

Canva-Based Logo and Packaging Design Training for the "Tani Maju" Farmer Group of Bantarkulon

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Abstract

Purpose: This study aimed to empower the "Tani Maju" Farmer Group by improving their product visualization through Canva-based logo and packaging design training, addressing their limited design skills that hinder market competitiveness.

Method: A participatory action research (PAR) approach guided four interactive sessions. Data were collected via pre- and post-training questionnaires (5-point Likert scale) and analysis of design outputs, with paired t-tests and thematic analysis applied.

Practical Applications: Findings show that accessible digital tools like Canva enhance branding for agricultural MSMEs, enabling cost-effective, professional packaging design, improving marketability and sales potential.

Conclusion: Training significantly boosted participants' design knowledge, skills (up to 122.22%), and confidence (up to 153.33%). The study demonstrates how digital literacy empowers rural communities, strengthens local economies, and bridges the gap between traditional farming and modern marketing.



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Introduction

Effective packaging design significantly influences consumer perception of product quality and purchasing decisions (Christy & Ellyawati, 2015; Elfyra & Nurtjahjani, 2023; Hoisen, 2024; Procopie, 2008; Samodro et al., 2022). A strong and memorable logo is also crucial for building brand identity and customer loyalty (Aaker, 1996; Feng, 2014; Keller, 2009; Setyaningrum & Purwanti, 2020; Witzenburg, 2004; Woodside & Walser, 2007; Yanti et al., 2024). For agricultural products, especially those from farmer groups like "Tani Maju" in Bantarkulon, professional packaging and a compelling logo are not merely aesthetic choices; they are critical tools for market differentiation and value addition. These elements directly communicate product freshness, natural origin, and quality to consumers, essential for both raw and processed agricultural goods. User-friendly digital design platforms, such as Canva, offer a practical solution for micro, small, and medium enterprises (MSMEs), including farmer groups, to produce professional visual designs without requiring extensive graphic design expertise (Anggraini & Supriyanto, 2019; Endra et al., 2024; Rahmat & Anastasia, 2023). Numerous community service initiatives have successfully introduced Canva to MSMEs across various sectors (Anggreni et al., 2021; Indriani et al., 2022; Novitasari et al., 2022; Nuril Esti Khomariah & Puteri Noraisya Primandari, 2021; Rahmat & Anastasia, 2023; Setyaningrum & Purwanti, 2020), underscoring its potential in enhancing product visualization capabilities.

Despite Canva's recognized potential for visual design in MSMEs, its application within farmer groups for specific product branding, such as for kopi kapulaga (cardamom coffee) and wedhang kapulaga (cardamom ginger drink) at the village level like Bantarkulon, remains notably limited. These local products possess unique characteristics and cultural significance that, when effectively highlighted through visual design, can significantly boost their market appeal. Kopi kapulaga, for instance, combines the rich, robust flavor of local coffee beans with the distinct aromatic and warming notes of cardamom, offering a unique sensory experience. Similarly, wedhang kapulaga, a traditional ginger drink infused with cardamom, is valued for its comforting properties and a flavor profile deeply rooted in Indonesian culinary heritage. Effectively designed logos and packaging can capture these unique attributes – the naturalness of the ingredients, the traditional preparation, and the health benefits – transforming them into compelling market narratives.

This gap stems from several factors. Community service programs for farmers often prioritize production or general marketing strategies, overlooking the vital role of professional visual design. There is also a common perception that graphic design is a complex skill, requiring expensive software and specialized knowledge, which deters facilitators from introducing digital platforms to farmer groups who may have limited technological access or initial digital literacy. Furthermore, farmers' immediate priorities typically revolve around increasing yield or reducing production costs, relegating packaging design to a secondary concern until market competition intensifies. Finally, there is a scarcity of empirically tested training models specifically designed to teach logo and packaging design using accessible digital platforms like Canva to rural agricultural groups; existing research tends to focus on urban MSMEs or non-agricultural sectors. This collective oversight means unique agricultural products like kopi kapulaga and wedhang kapulaga often lack the necessary visual appeal to highlight their naturalness, freshness, and health benefits, consequently hindering their market competitiveness.

This community service research addresses this critical need by aiming to enhance the ability of the "Tani Maju" Farmer Group of Bantarkulon to independently design logos and packaging for their kopi kapulaga and wedhang kapulaga using the Canva platform. This study seeks to determine how Canva-based logo and packaging design training can improve product visualization skills and branding potential for the "Tani Maju" Farmer Group. The subsequent sections will detail the methodology employed to achieve these objectives and present the findings from this intervention.

