

Research Article

IS A SMALL-SCALE MICROGREEN BUSINESS POTENTIALLY PROFITABLE IN HUA HIN?

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ABSTRACT

Many studies have suggested that there is a growing consumer interest in fresh, nutritional, and organic foods that supports health and longevity [1]. Micro greens also nicknamed 'vegetable confetti,' are baby versions of edible vegetables, which are 40 times more nutritious than a fully grown vegetable. Micro greens, though commonly used in Western cuisines, has great potential of being integrated into Asian cuisines and could lead to a profitable market in Asia if promoted well [1]. The main research question in this research paper is: Is a small-scale micro green business potentially profitable in Hua Hin, Thailand? This paper investigates the question by conducting an online survey to explore the consumer behaviour of individuals in the geographic area, a literature review on peer-reviewed research papers on micro green businesses, and field research to investigate the micro green market in Hua Hin. This paper concluded that a small-scale micro green business has the potential to be profitable in Hua Hin if the micro green product is promoted efficiently which includes spreading awareness of the nutritious values of the product. The paper provides different strategies to be implemented to achieve product awareness such as organizing a service project, creating a community, involving trusted experts and government reinforced projects such as the Chang Hua Man Royal Project.

Keywords: micro greens, nutrition, small-scale, business, research, survey, awareness.

INTRODUCTION

Micro greens are a baby version of a fully grown vegetable that has up to 40 times more nutrition compared to the fully-grown vegetable. They are essentially the seedlings of the edible plants that were harvested around one to two weeks after planting as soon as the first two leaves start to emerge [2]. For instance, a sunflower seed will sprout, and then 10-15 days after that, it will be considered a micro green that can be cut and consumed. The only thing micro greens do not win is on its fiber content; however, all other aspects are dominating the mature vegetables in terms of vitamins. Micro green has great potential to bring in weekly yields with very little space as they are ideal for indoor productions, and it has a short harvest time. They are primarily used in restaurants for embellishment since 1996 [2] and are usually consumed fresh in soups, salads, or sandwiches. When micro greens were first introduced, there was not a wide variety, and the most common ones were kale, basil, arugula, beets, and cilantro/coriander. However, recently, there are a huge variety of micro greens, and they are becoming increasingly popular. According to research, their popularity is due to their properties such as the delicate texture, vivid colors, flavors, and their fortified phytonutrient content and potential bioactive value [3]. In addition to this, one of the main reasons behind the recent surge of popularity of micro greens is the growing interest in fresh, nutraceutical, and functional foods of the consumers [1]. The current COVID-19 breakout also urged more people to be attentive towards their own health, hence, becoming more health-conscious. A surge in health-conscious customers could create a potentially profitable market for micro greens. The consumers are looking for vegetable products that are health conscious and equally gastronomically delightful [4]. Micro greens are able to fulfill these demands as they are physically appealing, nutritious as well as functional. The Figure 1.0 displays fresh and visually appealing micro greens. There is, however, a limitation to the commercialization of micro greens, which is their tendency to deteriorate rapidly after harvesting. Micro greens are found to be difficult to store due to many of their properties, such as high respiration rate, delicate leaves prone to wilting, fast postharvest decay transpiration, etc. [5]. These difficulties call for the

commercialization of micro greens as a 'living product' where the product will remain fresh for a long time.



Figure 1.0: Fresh micro greens which are visually appealing.

The literature review conducted also states that micro greens are definitely an unknown market that has a lot of potential for profitability; however, extending the product shelf-life and increasing product awareness is crucial. In addition to this, micro greens are most commonly used in Western cuisines, and they might appear to be relatively new to Asian cuisines. However, according to Ebert [1], there is certainly a potential market for micro greens in Asia. An example would be how the mung beans sprouts which are native to Asia and most commonly used and cultivated for Asian food are finding its way into Western cuisine. Ebert [1] claims that most of the crops which are used to grow the micro greens are native to Asia, used in Asian cuisines, or have been introduced to Asia. Similar to mung beans sprouts, micro greens are slowly but gradually being integrated into Asian cuisines such as Thai cuisine. Figure 2.0 shows a dish where micro green was integrated into Thai cooking- stirred-fried sunflower micro green with oyster sauce. Micro green versions of these crops can be easily grown in kitchens and are more nutritious. Figure 3.0 shows the sunflower micro greens which were grown in the garden with low maintenance by one of the co-authors. Therefore, if the micro greens are properly promoted and safely

