

Crafting Agricultural Charm Through Design Power

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Abstract:- This study explores the concept of "regional revitalization" through design transformation. It emphasizes the importance of leveraging local characteristics, culture, and industry to drive sustainable development. The research highlights the role of "sixth industrialization," which integrates primary, secondary, and tertiary industries to create a holistic and experiential brand identity. Taiwanese local brands serve as case studies, with "TouHongJiaRen" (Translucent Beauty) wax apples specifically analyzed. The case demonstrates how design integrates with all levels of production (land, agriculture, processing, packaging, and sales) to create a unique customer experience and strengthen brand competitiveness. By examining successful strategies, the research aims to provide a comprehensive development framework for local brands, fostering regional economic prosperity and cultural preservation. This framework can be a valuable reference model for other regions seeking to revitalize their industries.

Keywords: regional revitalization, sixth industrialization, case study.

1. Research Background

"Regional revitalization," originating from Japan, aims to achieve the integration of "industry, geography, and culture." Its core purpose is to encourage each region to explore its geographical characteristics and cultural charm, developing industries that align with local characteristics. With the advancement of urbanization, many people are migrating to big cities, leading to the gradual loss of vitality and the younger generation in many communities. Consequently, the original community culture and industries face the risk of disappearance. Therefore, from the perspective of "design power," leveraging the concept of design transformation to guide regional industrial strategies, enhance regionally balanced development, deepen local cultural spirit, and guide talent return can all drive industrial development and local cultural enhancement, igniting innovative growth momentum. The vision and goal of "design transformation for regional revitalization" hope to initiate local spontaneous thinking about future development highlights and opportunities through the assistance of professional design teams. By combining with local governments and talents from various fields, innovative perspectives and methods can be used to drive industrial development and enhance local culture, showcasing landscape aesthetics, shaping local characteristics, retaining talents locally, deepening talent cultivation in the local community, forming a positive cycle of development, and achieving multiple benefits of cultural inheritance and industrial revitalization.

Although the development of local characteristic industries is highly valued, to create an attractive local brand, it is necessary to integrate land, production, and people, including primary, secondary, and tertiary industries, to achieve the effect equivalent to a six-level industry. All levels of industries are indispensable, and only through complete integration can the concept of a six-level industry be realized. In the six-level industry, experience plays a significant role. Through experiences, customers can establish deeper emotional connections with the locality, enhancing their sense of identification with the local brand. Therefore, experience has become crucial in the development of local brands.

In order to explore how local brands integrate design to strengthen their brand image and market positioning, this study selected local brands in Taiwan as the case study subjects. Through case analysis, this study aims to provide a comprehensive development strategy for local industries to achieve sustainable development and prosperity of

the regional economy. At the same time, this research also provides a feasible reference model for other regions or industries to promote the comprehensive improvement and development of industries in various regions of Taiwan.

2. Literature Review

At Edo River University in Japan, Professor Terutaka Suzuki once defined local design as follows: "In addition to the design of regional landscapes and products, there is also the aggregation and expression of regional personalities observed in traditional cultural crafts, as well as in people's pursuit of a richer life through creativity, resilience, humor, and the resulting actions manifested in products." Design plays a significant role in shaping the first impression and enhancing the imagery of a region, being utilized extensively in aspects such as mascot creation, event organization, local product promotion, and comprehensive regional information dissemination. With the proliferation of the internet and the widespread use of social media, alongside the increasing vocalization of localities beyond traditional media channels, the value of information design is expanding (Hara, Menegazzo & Piotti, 2014).

Sixth Industrialization

The concept of Sixth Industrialization originated from research by Naraomi Imamura in Japan in 1994. Professor Imamura found that in Japanese agriculture, the profits obtained from products, after processing (secondary) and selling (tertiary) to consumers, are obtained mainly by industries other than primary agricultural production. Therefore, rural agricultural operations must include secondary and tertiary industries to return the added value of agricultural products to farmers. Thus, Professor Imamura proposed Sixth Industrialization, defining it as the integration of primary industry (agriculture, forestry, fishing, and animal husbandry production) × secondary industry (processing) × tertiary industry (wholesale and retail) = Sixth Industrialization.

