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Based on the Packaging Design of Agricultural Products under Rural Revitalisation

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Abstract: General Secretary Xi Jinping put forward "comprehensively promote rural revitalisation" in the report of the twentieth Party Congress, stressing the "construction of livable, workable and beautiful countryside". Actively respond to the policy of revitalising the countryside of the Twentieth National Congress, in view of the fact that China is a large agricultural country, the slow development of the rural economy, but there are a large variety of agricultural and sideline products. In response to the current difficulties in agricultural sales, the lack of agricultural brands and local characteristics. Enhance the image and quality of agricultural products, through packaging can make people faster to understand the local characteristics of the product and culture, so this paper is mainly through the exploration of agricultural products packaging design, the integration of urban and rural resources, to drive the local economic development. This is also in line with the General Secretary's emphasis: to implement the spirit of the 20th Party Congress, adhere to the priority development of agriculture and rural areas, consolidate and expand the results of poverty alleviation, comprehensively promote rural revitalisation, and unremittingly strive to achieve modernisation of agriculture and rural areas.

Keywords: Rural Revitalisation; Agricultural Products; Packaging Design; Local Characteristics.

1. Introduction

The work of building a moderately prosperous society in all respects, implementing the strategy of revitalising the countryside and fighting the war against poverty is focused on giving priority to the development of agriculture and the countryside. In the "State Council on the promotion of rural industrial revitalisation of the guiding opinions", it is pointed out that: rural revitalisation, industrial prosperity is an important foundation, the implementation of agricultural brand enhancement action, and to cultivate a number of "local" "township" product brands.[1]One of the industrial prosperity is the focus of the strategy of rural revitalisation, rural development is inseparable from the economic development of the rural economy is closely related to the sale of agricultural products, but due to the current weak brand awareness of agricultural products, positioning ambiguity leads to the marketing of agricultural products there is a long way to go. In this environment, the most immediate thing is to create a good packaging for their own agricultural products, taking into account the promotion of rural agricultural products external image, and the internal strength of the simultaneous promotion, and actively explore a local rural characteristic of agricultural products packaging.

2. Organization of the Text

2.1. Packaging Profile of Agricultural Products

2.1.1. Foreign Agricultural Packaging Development Situation

Although foreign countries do not intervene in the production and management of farmers, they give policy support and create a good environment for the development of agricultural products, and excellent product packaging is also a good channel to promote agricultural products. In the era of rural industrial revitalisation opportunities, packaging culture, aesthetics, symbols, expressions and other content, can penetrate into all aspects of the rural industry chain, and competition, consumption, the economy of these factors are closely linked to the formation of rural packaging links. Rural product packaging strategy has become an important business strategy in Europe, America, Japan and other countries. For example, Japan's "one village, one product" movement can be traced back to the end of the 1970s, mainly to agricultural geography as a symbol, so that the local has a regional characteristics of the first product, to start the branding road road.[2]It carries out targeted design according to the local characteristics of agricultural products, and even sets up an official website for it, the corresponding IP image design, sets up exclusive festival activities to drive consumers, and some peripheral products with lovely design are even loved by many consumers. This approach has been studied and learnt from by many countries and regions, in order to achieve the purpose of assisting agriculture and rural revitalisation. For example, in Kochi Prefecture on the main island of Japan, there is a small mountain village called Malu Village, which is famous for its pomelo trees. Due to its remote location, the secondary processing and packaging of pomelo for sale has become an important turning point in order to increase local income. As you can see from the picture below, different kinds of products have their corresponding packaging, completely treating the agricultural products as a whole brand. Among them, Figures 1 and 2 are food products, which are seasonings, miso, jams, etc. made by processing yuzu. Most of these products are cartoon-painted, with bright colour combinations to represent the products and their picking scenes, giving an intuitive feeling of pure natural greenery. Figure 3 is a cleanser and skincare products, the packaging of this product is a minimalist style, the combination of Japanese colours and minimalist lines, this approach is very consistent with the product's concept of warmth and healing. The promotional material in Figure 4 was created by a hand-painted in Malu Village, who recorded various scenes of village life and carried out creative design, using these graffiti

style comics on calendars, official websites, and product brochures, accompanied by tender and naughty words in the tone of a child, so that those who get the product can truly feel the joy of life in the pomelo village in the mountains. The pomelo juice "Gudong Marumura" shown in Figure 5 won the best prize at the Japan 101 Village Exhibition. The pomelo products of Malu Village do not have any significant advantages compared with most of the products in the market, but the local community connects "pomelo" with culture and industrial thinking, and the core competitiveness of the products is the core factor for the explosion of the products of "Malu Village". The core factor of the product explosion. This approach integrates local human resources and develops products with local characteristics, which not only increases the content of local education and experiential activities, but also realizes the extension of the value chain of the rural brand industry and increases employment opportunities, and points to the way forward for the promotion and development of rural agricultural products.[3]