produced, packaged, and served, they have immense potential in the Asian markets. Since micro greens are relatively new to the Asian market in comparison to the Western market, promotion and increasing product awareness should be conducted properly. The consumers' knowledge about one's own product is particularly important to predict the barriers to entering a new market. For instance, if the consumers lack knowledge of micro greens, it is important to increase product awareness first before selling the product in the market. This can be done by providing testers to the public or informing them about the nutritional value. Our primary research question adds to this literature: Is a small-scale Micro green business potentially profitable in Hua Hin?



Figure 2. Stirred-fried sunflower micro greens with oyster sauce



Figure 3. Sunflower micro greens 4 days after planting

Hua Hin is one of the eight districts of Prachuap Khiri Khan Province in the northern part of the Malay Peninsula in Thailand. The location is a popular vacation area by the beach to the foreigners as well as the local Thai people. Hua Hin also has a high and growing number of expats residing. As of 2019, there are 3,000-5,000 expatriates (majorly from western countries) and 80,000 local Thai people living in Hua Hin, which makes up roughly 4-7 percent of the population. Since micro greens are more commonly used in Western cuisines, it is important to include the foreign population as a good target market. In comparison to Bangkok, where healthy eating and health cafes are a trend, there are only a few restaurants in Hua Hin/Cha-am which

are based on healthy eating (e.g., Hua Hin Vegan Cafe, Chocolate Factory, Shabu Taste). However, it is only a matter of time before the trend of Health Cafes and Restaurants spreads to Hua Hin and that the microgreen market is highly investible and has a lot of potential.

LITERATURE REVIEW

Ebert [1] stated the potential of micro greens in the Asian market. A comparison between micro greens and sprouts such as mung-bean sprouts was made in the research paper. Mung-bean sprouts originated in Asia and are widely cultivated and consumed in many different types of Asian cuisines. The popular sprout has gradually made its way into the Western cuisines. However, it is important to note that micro greens are different from sprouts as they are grown in soil or soil substitute such as fibrous materials such as cellulose pulp and peat moss which makes them more prone to contamination. Nonetheless, it is also stated that most of the mature versions of the micro green vegetables are very frequently used in Asian cuisines, for instance, peas, cabbage, radish and basil. Therefore, the research concluded that micro greens can gain importance in Asian cuisines and the rising healthy eating culture with sufficient promotion and increased awareness. According to the research conducted by Turner, Luo, and Buchanan [2], despite the sky-rocketing popularity of micro greens due to their nutritional value and diverse sensorial characteristics, there is one major limitation to growing micro greens. This disadvantage is the fast rate of deterioration post-harvesting, which gives an explanation for the high prices of micro greens on the supermarket shelves. Micro greens are particularly difficult to store due to its characteristics such as the high surface area to volume ratio, high respiration rate, and the delicacy of its leaves. This highlights the importance of the pre harvest and postharvest interventions to extend the shelf life of the micro greens. The research suggests some important measures of maintenance in order to extend the shelf lives is to harvest at optimal maturity, reduce microbial infection through proper sanitization, minimize injury due to handling, and to maintain optimal temperature and humidity. Kyriacou and colleagues [6] conducted research on the rising popularity of micro greens and micro-scale vegetable productions. The research adapts the approach of optimizing the pre harvest factors such as species selection and lighting and postharvest factors such as handling and applications, packaging etc. Similar to the findings made by Turner, Luo, and Buchanan [2], the study provided interventions to enable the commercialization of micro greens. The study states that interventions such as effective non-chemical treatments can be carried out in order to standardize and shorten the production cycle.

METHODOLOGY

A literature review was conducted in order to collect information on the current market potential of micro scale production of micro greens and predict the difficulties and barriers that could be encountered while entering the market of micro greens. An online survey was also conducted on Google Forms to investigate the potential customer knowledge, behavior, average spending on the product, and preferences regarding Micro greens in the chosen geographic area of Hua Hin. In addition to an online survey, field research was conducted to investigate the market (e.g., prices, packaging, etc.) of the micro greens which are sold in Hua Hin. One of the famous vegetable markets in Hua Hin- Green Market- was also investigated.