In order to revitalize rural areas in Japan and promote the regeneration of economically declining rural areas, the Ministry of Agriculture, Forestry and Fisheries of Japan (similar to Taiwan's Council of Agriculture) proposed Sixth Industrialization in the "Basic Plan for Food, Agriculture, and Rural Areas" in 2010. It announced and implemented the "Sixth Industrialization Act" at the end of 2010. The primary purpose of the legislation was to encourage related industries in rural areas of Japan to make effective use of resources and create new businesses, stimulate the use of agricultural, forestry, fishing, and animal husbandry resources, and promote the utilization of agricultural, forestry, fishing, and animal husbandry resources. The concept of Sixth Industrialization, initiated by the Ministry of Agriculture, Forestry and Fisheries, has also become the basis for South Korea's government policies to support rural development under the leadership of the Agricultural and Rural Development Authority. In Taiwan, which shares the same small-scale agricultural production model as Japan and South Korea, Sixth Industrialization has become an important policy direction for promoting the development of "new agriculture" by the government.

The Sixth Industrialization strategy creates higher economic value and brand influence by integrating primary agriculture, secondary processing, and tertiary service and sales industries. This model emphasizes the interaction and integration of industries at all levels, aiming to enhance the value of products and promote the overall development of the local economy.

Each industry level is important and interdependent in the framework of Sixth Industrialization. The primary industry involves the production and supply of raw materials, which is a fundamental and crucial step because, with raw materials, subsequent processing and services can be implemented. The secondary industry transforms these raw materials into products with higher added value, such as making food more distinctive and innovative through agricultural product processing. The tertiary industry brings these products to the market, allowing consumers to access and purchase them directly through effective sales and services. Sixth Industrialization promotes the added value of products and enhances the locality's economic vitality, contributing to sustainable development. By integrating the resources and advantages of different industries, Sixth Industrialization is expected to bring broader economic benefits to localities, promote local innovation and value creation, and thus achieve the revitalization and development of local economies.

The experience economy is a creative industry that portrays a new concept of commodity consumption. If local industries can integrate the concept of the experience economy, as proposed by Schmitt, involving five forms of experience: sensory, emotional, cognitive, physical, and relational, it can lead consumers into a new context (Lu, 2010). Through emotional contagion, consumers experience irrational deep emotions in intentionally crafted atmospheres, thereby understanding corporate culture, projecting brand affinity, affecting psychological identification through physiological interaction, and ultimately influencing purchasing decisions. Completing the purpose of consumption under the form of consumer experience is not just about selling goods; the process of providing services also generates economic value (You, 2013).

3. Research Methodology

This study explores the importance of creating attractive local brands, emphasizing the need to integrate land, production, and people, including primary, secondary, and tertiary industries, to achieve the effect equivalent to sixth Industrialization. Each level of industry is indispensable, and only complete integration can realize the concept of Sixth Industrialization. Within Sixth Industrialization, experiences play a crucial role, allowing customers to establish deeper emotional connections with the locality and enhancing their sense of identification with the local brand. Through multiple case analyses, critical factors in the establishment and development of local brands are identified, and the role of design in enhancing the value and competitiveness of local brands is explored, providing new perspectives and strategies for developing local brands.

3.1 Research Case Overview

This study focuses on how design injects new vitality into localities, using the successful case of "透紅佳人" (TouHongJiaRen) in Taiwan's sixth industrialization development as the research subject. It explores how the case integrates design in the development of primary, secondary, and tertiary industries to create a compelling sixth-level experience for customers, differentiate itself from competitors in the market, and maintain local characteristics and competitiveness. In-depth interviews were conducted with key personnel responsible for driving the case and relevant team members. These interviews identified critical success factors of local brands based on the interview content.

The primary interviewees in this study are critical figures in driving industry development (e.g., Agricultural Association General Managers) who have been actively involved in the decision-making process and possess extensive experience in handling related matters.

3.2 Interview Outline

In the context of Sixth Industrialization and the development of primary, secondary, and tertiary industries, this study explores how agriculture utilizes integrated design to create sixth-level experiences, drive local industry development, showcase agricultural aesthetics, and successfully shape local characteristics. The study investigates the critical success factors in developing local industries through multiple case analyses and provides a reference for future local development.

