



From Seeds to Table

Sustainable Agricultural Communities in Rural Guizhou and a Campaign to Promote Farmers' Brands

In the summer of 2025, I travelled to Yangdong Village in rural Guizhou to explore how technology can support sustainable agriculture. *From Seeds to Table* aimed to celebrate the community's heritage while helping local farmers promote their products online. Working with GreenDeer Education and the villagers, we combined field research with creative media design to develop digital strategies that empowered rural voices in a rapidly changing world.



1 - Understanding Farmers' Livelihoods

Through 20+ stakeholder interviews, we spoke with farmers, young villagers, and local leaders about their livelihoods and dreams. They shared stories of seed preservation, ecological farming, and the meaning of working with the land. These conversations reminded us that development begins with empathy. Every product, from rice to medicinal herbs, carries a story that connects people, soil, and memory.

2 - Celebrating Heritage Through Storytelling

Using these insights, our team produced posters and videos that honoured the farmers' identity while promoting their work. Each design highlighted daily scenes - ploughing fields with cattle, cooking rice cakes, or drying corn under the sun. By transforming these moments into narratives, we turned marketing into cultural storytelling. The campaign invited viewers not just to buy products, but to appreciate a way of life built on patience, craftsmanship, and community.

3 - Authentic Branding in a Digital Age

We developed a branding strategy that balanced innovation with authenticity. By studying live-streaming and social media platforms, we designed story-driven approaches to connect villagers with wider audiences. Our goal was to make modern tools serve traditional voices, not replace them. Each slogan, video, and online post reflected the rhythm and pride of rural life, showing that technology can amplify culture when guided by respect.

4 - Reflecting on AI and Humanity

We also explored how AI might support storytelling - experimenting with content generation and engagement analytics. Yet, this exploration led to an important realization: algorithms often produce uniform, emotionless outputs. The villagers' laughter, dialect, and songs could never be replicated by a machine. We learned that real connection depends on humanity - the ability to feel, listen, and tell stories that resist sameness.

Acknowledgement

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