ONLINE SURVEY

An online survey was chosen as the main research method due to different circumstances and advantages that comes with it. The recent COVID-19 pandemic has made the online surveys really useful

for research as it does not require close human contact. There are also other advantages such as access to unique populations [7], time-efficiency [8] and less costly [9]. An online survey was conducted on Google Docs. The link to the survey was sent to participants on Facebook's messenger. A total of thirty-two participants responded to the survey, with 17 participants (53.1%) being Foreigners residing in Hua Hin and 15 participants (46.9%) being local Thai people living in Hua Hin. The survey questions were targeted towards finding out the consumers' behavior, knowledge, spending, and preferences. Question 1, 2, 3, 4 involves two answers: Question 1 and 4 being 'yes' or 'no,' Question 2 and 3 having two options 'foreigner' or 'Thai' and 'eat in' or 'eat-in.' Question 5 shows a photo of the microgreens to verify to the participants what microgreens are. Question 6 adopts a Likert scale where there are five levels to the scale- the lowest level being 'Rarely' and the highest level being 'Always.' Questions 8 and 9 are set to determine the microgreen preferences, and there were ten options given, and the 'Others' option was provided to insert other types of microgreen. The questions 5-8 were asked to be skipped if the participant answered 'no' in the fourth question.

The survey questions are as below

- 1) Are you a Foreigner or Thai?
(คุณเป็นชาวต่างชาติหรือคนไทย?)
- 2) Do you like vegetables? (คุณชอบผักไหม?)
- 3) Do you eat in or out more?
(คุณกินในบ้านหรือนอกบ้านมากกว่า?)
- 4) Do you know what is microgreens?
(คุณรู้หรือไม่ว่าไมโครกรีนคืออะไร?)
Check the photo example below. If your answer is no, please proceed to the last question!
(ตรวจสอบตัวอย่างภาพถ่ายด้านล่างหากคำตอบของคุณคือไม่
รู้ขอให้ไปที่คำถามสุดท้ายค่ะ!)
- 5) Example of microgreens (ตัวอย่างไมโครกรีน)



- 6) How often do you eat them? (คุณกินมันบ่อยไหม?)
- 7) How much do you spend on microgreens?
(คุณใช้จ่ายกับไมโครกรีนประมาณเท่าไร?)
- 8) What microgreens do you like? (คุณชอบไมโครกรีนอันไหน?)
- 9) What microgreens would you like to try?
(คุณอยากลองไมโครกรีนอันไหน?)

Options Provided:

- Beets (หัวผักกาด)

- Corn shoots (หน่อข้าวโพด)
- Cilantro (ผักชี)
- Basil (โหระพา)
- Mustard (มัสตาร์ด)
- Radish (หัวไชเท้า)
- Peas (เมล็ดถั่ว)
- Sunflower (ทานตะวัน)
- Brassica (บราซิก้า)
- Bok choy (บ๊อคฉอย)
- Others

Results

Data was automatically generated through google forms and was displayed in the form of a pie chart and percentage. In the first question, 27 participants (84.4%) responded that they like vegetables and 5 participants responded that they do not like vegetables (15.6%). Twenty-four participants (75%) eat in, and eight participants (25%) eat out in restaurants. A quarter of the participants (24 participants) are knowledgeable about what microgreens are. In the fourth question, most participants (8 participants) answered that they rarely consume microgreens and 8 participants moderately consume microgreens; only a few people (4 participants) always consume microgreens. The majority of the participants (9 participants) do not spend on microgreens; however, 5 participants responded that they spend approximately \$100 (\$3.31) on microgreens. Basil (67.9%), Peas (67.9%), and Cilantro (60.7%) are the three most-preferred microgreens. Brassica (68.8%), Corn shoots (46.9%), and Mustard (37.5%) are the three microgreens that the participants would like to try the most. The popularity of each microgreen was ranked by giving more consideration to the most-preferred microgreens instead of the types of microgreens that participants want to try. The popularity of the types of microgreens according to the survey is as followed in Table 1.

