

中苗地區兩河流域宜業農村推廣輔導計畫

摘要

中苗地區兩河流域兼具山海風土與多樣農產，為中臺灣農村發展的重要核心。農村水保署臺中分署為深化宜業農村推廣成果，延續前期基礎，聚焦「藍莓」與「地酒」兩大產業，透過「品牌深化」、「通路拓展」與「體驗行銷」三大策略推動，建立從產地到市場的完整價值鏈。計畫以「好的食材、好的產品、好的體驗」為主軸，串聯青農、酒莊、企業與社群組織，推動中苗地區農村品牌由地方產業邁向區域品牌化。

整體而言，本計畫整體推動效益，從品牌深化、通路拓展、體驗行銷等三面項說明：

一、品牌深化—從產區識別到形象建立

計畫以品牌核心價值為基礎，建立產業整體識別與市場信任。藍莓產業以「國產藍莓大聯盟 MLB」為推動主體，結合中華職棒明星賽及公益回饋列車活動，成功創造超過 3 億元媒體曝光效益，並透過青農品牌故事與企業採購合作，提升產地能見度與投入信心，也藉此讓產業營收成長突破 1,700 萬元。

地酒產業以「天茶地酒」為主軸，開發具風土文化意象的「天后神選純米料理米酒」與「里山珍藏」系列產品，結合信仰故事與社區物產，建

構文化敘事導向的品牌識別，完成地酒型錄、戰帖等統一設計，奠定品牌一致性基礎。

二、通路拓展—從多元合作到市場滲透

通路拓展策略以「多管道、跨領域」為原則，整合線上與實體推廣動能。藍莓產業與「霧峰大叔」合作開設農創家預購專區，商品 36 小時即售罄；並於「Mia C'bon」超市舉辦藍莓主題季，及與「遠見集團 50+好好同學會」合作推廣，成功打入高端零售與高齡族群市場。藍莓合作社之成立，象徵產業邁向制度化與組織化的新階段。

地酒產業則導入餐旅串聯與展會合作，包括與臺中觀光雙層餐車推出「天茶地酒佐餐體驗」、與貓王餐飲集團舉辦「里山珍藏」發表會，推出「酒餐搭配」方案，並於「臺北國際酒展」設立「地酒壹號店」專區，提升專業形象與通路能見度。另與旅宿業者、旅行業者合作「春酒季」、「酒莊路跑踩線團」等主題活動，讓地酒走入旅遊體驗與生活消費場景。

三、體驗行銷—從文化互動到生活融合

體驗行銷以文化互動與生活導入為核心。藍莓透過「五月瘋藍莓～臺中水保樂園」活動，結合教育、市集與採果體驗，累計超過 3,000 人次參與，深化消費者對產地的認同；職棒球員下鄉及青農見學更提升產地形象與社會參與度，也深化品牌故事溫度。

地酒推廣設計「地酒型錄」、「酒精大富翁」、「地酒戰帖」等互動

工具，於節慶市集中展出；並於「秋夜爵醒祭」音樂節亮相，成功吸引年輕族群關注。地酒品牌同時融入 ESG 與 SDGs 理念，展現地方產業永續與文化共好精神。

綜合來看，本計畫透過「品牌深化」、「通路拓展」、「體驗行銷」三大策略推動，成功串聯產業鏈、品牌價值與文化意象。藍莓產業達成青農 35 人、種植面積 10.75 公頃、媒體曝光超 3 億元之成果；地酒產業則透過跨域合作與文化行銷，擴展至餐旅與展會通路，形成中苗地區風土產業的新典範。未來將持續強化品牌故事力與市場拓展，使中苗兩河流域成為兼具產業經濟與文化價值的宜業農村新典範。

關鍵詞：兩河流域、宜業農村、農村產業、國產藍莓、天茶地酒

Industrial-Friendly Rural Development Promotion Program in the Twin-River Region of Taichung and Miaoli Area

Abstract

The Twin-River Region of Taichung and Miaoli is characterized by diverse agricultural resources and a unique blend of mountain and coastal environments, forming a vital foundation for rural development in central Taiwan. To consolidate the outcomes of its rural industrialization efforts, the Soil and Water Conservation Bureau, Taichung Branch, continued its efforts focusing on two major industries—domestic blueberries and local craft liquor (Jizake)—through three strategic pillars: **branding enhancement, channel expansion, and experiential marketing**. The program emphasizes “good ingredients, good products, and good experiences,” connecting young farmers, wineries, enterprises, and community organizations to transform local industries into recognizable regional brands.