4. Case Overview

JiaDong Township in Pingtung County is a seaside town with clayey soil rich in salt content from seawater. Under these unique geographical and climatic conditions, the wax apples grown here are exceptionally sweet and delicious. However, in the past, the wax apples from JiaDong were so good that nobody knew about them. As distributors bought the wax apples directly from the growers without using the JiaDong name or branding for marketing, consumers were largely unaware of JiaDong's wax apples.

According to a survey by the Taiwan Agricultural Department, 78% of wax apples in Taiwan come from Pingtung, with JiaDong located in a primary production area. Due to extreme weather conditions, the rate of fruit cracking in wax apples reaches as high as 50%, severely affecting the income of fruit growers and leading to a sharp decline in cultivation areas nationwide. Under the guidance of the Agricultural Committee, the JiaDong Township Farmers' Association established the brand "透紅佳人" ("Translucent Beauty") in 2015, revamping its visual identity developed over 20 years. The transformation began with the "Translucent Little Shop". It continued with

the "Translucent Kiln," "Translucent Beauty Exploration Hall," "Translucent Beauty Dream Factory," "Translucent Beauty Packaging Factory," "Magic Giant Fridge," and "Sea Breeze Green Space Wax Apple Giant," as well as brand mascot IP design and product packaging (see Figure 1).

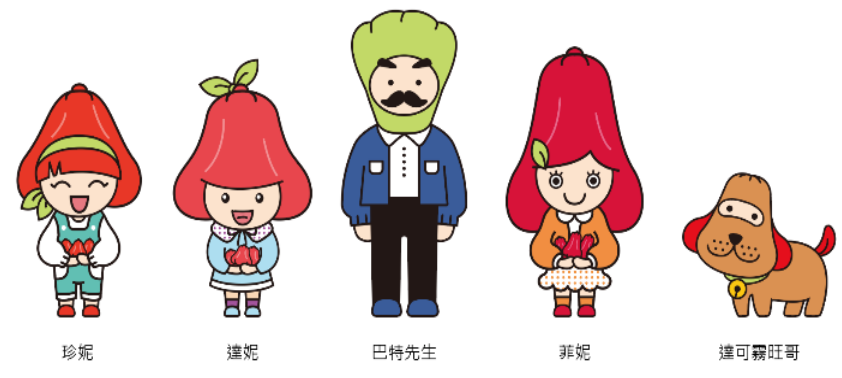


Figure 1. IP design of the brand

The "透紅佳人" brand is promoted with the unique brand image of "wax apples grown in the sea breeze." Consumers highly favor red wax apples because of their sweet taste. The brand adopts Pantone 185 C "JiaDong Red" as its identifying color, incorporating this color strategy into all product and venue designs to establish a simple and fashionable image. In 2024, "透紅佳人" wax apples set an auction record of NT\$3000 per kilogram, creating enormous value for fruit growers and propelling the brand to new heights.

To address the problem of fruit cracking, the Farmers' Association processes first-grade wax apples with poor appearance into high-quality wax apple dried fruits, fruit teas, fruit preserves, and wax apple ice cream. These processed products have become boutique items in the market and have successfully entered well-known sales channels such as CITY SUPER, Welcome, and MOS Burger.

Tourism and experiential marketing have been introduced into the venue in recent years. The "Translucent Kiln" focuses on parent-child experiences, where visitors can make Hakka-style pizza with local ingredients, such as salty pork and tofu sauce made with discarded branches from wax apple tree pruning, making Translucent Kiln Pizza more unique in flavor. The "Translucent Little Shop" mainly sells wax apple processed products developed by the Farmers' Association. The wax apple-dried fruits contain no added chemicals and are dried at low temperatures to retain the most original nutrients and flavors. The wax apple ice cream combines fresh wax apples with local watermelon and lemon, with basil and mint, for flavor enhancement, creating a unique taste experience.

The "Translucent Beauty Dreamland" is a wax apple-themed park that provides visitors with a comprehensive understanding of wax apples. The "Translucent Beauty Exploration Hall" in the park showcases various information and stories related to wax apples, serving as the best promotion base for the brand. The "Translucent Beauty Magic Dream Factory" transforms first-grade cracked fruits into higher-value processed products while providing sightseeing tours, experiential learning, scientific research, and parent-child interaction.