Table 1. Popularity of microgreens by rank

Popularity by Rank	Type of Microgreen
1	Basil
2	Peas
3	Sunflower
4	Corn Shoots
5	Cilantro
6	Mustard
7	Bok Choy
8	Beets
9	Brassica
10	Radish

DISCUSSION

The majority of the participants (84.4%) enjoy consuming vegetables, and 75% of the participants are aware of what microgreens are. This shows that there is a market for microgreens in the location (Hua Hin) that was chosen. However, the majority of the participants rated 1 and 3 on the Likert scale on how often they consume microgreens, which indicates that microgreens are not that widely consumed in the location chosen. This could be a possible disadvantage while penetrating the market. In addition to this, the majority (37.5%) of the participants also do not usually spend money on microgreens, while participants who do spend money state that they spend approximately 100 baht (\$3.31) on microgreens. This data is extremely useful for setting the price of the microgreens that will be

set by the business. Moreover, most of the participants (75%) eat at home, which gives useful information on whether to focus on supplying the markets (B2B), to local restaurants (B2B), or directly to the consumers (B2C). The last two questions are set to determine which microgreens what the participants' microgreen preferences are and what microgreens they would like to try. When determining the most popular microgreens to grow and sell to the customers, more consideration was put into the microgreens that the participants like. The finding indicates there is already an existing market for those microgreens. However, the microgreens that the participants claimed they wanted to try were also considered as it might allow us to be the pioneer suppliers of the type of microgreen in the market in Hua Hin. Most of the participants are aware of what microgreens are; however, only a few of them consume microgreens daily, which could depend on many variables such as accessibility and the frequency of usage of microgreens in Thai cuisines. Nonetheless, there is definitely a market for microgreens in Hua Hin as many people are fond of vegetables, aware of the health benefits of microgreens, and microgreens are generally becoming popular in Thailand (especially an urban city Bangkok). According to the survey results, the top three most popular types of microgreens are Basil, Peas, and Sunflower, which is essential information to know while investigating the best microgreens to produce for the target market.

FIELD RESEARCH

Further investigation was carried out on existing microgreen businesses in Hua Hin. The purpose of the field research was to investigate the microgreen's current market- e.g., competitors, potential customers, prices, packaging, etc. Despite our finding from the online survey that states Basil to be the most popular microgreen, it was discovered that sunflower microgreens are commonly sold throughout supermarkets and grocery stores. Figures 4.1, 4.2, 4.3, and 4.4 show the sunflower microgreens sold in the local supermarkets in Hua Hin. These stores include Tesco, Topps Supermarket, Villa Market, and Makro. All these stores have comparable prices except for Villa Market. This is due to Villa Market being a store that offers the best premium products from all around the world, and all the store's prices are higher. They are also more promoted as having higher quality organic products like organic microgreens, making them more expensive. In Hua Hin, there are some restaurants that have been established for some time already, like the Hua Hin Vegan Café & Wine. Figures 5.1 and 5.2 show the restaurant and the organic salad bowl, which is one of the most popular dishes at the restaurant.

