A Study of Brand Building for Local Industries in Taiwan – A Case Study of Linbian Agriculture Fishery

Wu Hui-Yun1) Lo Tsai-Yun2) Tatung University

概要：台湾の養殖漁業ビジネスは初期・伝統的販売方法で市場だけでなく顧客に呼びかけたり、または卸販売で行われていたが、宅配便などの輸送業の発達に伴い、台湾から世界各地まで、新鮮で美味しい台湾産漁産物が届く。養殖漁業は、漁業マーケティング戦略の転換を、コミュニティ全体の構築・発展のプロセスに合わせ、沿岸漁村がそれらの特有の文化や自然の地域文化、及び自然の生態系を生かして、その持続可能な発展を実現させることを目的とする。

Key Word : Brand Design, Design Planning, Local Industry

1. Introduction

Taiwan is surrounded by oceans where abundance of marine resources is hidden, from the traditional offshore fishing and marine fisheries to the development of fingerling breeding R&D and agriculture technology innovation for agriculture fishery. Consequently, fishery has thrived in Taiwan over the long run while providing many employment opportunities, which is the key vital industry which the people living in coastal areas rely on. Nonetheless the agriculture fishery faced with serious impact since Taiwan joined the World Trade Organization (WTO) in 2002. As a world-renowned "Kingdom of Agriculture," Taiwan naturally can cope with such phenomenon with its favoring conditions. With regards to marketing promotion, Taiwan not only offers quality fishery and establishes the brand image based on national localization but also stabilizes and enhances the added-value of fishery, and expand in a diversity of transport and marketing channels.

The study will analyze the development and transformation of local industries in Taiwan. The traditional industries do not only adopt the marketing scheme of selling local specialties as the only channel but can integrate with local cultural features to design community planning for the local industry development, or establish brand building for direct distribution from the origin by local residents. In the example of Linbian agriculture fishery in Pingtung County, the study analyzes the transformation of local fishery, probes into the marketing of agriculture fishery and how to develop brand design planning.

2. History of Linbian Agriculture Fishery

2.1 Development of Agriculture Fishery

Southern Taiwan is the center of agriculture fishery and Linbian Township is located along the coast of Pingtung Country, specializing in agriculture and fishery marketing. The development of marine fishery has shown any improvement due to the lack of natural harbor. Moreover due to the inborn conditions of the local soil as clay loam, impermeable and lowlaying, preventing the local residents from engaging in agricultural cultivation. The water supply from Dapeng Bay was sufficient and the fishman do not need to pump ground but can easily guide the water from Dapeng Bay into the agricultural fish farm. Linbian Area has since become one of the centers for agriculture fishery in Taiwan.

Moreover, “Linbian District Fishermen’s Association” is an occupational body founded pursue welfare for the fishermen. Due to the special and diverse fishery operations in Taiwan, the fishermen are also distributed in remote coast or fishing villages, the fishing administrative units can execute and promote policies and decrees via the fishermen’s association.

2.2 Development of Fishery Market

Over the long run, the development of abundant fisheries has turned Linbian into one of the development centers for agriculture fishery in southern Taiwan. Moreover, “giant grouper (Figure 1)” with high value and “grouper” in agriculture fishery accounts for the top fishery in Taiwan with considerably high export volume. Taiwan was the first to develop the fingerling technology for giant grouper and has constantly maintained improvement and innovation via breeding technology. For years, the productivity has stabilized to draw more orders from Taiwan and overseas countries such as Japan, Hong Kong, China, South Korea, and Southeast Asia. During the harvest season, giant groups can always bring ludicrous income for the local agriculture farmers.

Figure 1

Source Linbian District Fishermen’s Association

3. Agriculture Fishery Brand Overview

3.1 Design and Marketing Strategies

Currently the fishery has gradually shifted to ecology fishery and fishery sustainable development with consideration of the improvement on the performance of fishermen operating fisheries. Such diverse compound management helps the fishing villages to develop more industry development models other than the fish market sales.

1) Direct sales from origin: The fishermen package and directly distribute to consumers with the appeal of fresh and non processed food. It will be a choice of consumption worthwhile based on the issues related to food safety.
2. Development of Agriculture Fishery

2.1 History of Linbian Agriculture Fishery

Fisheries have played an important role in Linbian. Fish is a local fishermen who has created his own brand and adds value to fresh fish. The Linbian District Fishermen’s Association Website has served as a platform to introduce the uniqueness of Linbian Fisheries. The Linbian District Fishermen’s Association has maintained steady development and innovation via breeding technology. For example, they developed the fingerling technology for giant grouper and has constantly shown improvement and innovation via breeding technology. Consequently, fishery has the potential to naturally cope with such phenomenon with its favoring conditions.

2.2 Development of Fishery Market

Fisheries on his Facebook, facilitating the circulation marketing of digital interaction more easily in people.

3. Integration of Local Features

While traditional fisheries transforms in marketing strategies, the fishing villages also cooperate with the local community and development to integrate the specific humanistic features, natural landscape and local culture of fishing villages along the coast, which are incorporated with the natural ecology and environment to accomplish the objectives of sustainability development in agriculture fishery. In the example of Qifeng Community in Linbian Township, the “Qifeng Wetland Park” was designed adjacent to Dapeng Bay. The park is surrounded by many fishing ponds for agriculture, which can appreciate the rich and diverse ecology of the wetland closely. Fishermen living nearby directly offer sale fish from the fishing ponds. The tourists can also experience catching while the fishermen can cook for the tourists. Hence, the trend of integrating local agriculture fishery and tourism development has increased under such promotion.

3.3 Brand Building

After planning the design of marketing strategies, the following are three examples of brand building after the transformation of Linbian agriculture fishery. First the Linbian District Fishermen’s Association adopts new package marketing for consumers to eat with safety. Fresh Fish is a local fishermen who has created his own brand and adds visibility through online marketing and direct sales from the origin. Finally the local fishery tourism factory transforms the traditional factory and increases business opportunities through tour guide.

1) Linbian District Fishermen’s Association. All premium groupers from Linbian District Fishermen’s Association could be traced back of their hometown, history and foster parents. All “Linbian Fish” packages come with trace code for consumers to find out information related to the different stages of fishery production and marketing resume, from production to sales.

2) Fresh Fish - Fresh Frozen Shop-Direct Sales from Local Area.

3) Seadawn Taiwan (Jeng Yi Food Co., Ltd.) Formerly the Dongfa Fisheries Processing Factory. Tourists can DIY their dried squid strips while the interactive guide with fishing culture creates new business opportunities. It is Taiwan’s first Ministry of Economic Affairs counseled dried codfish strips manufacturing tourism factory.

4 Conclusion

The foregoing study on Linbian agriculture fishery and the marketing strategies suggests that many traditional industries today integrate with design, regardless of design on package or image, will find their own path of featured industries. Moreover, such industries will include the service design to offer customers with customized package or the one-bite package based on consumer’s physical requirement. The integration of different designs distinguishes from traditional marketing and can develop the unique characteristics of each brand. Consequently the fishing villages can incorporate the communities and ecology with exceptional themes for Taiwan’s fishery and coastal diversity to eventually expand towards globalization and in-depth cultural development. Currently Taiwan has developed the background of fishing culture in different areas and derived various theme-based leisure fishing industries with unique features.

Reference

[1] Linbian District Fishermen's Association Website
[5] Lin, Lu-An, 2006. The Study on Coastal Cultivation Fishery Pattern of Lin-pien country and Chia-tung country In Ping-dong County, National Chiayi University — Graduate School of History and Geography
[7] Seadawn Taiwan, Jeng Yi Food Co., Ltd.