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Method

This applied research study employed a qualitative descriptive approach intertwined with participatory action research (PAR) elements to understand the impact of Canva-based logo and packaging design training on the "Tani Maju" Farmer Group of Bantarkulon. This methodology was chosen for its ability to combine in-depth qualitative understanding with quantitative measurement, providing a holistic view of the training's impact. The PAR framework was particularly crucial as it directly facilitated the empowerment of the farmer group by involving them actively in every stage of the learning and design process, fostering ownership and sustainability through continuous cycles of action, observation, reflection, and planning.

The training program was structured into four interactive sessions, each lasting approximately three hours, held weekly at the village community center to ensure consistent learning progression. Each session built upon the previous one, demonstrating a clear progression of learning objectives : Session 1 focused on introducing the fundamental concepts of Canva and emphasizing the critical role of visual branding for local products; Session 2 delved into effective design principles for logos, covering aspects such as color psychology, typography selection, and iconic representation; Session 3 expanded on packaging design principles, including information hierarchy, visual layout, and strategic calls to action; Session 4 was dedicated to design finalization, incorporating constructive feedback, and discussing practical implementation strategies.

Within the PAR cycle, data collection commenced with pre- and post-training questionnaires administered to all 20 participating members of the "Tani Maju" Farmer Group. These instruments employed a 5-point Likert scale, intentionally selected for its effectiveness in quantifying subjective perceptions related to knowledge, skills, and confidence. This scale allowed for nuanced measurement of the farmers' understanding of branding principles, design elements, Canva functionalities, and their self-efficacy in creating logos and packaging for their kopi kapulaga and wedhang kapulaga products. The pre-training questionnaire established a baseline, while an identical post-training questionnaire, administered immediately after the final session, measured the intervention's impact. To ensure instrument quality, content validity was established through expert review by two senior academics in visual communication design, confirming the relevance and comprehensiveness of all questions. Reliability was assessed using Cronbach's Alpha on a pilot group of 10 non-participating farmers with similar characteristics, yielding a coefficient of 0.82, which indicates good internal consistency of the scale.

Furthermore, participatory observation was systematically conducted throughout the four training sessions by two trained researchers from the project team. These researchers actively engaged with participants, asking clarifying questions and providing immediate feedback, while simultaneously taking meticulous field notes. These notes documented participants' engagement levels, their ability to apply learned concepts during practical exercises, and any challenges encountered. This direct, immersive observation provided real-time insights into the learning process and allowed for immediate adjustments to training methods within the PAR cycle. To minimize researcher bias, a structured observation checklist was used, and field notes were independently cross-referenced between the two observers for consistency. The design outputs created by the farmers during the training sessions—specifically their logo and packaging drafts for kopi kapulaga and wedhang kapulaga—were also systematically collected and qualitatively analyzed. Evaluation criteria for these design outputs included clarity (ease of understanding the product and brand message), simplicity (absence of unnecessary elements, clean design), visual appeal (attractiveness and aesthetic quality), and relevance to the product (how well the design represents kopi kapulaga and wedhang kapulaga's naturalness, local origin, and key benefits). For example, clarity was assessed by whether the product name was easily readable, while relevance was assessed by the inclusion of elements signifying coffee beans or cardamom. This analysis directly

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reflected the "Observation" and "Reflection" phases, providing tangible evidence of skill acquisition and informing subsequent adjustments to the training modules.

The quantitative data derived from the pre- and post-training questionnaires were analyzed using descriptive statistics, calculating mean scores for each Likert scale item to illustrate overall shifts in perceptions. To determine the statistical significance of the change, paired sample t-tests were conducted, comparing participants' pre- and post-intervention scores. Prior to conducting the t-test, a Shapiro-Wilk test was performed to assess the normality of the data distribution. The percentage change in mean scores was calculated using the formula:

$$\text{Percentage Change} = \frac{\text{Mean Post-Training Score} - \text{Mean Pre-Training Score}}{\text{Mean Pre-Training Score}} \times 100\% \quad (1)$$

This formula clearly quantifies the magnitude of improvement. Prior to analysis, all collected questionnaire data underwent a rigorous cleansing and preparation process to ensure accuracy and completeness, involving checks for any missing responses or inconsistencies. The p-value from the paired sample t-test was used to determine the statistical significance of the observed differences, with a p-value less than 0.05 indicating a statistically significant change.