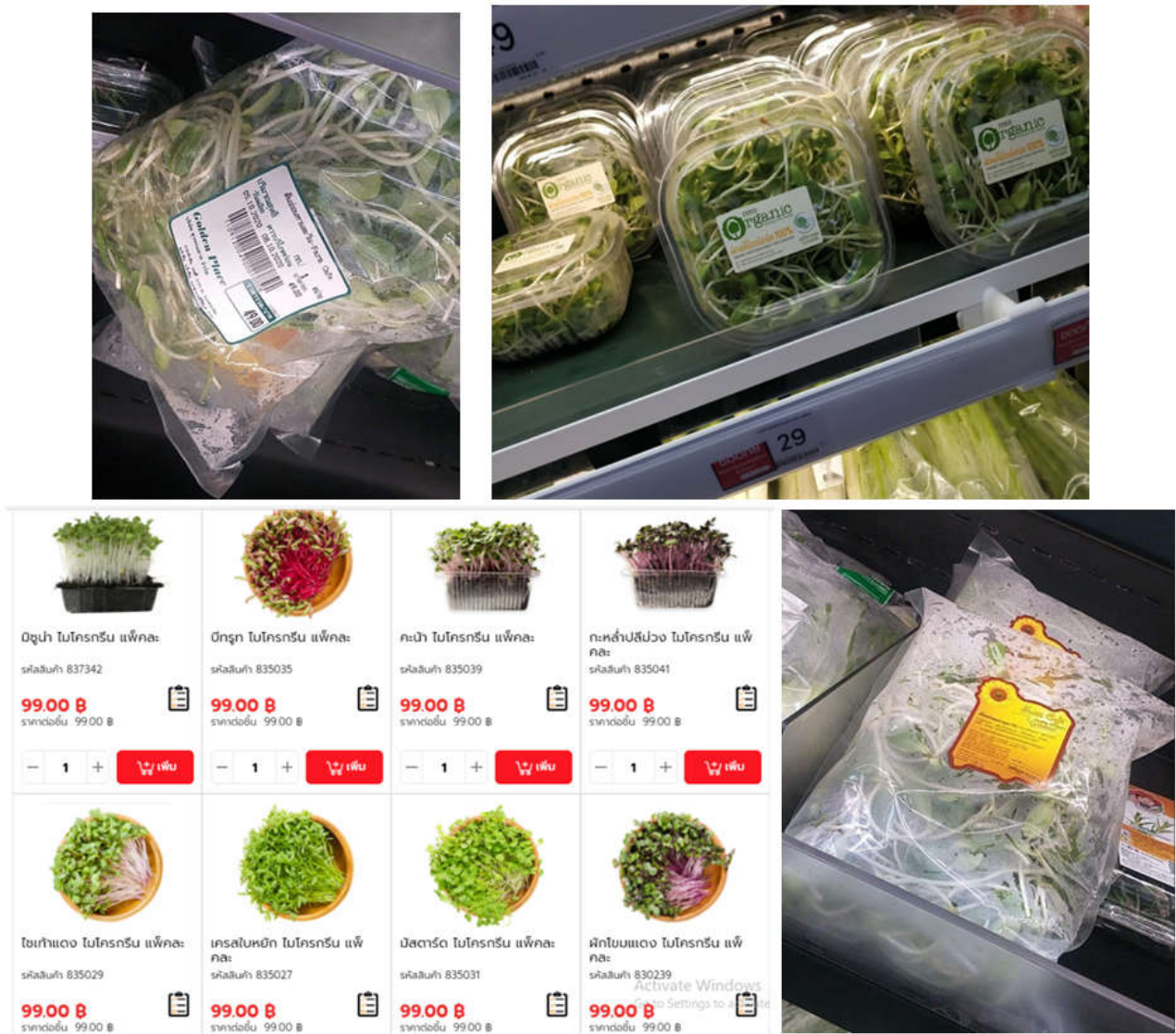


Figure 4.1, 4.2, 4.3, 4.4. Microgreens sold in supermarkets in shops and online

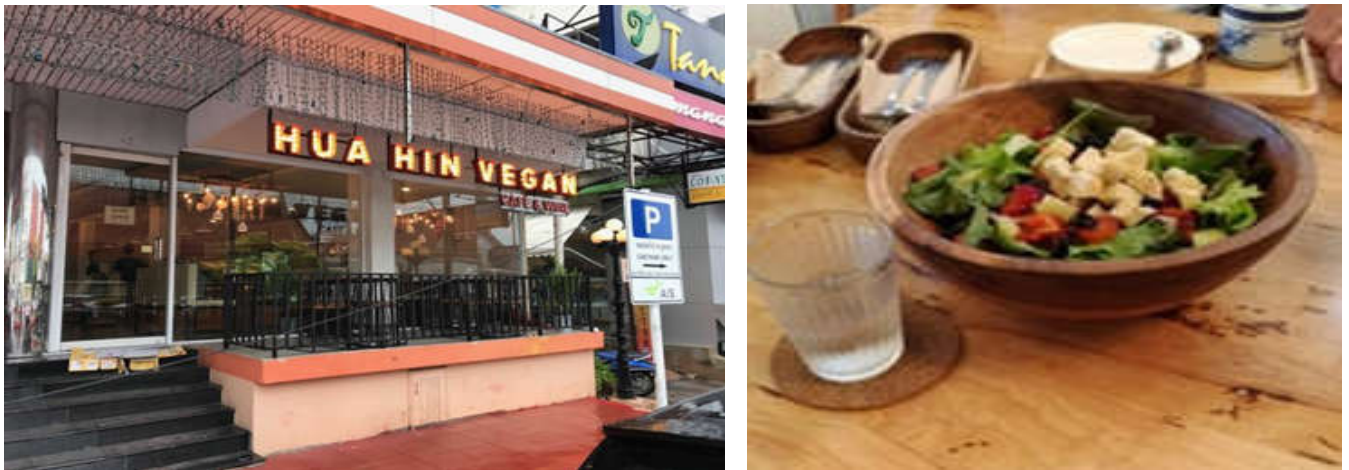


Figure 5.1, 5.2 Hua Hin Vegan Cafe

This restaurant also promotes organic healthy nutritional food that is 100% vegan, and supplying them with good quality Microgreens better than what they are currently doing is a strong possibility with the microgreens being provided from a small-scale business operating in Hua Hin. Another restaurant that offers a diverse salad option is The Social Salad.



Figure 6.1. The Social Salad Restaurant Hua Hin

This restaurant offers a very diverse menu from making your own salad, soups, along with Thai and western cuisines.



Figure 6.2, 6.3. The variety of dishes in The Social Salad Hua Hin

The Social Salad is promoting healthy eating as its primary focus even though they offer many other options besides salads, and this is due to their unique possibility to build your salad with a very diverse amount of greens. Personally, eating at this restaurant, I can see a potential opportunity for more microgreens to be supplied to them. This is also good for the current situation where being more health-conscious is becoming a new trend for people. The location of both of these restaurants is in a good position for both Thai people, tourists, as well as western retirees in Hua Hin. Through our research from the survey, we can conclude that basil is an important part of what Thai people eat, and it is used as a decoration on top of food at most restaurants and resorts. With this research, there are many other restaurants that offer cuisines with microgreens as toppings or fried microgreens that will be eaten with rice. Most of these places will realistically not need an abundance of microgreens as only a few dishes would use them, but others may need more. This is why conducting research on the business environment is a crucial element to understanding your potential buyers. In addition to this, it is important to consider that these places would still need to supply this on a weekly basis to provide fresh quality microgreens. Having a small scale business that can harvest weekly makes the perfect candidate for these restaurants if the restaurants care to deliver fresh microgreens to the customers. As Hua Hin is not far from Bangkok, which has an ideal number of places that promote healthy eating, Hua Hin gets many travelers from Bangkok and could adapt more areas that need to be supplied with microgreens.