Figure 1. Food products



Figure 2. Food products



Figure 3. A cleanser and skincare products



Figure 4. Promotional material



Figure 5. The pomelo juice "Gudong Marumura"

From Population of 900 but annual revenue of over 3 billion! The Japanese yuzu that saved an entire village! _Maru Village (sohu.com)

2.1.2. Packaging Development of Domestic Agricultural Products

China's agricultural packaging design than the international, there is still a lot of room for progress. At present, some of China's agricultural packaging forms are too old, compared with foreign countries lack of novelty, and it is difficult to form a strong competitiveness. Although there are more and more excellent cases of rural packaging design in China, and the development of rural packaging has made a certain level of progress, but there is still a long way to go in the theory and practical application of rural packaging. Compared with Japan, China's "one village, one product" is a top-down policy, whose main purpose is to revitalise the countryside and improve economic efficiency. Up to now, there are at least thousands of "one village, one product" model townships across the country. However, which villages and towns are known to the public? China's "one village, one product" has fallen into the situation of many but not refined. There are three serious problems with China's "one village, one product": industrial confusion, weak branding and inadequate commercial thinking. First of all, the problem of industrial confusion is that there is no systematic planning for the industry, and there are fewer industrial links. Taking lotus root products as an example, it only stays on the sale of lotus root products, and does not make deep excavation on agricultural experience, secondary processing of products and lotus root culture. It is possible to organise activities according to the beauty of the local area, and to design unique packaging to attract people's attention during the annual event. In addition, lotus root-related lotus leaves can also be linked to various items in daily life, which can be used as raw materials to develop new products and achieve the effect of making the best use of things. Secondly, there is the problem of weak branding, which is deeply rooted in the fact that Japan's "one village, one product" is planned by the Agricultural Cooperative Association (AOA). However, in China, "one village, one product" is basically planned by the government and implemented by farmers. These agricultural products may be famous locally, but they do not have core competitiveness or differentiated design, resulting in a lack of national reputation. Finally, the problem of insufficient commercial thinking, due to our national conditions, China was in the self-sufficient small farm economy for thousands of years, lack of commercial thinking, especially user thinking, market thinking, marketing thinking. Therefore, if we want to develop "one village one product", we must jump out of the comfort zone and learn to use commercial thinking to

establish reasonable business planning. It is believed that by learning the excellent foreign design cases and understanding the true meaning of them, China can explore a way to meet the sales road of the country's agricultural products.

2.2. Problems in Brand Design of Regional Speciality Agricultural Products

2.2.1. Lack of Brand Awareness in Agricultural Packaging

In the past, branding, as an imported product of Western commercial civilisation, originated from the marking of farming and craftsmanship in agrarian civilisation. The name "brand" is derived from the ancient Scandinavian or Germanic root word "brandr", which translates as "to brand".[4]With the development of the economy and the fast-paced life in the city, people are paying more and more attention to the quality of the products, and consumers are choosing more and more in favour of the big brands with safety guarantee. The focus of the development of agricultural products is to build their own brand. As the saying goes, "people rely on clothes, Buddha relies on gold", product packaging is the first visual impression of consumers. However, most of the packaging of agricultural products lack of brand awareness, brand image positioning fuzzy, it is difficult to stand out from the serious homogenisation of the market. Even some small-scale selling and production mode, in order to reduce production costs, to obtain the maximum degree of economic efficiency, in terms of product packaging and design, for packaging for simple and cheap packaging, no high-quality design talent, font design is more conventional, the pattern is based on photographic images, typography fails to join the fun, so that people's eyes. This practice also leads to the image of agricultural products and backward, cheap, tacky and other negative words associated. Most of the current packaging style of agricultural products is more rustic, it is difficult to cause young people's desire to buy, emotional resonance, and difficult to drive the sales of agricultural products.