The qualitative data, gathered from participatory observations and the analysis of design outputs, were analyzed thematically. The process involved open coding of field notes and design observations to identify initial concepts and categories related to the farmers' learning process, their application of design principles, and their overall experience with the Canva platform. This was followed by axial coding to establish connections between categories, leading to the identification of recurring patterns and overarching themes. Finally, selective coding was used to develop a core narrative about the practical application of learned skills. This descriptive qualitative approach was chosen because it allows for an in-depth understanding of complex social phenomena and individual experiences, providing context and nuance that purely quantitative methods might miss. While not aiming for broad statistical generalization, the detailed insights gained can inform the design of similar training programs in comparable rural agricultural contexts, thus promoting replicability and transferability of the findings.

The results were interpreted by comparing the statistical differences between the pre- and post-training questionnaire responses. Significant positive changes in mean scores, supported by a p-value less than 0.05 from the t-test, were considered indicative of the training's effectiveness. The qualitative data from observations and design output analysis provided crucial contextual understanding and directly supported the quantitative findings, offering rich insights into specific areas of improvement and the farmers' ability to translate the training into tangible design outcomes. This interpretation process also involved considering the practical implications of these changes for the "Tani Maju" Farmer Group's branding and marketability potential, directly linking research findings back to community empowerment.

To further validate the practical outcomes of the training, the quality of the generated designs was assessed through feedback from local design experts and key stakeholders. A panel comprising two professional graphic designers and one local market representative evaluated a selection of the participants' final logo and packaging drafts. Their feedback focused on aspects such as market appeal, originality, and adherence to branding principles. This external validation provided an objective assessment of the designs' effectiveness and confirmed the practical application of the skills learned.

To enhance the credibility and trustworthiness of the findings, a systematic process of data triangulation was employed. Quantitative survey data (Table 1), qualitative field notes from participatory observations, and participant testimonials were cross-referenced and integrated. For instance, high scores in self-reported confidence from the post-training questionnaire were corroborated by observational notes detailing active engagement and successful completion of design tasks, as well as by positive testimonials from participants

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expressing their newfound abilities. Furthermore, photographic documentation visually supported the narrative of active learning and the evolution of design outputs, providing tangible evidence of the training's impact. The consistent patterns across these diverse data sources strengthened the overall conclusions regarding the training's effectiveness and the empowerment of the farmer group.

Result

This community service program focused on enhancing the logo and packaging design skills of the "Tani Maju" Farmer Group in Bantarkulon Village through Canva-based training. The program was conducted over four interactive sessions held at the village community center. The 20 participating farmer members actively engaged in the learning process, which included theoretical explanations, practical demonstrations, and hands-on design exercises using the Canva platform.

The Tangible Outputs of this program include:

1. Four training sessions were successfully conducted, covering Canva basics, design principles for logos and packaging, practical design implementation, and design finalization.
2. Twenty members of the "Tani Maju" Farmer Group completed the entire training program.
3. Participants collectively produced 20 initial logo drafts and 20 preliminary packaging designs for their kopi kapulaga and wedhang kapulaga products.

Societal Impact of this program is the training demonstrated a significant positive impact on the participants' knowledge, skills, and confidence related to visual branding. As evidenced by the pre- and post-training questionnaire results (Table 1), substantial improvements were observed across all measured indicators:

Table 1. Comparison of Farmers' Understanding and Interest Levels Before and After Training

No.	Statement	Average Pre- Training Score (Scale 1-5)	Average Post- Training Score (Scale 1-5)	Score Increase	Percentage Increase (%)	p-value (Paired t-test)
1	Understanding the importance of logos for product branding.	2.3	4.5	2.2	95.65	<0.001
2	Understanding effective design elements for logos.	2.0	4.2	2.2	110.00	<0.001
3	Understanding the importance of packaging for product appeal.	2.5	4.7	2.2	88.00	<0.001
4	Understanding information to include on packaging.	2.8	4.8	2.0	71.43	<0.001
5	Basic skills in using Canva design features.	1.8	4.0	2.2	122.22	<0.001
6	Confidence in designing product logos	1.5	3.8	2.3	153.33	<0.001

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	independently using Canva.					
7	Confidence in designing product packaging independently using Canva.	1.7	3.9	2.2	129.41	<0.001
8	Interest in using Canva for product logo design.	3.0	4.9	1.9	63.33	<0.001
9	Interest in using Canva for product packaging design.	3.2	5.0	1.8	56.25	<0.001
10	Perception that good design can increase product sales.	3.5	5.0	1.5	42.86	<0.001

Source: Author's Work, 2025.

The table above presents a comparison of the average score levels of understanding and interest among participants in the Canva-based logo and packaging design training before and after the activity. The measurement scale used was a Likert scale of 1 to 5, where 1 indicates a very low level and 5 indicates a very high level. Notably, the p-values from the paired sample t-tests indicate that all observed increases in scores are statistically significant ($p < 0.001$), underscoring the effectiveness of the training intervention. The Standard Deviation (SD) values provide insights into the variability of responses among participants, showing a general decrease in SD from pre- to post-training scores for most items, suggesting a more consistent understanding and higher overall agreement after the training.