Benefit of microgreen compared to mature greens

As the microgreen market and awareness of them are growing, there are many things to consider when analyzing a small scale microgreen business's potential. Most of these considerations are all positive when compared to mature greens. With Microgreens, an increase in demand could be easily met, with some microgreens having the ability to harvest within just a week. Higher demand for microgreens could happen through more education and awareness of why they are potentially better than mature greens [10] For example, microgreens have been claimed to have a much better flavor compared to their mature counterpart [11]. With this being said, people being aware of this could make the microgreens become more favorable. Microgreens also contain higher antioxidant levels than mature greens, allowing them to choose a more health conscious market. As cancer has been running rampant throughout the world, today, research has been done showing microgreens having properties that boost the immune system and have anti-cancer properties as well [12]. This makes them a significant potential for cancer patients to incorporate microgreens in their diet. Not just cancer patients would benefit since microgreens boost the immune system and people with weaker or impaired immune systems can give their bodies a better boost with microgreens. The target market for microgreens is a lot bigger than just people who want to eat healthily. This research would also need to be promoted and spread to the public for it to impact the awareness of supplementing your body's fight against cancer and improving the immune system. More nutritious with a more efficient supply to meet demand. As microgreens are pretty much better in every way, what would determine a small scale business's success is that people would need to become aware of the product and understand its importance through its nutritional value.