The "Magic Giant Fridge" in the park is mainly a cold chain facility for wax apples, responsible for preservation, freezing, and refrigeration to ensure their freshness. In addition, the "Translucent Beauty Packaging Factory" grades, packages, and controls the quality of fresh fruits. The "Translucent Beauty Praise Life Hall," expected to be completed in 2024, will further enrich the functions and experiences of the park. To enhance visitors' interactive fun, a feature installation in the park called "Sea Breeze Green Space Wax Apple Giant" displays seven enlarged wax apples, each up to 200 centimeters tall, serving as a highlight welcoming visitors. In the "Magic Dream Factory" area, a giant wax apple installation is designed to symbolize the spirit and characteristics of the JiaDong Township Farmers' Association with the theme "Be Brave, You are Red" and the Pantone 185C JiaDong Red color, blessing every visitor with the enthusiasm and courage to pursue their dreams.



Figure 2. The Translucent Beauty Dreamland

5. Exemplifying the Design Mastery of Rosy Beauty

5.1 Brand Identity

The brand in focus carries the moniker "Rosy Beauty," positioned as a purveyor of premium lychees. Its offerings include lychee fruit gift boxes, the "Rosy Moment" collection, and the "Rosy Frost" line. Complemented by the Rosy Beauty Dreamland, it beckons the populace to explore the brand's essence. The brand's identity, as depicted in diagram X, encapsulates this vision.

5.2 Rosy Beauty Dreamland

The realm of Rosy Beauty Dreamland encompasses an array of attractions, including the Jia Dong Township Farmers' Association Clinic & Jia Shang Zan Green Light Station, the Rosy Boutique, Rosy Illumination Gallery, Rosy Pottery Studio, Rosy Beauty Discovery Hall, Rosy Beauty Packaging Facility, the Sea Breeze Green Space Lychee Giant, Magical Giant Refrigerator, Southern Breeze Pathway, and Rosy Beauty Magic Dream Factory, among others.

5.3 Experiential Activities

Engage in an exploration tour at the Lychee Discovery Hall, partake in the Lychee Flavor Handcrafted Jelly DIY, or indulge in the Wood-fired Pizza DIY. The wood-fired pizza, accentuated by the distinctive Hakka salted pork and fermented bean curd flavor, offers a unique gastronomic adventure. While relishing the local flavors, participants engage in firsthand knowledge-sharing about the nuances of Jia Dong lychees. It is an immersive experience where learning intertwines seamlessly with culinary delights!

5.4 Marketing Initiatives

In 2023, the "Happiness is Rosy Time" event was hosted in Taipei as the Jia Dong Township Farmers' Association dauntlessly championed agriculture. Embracing sonic marketing, they pioneered Taiwan's first agricultural podcast, "Nong Lai Jia Gong," disseminating narratives about Taiwanese agriculture and the pivotal role of farmers' associations. This innovative approach not only captures the younger generation's attention but also educates a broader audience about the diversity of agriculture and the indispensable role of farmers' associations. The theme song "Happiness in Rosy Time" and its accompanying music video emerged as a refreshing force driving the advancement of Taiwanese agriculture.

6. Embarking on the Journey of Industrial Six-Grades

Herein, we delineate the primary factors in each grade's development during the journey towards industrial six-grades, which were illustrated in Table 1.