2.2.2. Lack of Regional Characteristics and Serious Homogenisation of Agricultural Packaging

At present, the packaging of agricultural products is confused planning, there is no clear product positioning, basically are mainly practical, lack of regional cultural characteristics, commercial packaging forms occupy the mainstream form. However, with the progress of society, the quality of agricultural products also turned out to be higher. The packaging of agricultural products with regional culture is more distinctive and can stand out from similar products. For example, Japan attaches great importance to the regional cultural characteristics of agricultural products, through high-quality products, creative packaging, deep cultural connotations and consumer emotional resonance, the local landscape, folk stories, myths and legends with artistic techniques fused in the brand image, to further promote the local culture, drive the local economic development.

On the other hand, all aspects of their lives, such as food, tools, rituals, clothing, living conditions and celebrations, have become a form of culture and art, demonstrating the local flavours, joys and flavours of life.[5]As shown in Figure 6, Figure 7 and Figure 8 below, this is a small mountain village in Japan, "40,000 ten cities" creative local publications as old newspapers as product packaging, this creative approach to make consumers buy agricultural products, access to record local characteristics of the newspaper. Invisibly do publicity, at that time caused a consumer boom, led to the development of the local economy.



Figure 6. From Shimanto Drama



Figure 7. From Shimanto Drama



Figure 8. From Shimanto Drama A shopping bag made of old newspapers has made a small mountain village a hit in Japan! _Umehara (sohu.com)

2.2.3. Lack of Environmental Awareness in Agricultural Packaging

Agricultural products are mostly in remote areas, and selling them through e-commerce and logistics is the main form. However, most of the current packaging of agricultural products do not take into account environmental factors, for the purpose of protecting goods during transport, storage of goods, most of the use of industrialised materials, the lack of environmental awareness in the choice of materials, not only cause serious harm to the body, but also cause pollution to the environment, casually discarded packaging is difficult to recycle, as well as reuse, waste of manpower and material resources in the process will not be worth the loss. And with the development of the economy, the consumer's green concept is deeply rooted in people's hearts, the concept of sustainable development is also a major trend of future development. Therefore, enterprises in the packaging should keep pace with the times, choose, paper, bamboo, wood and other natural green materials for the environment and consumers is a win-win situation, but also in line with the 19th Party Congress put forward the "industrial prosperity,

ecological livability, civilised countryside, effective governance, a rich life" of the implementation of the general requirements of the strategy of rural revitalisation.

2.3. Ways to Enhance Packaging of Agricultural Products

2.3.1. Establish Brand Awareness and Create a Unique Packaging Image

Based on the call under the policy of rural revitalisation, consolidate and expand the results of poverty alleviation, comprehensively promote rural revitalisation, and unremittingly struggle to achieve the modernisation of agriculture and rural areas, and achieve the modernisation of agriculture and rural areas. China is a large agricultural country, every autumn there are a large number of ordinary agricultural products sold at low prices and no one asked for taste, the packaging of agricultural products to establish brand awareness is imperative. Designers in the packaging design, should set up a clear brand positioning of agricultural products, mainly in the countryside as the object, in-depth excavation of the countryside, unique landscapes, strong historical heritage, will be distilled into a distinctive style of the visual image, from the colour, font, graphics and other aspects of agricultural products to improve the packaging.

In terms of font design, try to avoid the use of text from computer font, which is not only unrecognisable, but also has no aesthetic sense of design. The main fonts can be simply deformed without affecting the reading. Or use the law of design, the font in certain strokes replaced by agricultural products related elements. This kind of product placed on the shelf is often more visual impact, attracting young people's psychology of curiosity.

In the choice of colour, to avoid too rustic collocation, because the current market is the main consumer groups of the younger generation, you can use some similar colours, contrasting colours for the appropriate colour scheme, and at the same time, according to the tonality of the product to choose the brightness and saturation of the colour. For example, the packaging of female cosmetics can use similar colours with high brightness and saturated colours, which is easier to show the fashion of the product. In contrast, food packaging is more inclined to highly saturated contrasting colours, forming a sharp colour difference, expressing the deliciousness of the product and attracting consumers' eyes.

In the expression of the pattern, it should be unique and different from the same type of products. It can adopt extremely simplified treatment, which on the one hand reduces the cost of the production process, and on the other hand highlights the brand's logo and achieves the effect of publicity. Or the use of interesting illustrations and cartoons, combined with famous local stories or traditional patterns, in the sales process to further promote rural culture, and may lead to rural tourism boom.