Educate and spread awareness to the public

Instead of focusing on raising brand awareness like most start-up would. A small scale microgreen business needs to build a foundation, if not then the government or the community has too. First

of all, brand awareness creates consumer recognition of a product; however, there will not be a sustainable market for the product if the product is not known. This is where the business needs to answer the 3 critical questions before launching a market campaign by Danny Brown; Manager, Social Engagement and Insights, iGaming, OLG. First question is regarding whether the product has the ability to adapt to the new target market. Second is to recognize if the company truly understands the target market's research and buying patterns. Third is the company product, in this case microgreen qualifies enough to satisfy the new target market. This is the main focus for this section of the paper, to tackle all these questions and initiate product awareness instead of brand awareness for the early state of the company. The company should understand where the product stands in the market and which demographic has the most potential of purchasing. Also understanding consumer behavior and mindset is key especially in these uncertain times of 2020 where health conscious topics are trending. Through primary surveys conducted and supporting research, the data shows that product awareness is more important than brand awareness in Hua Hin Thailand [14]. Through deliberate strategy and a marketing plan, there is a large demand for microgreens that could be seen.

Trusted Expert

One strategy is to be the most reliable source for all microgreen information in Hua Hin. Suppose the small scale business is able to establish a knowledge base platform where everyone who searches about microgreen in Hua Hin will see the company. In that case, it is only a matter of time until a monopoly is created. Offering blog news, advice regularly, monthly webinars or physical site visits, or building a green business presence. When potential customers research microgreen or the company, the customers will dig up all kinds of information that the company provides [13].

Organize a Service Project

One strategy a growing business can initiate is a group activity or volunteer work. A small-scale microgreen business can allow people to visit the facility and learn about microgreen. This is especially effective when the company creates a school trip, which contains activities for all the students to do and at the end, bring home their own microgreen. This then contributes to word-of-mouth marketing due to the kid going home with new knowledge about microgreens [14]. They then show their parents the microgreen they got and spread awareness on some fun facts about microgreen. When the parent cooks daily, they will naturally have to find a way to include microgreens into the dish for the kids, which means that a company that is the only expert in the area will be searched up and trusted by the parents. This also creates an opportunity to introduce microgreens and other varieties while they look through how to incorporate microgreens into the already established cuisine.

Create a Community

There are many marketing strategies, but one that brings the most awareness is creating a community. Networking and creating a microgreen page on Facebook, Linked In, and LINE is one of the most useful strategies. This will, in turn, bring a lot of traffic and reliability. Growing connections through LinkedIn will promote the company to more people. It also establishes the company as an official to the online community. Facebook page is the one that definitely brings engagement so that customers interact with one another, and the company has the ability to have a free marketing platform [15]. The community then builds trust in the brand and creates a bond of royalty to the company. Another way to create a

community is to do business directly with the supply chain. As mentioned earlier in the paper, microgreen is growing and slowly selling in many supermarkets. So if we are able to build a community, it brings that reliability that will eventually allow supermarkets to sell our products instead of what they already have.

Government Reinforced Projects

The most successful strategy that will create potential and allow people of Hua Hin to consume microgreen is through government reinforced projects. Projects are supported by the government because they see the value in having their knowledge be educated to all the citizens. The most famous one would be the Chang Hua Man Royal Project, which is a pun that the king made, which roughly translates "We don't give care" or the action of 'Weighing a yam on a scale.'

Chang Hua Man Royal Project

The Royal Projects, initiated by His Majesty the late King Bhumibol Adulyadej, are famous in Thailand to help grassroots communities thrive and preserve ecosystems for future generations. The project is called Chang Hua Man Royal Project, which roughly translates "We don't give care" or the action of 'Weighing a yam on a scale.' Now, the Projects have become attractions in themselves, visited by thousands of tourists, local and international, seeking to learn a little about Thailand's rural communities and to experience a different side of the kingdom. Many of the better-known Royal Projects are in Thailand's northern region; such as the royal agricultural stations in Inthanon and Angkhang in Chiang Mai. The project not only brings unique plants and vegetables for the people to view. There are oversize lime the size of a small watermelon, a banana bunch with 200 bananas, pineapple that grow above the soil and many more. The project is also there to educate the population on how to improve many agriculture techniques by teaching them things like soil quality, water technique, natural pest resistance greens, etc. Initiated in 2009 on a 250 rai (99 acres) of land, the Chang Hua Man Royal Project is an experimental farm where a range of experimental crops are being tested to help farmers around the nation and the local people of the Phetchaburi area. There are many varieties of crops grown in the product. Many of them are bananas, papaya, limes, pineapples, over 50 species of vegetables as well as rice and rubber. And all these crops are grown organically without chemicals; sustainability and environmental protection are a large part of all the Royal Projects. The Chang Hua Man Royal Project takes full advantage of its position in the hills with a small wind farm to produce clean electric power. The impressive windmills can be seen from miles away and produce enough energy to power the project, with the excess being fed back into the local grid. A dairy farm has also been added that uses free-range techniques, so the Holstein Friesian cows have lots of space to wander. There are nearly 50 cows, and the milk produced can be brought in the Chang Hua Man shop and local markets. The whole project is all about recycling and sustainability, so all the waste from the cows is reused in the plantation. The gas created from manure and compost is used to power the distilled milk factory. On arrival at Chang Hua Man, take one of the informative bus tours. These show the Project's essential parts, and the open-sided buses allow you to enjoy the sights, sounds, and scents of the area. Some buses bring visitors around for a closer look at any of the crops and orchards. There is a free bike to ride around for the initiative to have a more green environment overall. The entrance has an exhibition on all sorts of Thai soil types. Most people presume soil is much the same no matter the location in the world, however, the soil on earth changes from country to country and from region to region. Farmers should try to study the exact makeup of the soil and its minerals so that it can

