

# THE DEVELOPMENT OF GLUTEN-FREE BROWNIES FROM BUDI BROWN-RICE FLOUR BUDI SUBDISTRICT, YALA PROVINCE, THAILAND

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## ABSTRACT

This research aims to develop the gluten-free brownies which is a unique product and made from Budi brown rice flour originated in Budi subdistrict, Yala province, Thailand by using a mixed method research approach. The quantitative research uses questionnaires for purchasing consumers who are interested in gluten-free brownies. The results are in agreement with the study of 400 samples indicated that the firstly topic is the development of a gluten-free brownie made from Budi brown rice flour. Secondly, the aspect of developing the quality and characteristics of brownie products to suit the target group, such as color, aroma, taste, texture. Thirdly, developing of recycled packaging which suitable for brownie products. As for the quality research section, the In-depth Interview method was used. The criteria used to select the key informants who work in the community enterprise group and the group of farmers growing pesticide-free native rice-Budi rice have the following qualifications: they must have experience in enterprises for not less than 5 years and must be in and involved in a community enterprise group which a group of farmers growing non-toxic native rice-Budi rice. After selection, a total of 13 key informants were obtained, including: the president, a vice president, and 10 members of the community enterprise group of farmers growing non-toxic native rice-Budi rice, the results in this section indicate that the expanding distribution channels which can have development processes including: 1) Innovation development or the use of technology combines to achieve a modern and controlled change in the environment. 2) Product distribution channels can use online media or processes to bring about the learning process and communication through channels to increase revenues. 3) Creating product value that is consistent with the needs of consumers which are innovation, various flavors and packaging designing of recycled materials.

**Keywords:** Development, Gluten-Free Brownies, Budi Brown Rice Flour, Yala Province, Thailand

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