A. Branding Enhancement – From Regional Identity to Market Image

The program focused on building a unified brand identity and market trust.

For the blueberry industry, the *Major League Blueberry (MLB)* alliance collaborated with the *Chinese Professional Baseball League (CPBL)* through the All-Star Game and Charity Train initiatives, generating over **NT\$300 million** in media exposure. These campaigns strengthened consumer awareness and confidence, while young farmer storytelling and corporate procurement partnerships further boosted the industry’s visibility and enthusiasm—resulting in an estimated NT\$17 million growth in overall revenue.

For the local liquor industry, under the *Tiancha Dijiou* (Heavenly Tea & Earthly Spirits) brand, products such as *Matsu's Choice Pure Rice Cooking Wine* and the *Satoyama Collection* were developed to express local faith and community-based craftsmanship. A unified *Jizake Catalog* and *Jizake Battle Handbooks* were completed to ensure consistent visual design and cultural storytelling, strengthening the identity of the regional liquor brand.

B. Channel Expansion – Multi-Channel Collaboration and Market Penetration

The strategy integrated both online and offline resources to expand sales and visibility.

For blueberries, collaboration with the influencer “Wufeng Uncle” on the *Taiwan Farmers online Mall* pre-order platform led to a complete sellout within 36 hours. Additional campaigns at *Mia C'bon* supermarket and the *Global Views 50+ Club* introduced domestic blueberries into high-end retail and senior consumer markets. The establishment of a Blueberry Cooperative marked an important step toward industry institutionalization and sustainable growth.

For local liquor, cross-sector cooperation with the food, tourism, and exhibition industries created multiple access points to the market. Highlights include the *Tiancha Dijiou Dining Experience* aboard the *Taichung Sightseeing Double-Decker Bus*, the *Satoyama Collection Launch Event* with *Elvis Classic Dining Group*, and the *Jizake No.1 Pavilion* at the *Taipei International Wine Exhibition*. Collaborations with hotels and travel agencies—such as the *Spring Liquor Season* and *Winery Running Tour*—further embedded local liquor into lifestyle and tourism experiences.

C. Experiential Marketing – Cultural Interaction and Lifestyle Integration

Experiential marketing focused on deepening consumer engagement through cultural participation.

For blueberries, the *May Blueberry Festival* held by SWCB in Taichung

combined education, farmers' markets, attracting over 3,000 visitors and strengthening consumer connection with the production regions. Furthermore, CPBL player visits and youth farming workshops strengthened the public image of the blueberry industry.

For local liquor, interactive tools such as the *Jizake Catalog*, *Liquor Monopoly Game*, and *Jizake Battle Handbooks* were exhibited at festivals and markets, enhancing consumer participation. The brand also appeared at the *Autumn Jazz Awake Festival*, successfully reaching younger audiences, while integrating ESG and SDGs concepts were incorporated to highlight sustainability and community development values.

Through the three strategic pillars—branding enhancement, channel expansion, and experiential marketing—the program effectively connected the local value chain, cultural narratives, and market opportunities. The blueberry industry achieved participation from 35 young farmers, covering 10.75 hectares, with media exposure exceeding NT\$300 million; while the local liquor industry expanded into dining, hospitality, and exhibition channels through cross-sector collaboration and cultural storytelling. Together, these outcomes have elevated the Twin-River Region as a new benchmark for integrating industrial development with rural culture, embodying the vision of a truly industrial-friendly and sustainable rural model in central Taiwan.

Keywords: Twin-River Region, Industrial-Friendly Rural Development, Rural Industry, Domestic Blueberry, Tiancha Dijiu (Heavenly Tea & Earthly Spirits)