plant suitable crops for specific soil. This is exactly why the science done and contributed to Chang Hua Man is so important. The strategy to tell people through vital insights into where food comes from and the effort to grow crops like microgreen. Will allow Chang Hua Man to become a successful incubator to any microgreen business that was to start in Hua Hin. As climate changes and humans face an uncertain future like Covid-19 pandemic, the Royal Projects are becoming more critical than ever before. All of these activities can be replicated to bring product awareness to any microgreen business. An alternative way is to help grow microgreens in Chang Hua Man so that people are aware of the benefit it offers. The ability to create memorable experiences for people to bring home. For example, people who visit Chang Hua Man will take away things like unforgettable experiences to nature and informative days out to families where they can spend time in the fresh air, get their hands dirty and be more in touch with rural Thailand. Before the visitor leaves, they could stock up on fresh fruits, milk, or vegetables at the Golden Place shop, potentially having microgreen selling in the store. Then, people can taste the hard work of Thailand's farmers and appreciate the countryside in a whole new way.

CONCLUSION

Our research has given insight into the question of a small-scale micro green business being profitable in Hua Hin. It is concluded that with proper awareness of how much more benefits micro greens have compared to mature greens, this can allow them to be more implemented into more western and Thai cuisines. The current pandemic is making a path towards healthier lifestyles by more people. This opens a bigger market for micro greens because of their health benefits in a future of a healthier lifestyle. In Hua Hin There are many restaurants and supermarkets in Hua Hin already that get supplied with micro greens, so the potential is there to have a business that offers these places micro greens when the demand gets higher. With an online survey we conducted it was clear that both Thai and westerners are familiar with some micro greens. This puts an understanding on the awareness and what micro greens would need to be prioritized when supplying Hua Hin. With most people consuming basil, peas, and sunflower. If sunflower were to have an increase in demand, it would be easier to supply as it can harvest within a week under the right conditions. Growing awareness is the key to success with most products anyways so building a community behind micro greens and general health with funded projects can put your business in a spotlight. There are still a few things to be aware of. The main unknown factor is whether micro green will be accepted in Hua Hin. Which fall directly under changing consumer behavior. The growing trend of Hua Hin is not leading toward healthier lifestyles with growing industries like sweet beverages on the rise. However, it is important to note that there are certainly some limitations to launching a small-scale micro green business in Hua Hin. There is definitely a threat of correct timing since, at its current state, Hua Hin might not be ready for micro green for establishing a well-profitable. However, it is still an opportunity because the market lacks businesses working on a healthy lifestyle. Another factor to be aware of is the capital that this paper did not cover. Starting a small scale business that needs to keep up with the demand of large supermarkets will be expensive. Not only will it be expensive but a lot of research has to be done in order to initiate most of what is covered in this paper. Relationship with the government is crucial because that contributes to a large percentage of a micro green business succeeding. Receiving an investment from the government to startup the company will not only approve it to the public but bring credible awareness to the company. In conclusion, a business needs to initiate a mass micro green awareness to Hua Hin and that will kick off the rest of the company business plan which will

ultimately result in the company being the pioneer and only supplier of micro greens in Hua Hin.

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