In the choice of materials, the concept of environmental protection and non-pollution should be adhered to, using natural materials, such as clay, wood and so on. Some of the region's speciality products are wine, if you can use bamboo tubes instead of the traditional glass ceramics. For the environment is less polluted, but also to keep the product is not contaminated by toxic chemical materials, to give people a kind of ecological visual sensations.

2.3.2. Integration of Regional Characteristics in Packaging Design

For local characteristics of agricultural products, its packaging design should not only protect the agricultural products in the transport and sales process is not easy to damage, but also to be able to show the regional characteristics, to ensure that consumers from the packaging design can distinguish the characteristics of the regional characteristics of agricultural products.[6] Incorporating regional characteristics in packaging design is the key to differentiate from similar products, which can be achieved through fieldwork, mining and extracting elements of local characteristics. Rural agricultural packaging that is rural cultural creativity, manifested in the use of humanities, art, science and technology and business means, to promote the rural cultural resources of industrial innovation and rural characteristics of the cultural empowerment of the industry, Cang0new Designlnnovative Design and thus promote the countryside "industrialisation of culture" and the countryside "culture of industry" of the unity of the development of the countryside culture of the new economy to achieve the development of rural culture and innovation.[7]Take Taiwan's Celestial Wall Village as an example, it is famous for its rich maritime culture and the granite stone house architecture of Eastern Fujian. At that time, the mayor of the village planted honeysuckle flowers on the slopes of the village, which were dried and encapsulated into honeysuckle tea, which is suitable for hot brewing and making iced drinks. Later, designers created several packages of honeysuckle tea that incorporate the local culture, including a distinctive picture book in the style of the "Serobi Century Map," which introduces local attractions and history. In addition to the Honeysuckle Tea, in the early days, Serobi was a fishing village, and the export of shrimp skins and seaweed made it the richest village in Beigan at the time, so these two products were made into shrimp crackers and sesame seaweed cakes, which were packaged together with the Honeysuckle Tea. The packaging design combines the traditional cultural characteristics of Qinbi Village with the elements of granite stone houses in eastern Fujian, giving the overall packaging a unique ethnic flavour. The food is also the local traditional cuisine, to a large extent, it plays a role in external publicity. This through the design of the local characteristics of the culture as an important element of the packaging form, not only so that consumers take the product home also allows consumers to remember its taste and regional characteristics of the beauty.





Figure 9. From Shi Bohan, Zhou Baicheng, Chen Kunlin, Zhang Weisheng, etc. https://www. behance.net/ gallery/ 28082107/Chinbe-

2.3.3. Emphasis on the Cultivation of Packaging Design Talents

First of all, our government should pay attention to the

cultivation of packaging design talents, strengthen the balanced development of design talents in colleges and universities, and convey high-quality talents for the packaging of agricultural products. Enterprises should enhance the sense of crisis, seize the opportunity in the wave of the new era, pay attention to the combination of agricultural products and regional culture, build a packaging design talent training system within the enterprise, clarify the objectives of talent training, and strengthen the creativity of packaging. Design colleges and universities category should cultivate students' professionalism from both theory and skills. In theory, trace the roots of the culture and history of product packaging, dig its deep connotation, broaden the way of thinking. In terms of skills, students can express their whimsical ideas with their skills, and to a certain extent, they can anticipate the effect of the finished product and the feasibility of the plan. In terms of the mode of training, the close integration between students and enterprises and the government should be strengthened, so as to design works that are needed nowadays. Should not be closed-door work, market research, clear consumer groups and the problems to be solved through packaging.

3. Conclusion

Based on the background of rural revitalisation, the majority of rural areas should seize the opportunity. Integrate urban and rural resources, vigorously develop agricultural products with characteristics, strengthen the packaging design of local characteristics of agricultural products, promote local characteristics of agricultural products, form an industrial chain, and then stimulate consumers to buy and solve the problem of difficult sales of agricultural products. To increase rural sales, comprehensively promote rural revitalisation and build a modern socialist country, the most arduous and burdensome task is still in the countryside, and we expect to make our own contribution to the realisation of modernisation of agriculture and rural areas by reforming the packaging of agricultural products and relentlessly striving for the realisation of modernisation of agriculture and rural areas.

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