Table 1: The key factors in six-grade industry

Grades	Key factors	Description
First-grade industry	01. Industrial Revitalization	Augmenting product circulation and exposure are imperative to foster brand recognition.
	02. Brand Image	Erecting a tiered system and crafting visually captivating packaging imbued with exterior and interior finesse are imperative to forging a robust brand image.
	03. Design Value-Addition capture memories.	The desired impact can be magnified only through premium agricultural produce and enticing packaging designs.
Secondary industries	01. Agricultural Product Processing	Addressing the issue of cracked wax apples is paramount due to their considerable price disparity, sometimes up to tenfold. Moreover, abundant cracked fruit disrupts market pricing for otherwise quality produce. Converting 40-50% of these flawed fruits into processed goods could stabilize market value and generate additional economic worth.
	02. Product Innovation	Embracing the trend towards completely additive-free and clean eating drives the imperative for product innovation. Product diversification beyond wax apple raw materials into dried fruit, fruit jams, and fruit nectars is essential to meet evolving consumer preferences. Capitalizing on the high market acceptance of such offerings, future endeavors include wax apple ice cream and chilled beverages and expanding the scope of processed goods by utilizing related ingredients.
	03. Value-Added Design	Elevating brand perception through design is integral to brand enhancement and the extension of product lines. Strategic design initiatives contribute to brand appreciation and the expansion of brand appeal.
	04. Brand Management	Nurturing brand affinity is a gradual process that requires meticulous cultivation. Superior product quality and judicious marketing strategies are essential for refining brand concepts and optimizing consumer perception.
	05. Creative Aesthetics	Tailoring creative aesthetics to the brand identity of "Translucent Beauty," design firms have conceptualized the "Translucent Family" intellectual property. Integrating this IP into storefront displays alongside IKEA shelving has

Grades	Key factors	Description
Sixth-grade industry	06. Marketing Channels	<p>elicited significant resonance, evoking profound emotional responses.</p> <p>The aspiration to broaden brand recognition across diverse domains is rooted in a desire to challenge entrenched perceptions of agricultural associations. Demonstrating the high caliber and nuanced quality associated with agricultural associations instills a sense of pride and accomplishment.</p> <p>Envisaged as a hub for the lychee industry, the terrain encompasses elements of agri-food education, experiential activities, and guided tours.</p>
	01. Venue Planning	<p>Currently revitalizing idle spaces while refurbishing existing office premises, Rosy Beauty adopts Pantone 185C Jia Dong Red as its color motif for both venue and packaging.</p> <p>Adhering to group reservation protocols to ensure optimal reception arrangements, visitors embark on guided tours to discern the essence of the locale. Fostering an ambiance of comfort and enlightenment, the experience transcends conventional market strolls, offering insight into Jia Dong's cultural tapestry. Transitioning from ambiance to local cuisine storytelling, patrons engage in hands-on gastronomic adventures, deepening their imprint of the brand.</p>
	02. Experiential Activities	<p>By bestowing exquisite packaging upon superior products and securing optimal channels, Rosy Beauty instills confidence in lychee farmers while assuring consumers of premium quality. A meticulously curated design continuum imbues acquired goods with profound meaning, enriching the brand's imprint on the collective consciousness.</p>
	03. Value Creation	

7. Conclusion

The synthesis and analysis of interview data reveal that the interaction and integration among primary, secondary, and tertiary industries are pivotal in realizing the concept of Sixth Industrialization. Through value-added design, the unique local characteristics are showcased.

7.1 Primary Industry

Production Establishing a rigorous grading system has enhanced the overall quality of wax apples under the "Translucent Beauty" brand. Consistency in size, color, and sweetness has been achieved, elevating consumer recognition and appeal. Building trust with farmers through close collaboration has further enhanced the competitive advantage of wax apples in the market.

7.2 Secondary Industry

Processing In response to wax apple cracking caused by extreme weather conditions, the development of processed products offers an innovative solution. Products such as wax apple dried fruit, fruit jams, and fruit

nectars have been developed, utilizing processed goods as raw materials for further product innovation. Initially focusing on wax apple dried fruit as a breakthrough, market acceptance of new products is ensured before gradually introducing other processed goods to avoid consumer confusion. The direction of product development emphasizes additive-free and clean eating.

7.3 Tertiary Industry

Continuous brand promotion and consumer education have ingrained the brand in the minds of consumers. High-quality products, tasteful promotional events, and marketing activities have enhanced brand image and market acceptance. Breaking away from the traditional framework of agricultural associations has attracted a broader consumer base.

7.4 Sixth Industry

Experience Transforming wax apple culture and industry into a comprehensive experiential space, integrating agricultural education, interactive experiences, and guided tours. Visitors gain insight into the entire wax apple cultivation and processing process, while educational activities enhance understanding of agricultural techniques. The combination of education and experience enriches the visitor experience and brings sustained vitality and development potential to the wax apple industry.

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