Story-telling, Myths, folklore tales, historical facts

# How do bo.lan add values

- ▣ Flip the perception of indigenous product
- ▣ Examples: Ya dong



# Indigenous fruits

- ▣ Velvet tamarind  
(look yhee)



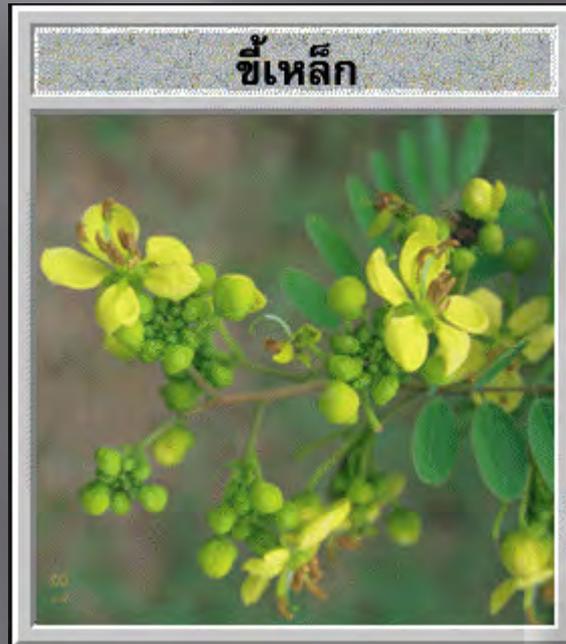
Wild Lychee  
Kho Landd  
Bak gneaw



Look  
tha  
kho

# Medicinal property

Cassod tree, Siamese senna, Thai copperpod, Siamese cassia



Laxative

Help you sleep

Reduce blood pressure



COOK.SNAP.EAT.LOVE  
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# Paired with it highly-prices ingredients

Salad of samutsongkram  
samphire with river  
Ayutthaya river prawn salad





Sator  
Acacia  
Leave



Sator  
bean

# Stir-fried Assorted Vegetable



# Locality and indigenusness sells



# Incorporated into the dish

- ▣ Dipping
- ▣ เครื่องจิ้ม



# Incorporated in the dish



# Incorporated in the dish



# Apporachable Presentation



# Restaurant presentation



# Advantages and Disadvantages of promoting indigenous food

A wooden platter of fresh seafood including squid, shrimp, and scallops with herbs.

## Advantages

- ▣ Relatively low in price
- ▣ Organic property
- ▣ Adding value to our food through its exclusivity
- ▣ Link to geographical index

## Disadvantages

- Inconsistency in supplies
- Higher transport cost
- Inconsistency of quality of products

# The End

- ▣ Sustainability of food system
- ▣ Food security in the country