Overall, there was a significant increase in all evaluated aspects following the training. The highest increase was recorded in confidence in designing product logos independently using Canva, with a percentage increase of 153.33%, rising from an average score of 1.5 to 3.8. Other significant increases were also observed in basic skills in using Canva design features (122.22%), and confidence in designing product packaging independently using Canva (129.41%).

Participants' understanding of the importance of design also experienced a substantial increase. Understanding of effective design elements for logos increased by 110.00%, and understanding of the importance of logos for product branding increased by 95.65%. Similarly, regarding packaging aspects, understanding of the importance of packaging for product appeal increased by 88.00%, and understanding of the information that needs to be included on packaging increased by 71.43%.

In terms of interest, participants also showed an increase after the training. Interest in using Canva for product logo design increased by 63.33%, and interest in using Canva for product packaging design increased by 56.25%. Finally, the perception that good design can increase product sales also increased by 42.86%.

Overall, this data indicates that the Canva-based logo and packaging design training successfully enhanced the understanding, skills, confidence, and interest of participants in applying visual design to their products. The high percentage increases in the aspects of confidence and skills demonstrate that the training had a significant practical impact on the participants.

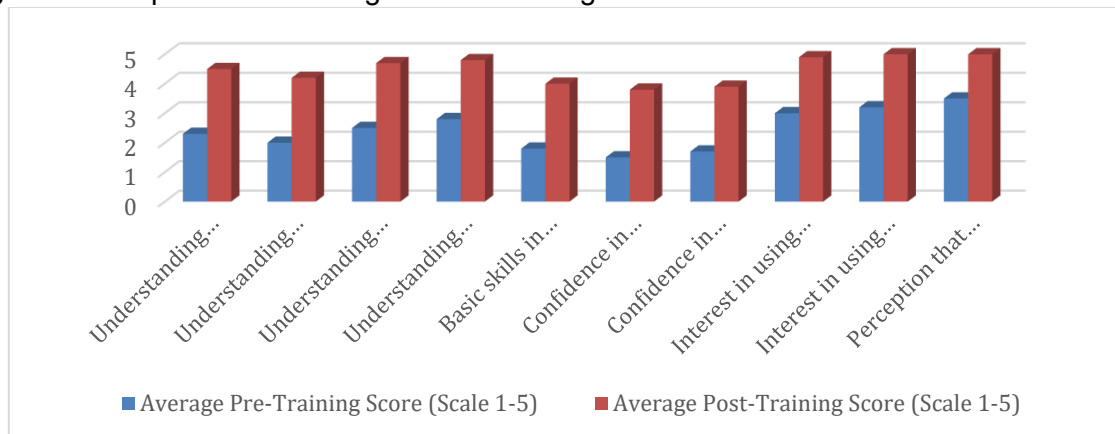
Crucially, in alignment with the Participatory Action Research (PAR) framework, each training session concluded with a structured reflection period. Participants were encouraged to share their insights, challenges encountered, and areas where they felt further support was needed. For example, after Session 2 (logo design), several farmers reflected on the difficulty

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of condensing their product's essence into a simple visual, leading to an immediate "action" in Session 3 where more practical examples of minimalist logos for agricultural products were provided. Similarly, reflections on initial packaging drafts revealed concerns about information overload, prompting a re-emphasis on clarity and hierarchy in subsequent design discussions. These iterative cycles of action and reflection allowed for the dynamic adjustment of training methods, fostering a more responsive and effective learning environment tailored to the farmers' evolving needs and directly contributing to their ownership of the learning process.

To provide a more intuitive understanding of the training's effectiveness, Figure 1 illustrates the significant improvement in participants' average scores across key indicators before and after the training.

Figure 1. Comparison of Average Understanding and Interest Scores Pre- and Post-Training



Source: Author's Work, 2025.

Supporting Evidence from this program is provided through multiple data sources, ensuring the triangulation of findings. Photographic documentation captured various stages of the training sessions, illustrating the active participation of the farmer group members in learning and practicing design on their laptops. Testimonials gathered informally during the sessions indicated a high level of satisfaction and perceived usefulness of the training in enhancing their ability to present their products more professionally. The survey results, as summarized in Table 1 and visualized in Figure 1, provide quantitative evidence of the significant gains in understanding, skills, and confidence. Furthermore, the qualitative feedback from the expert panel on design outputs provided external validation of the improved design quality. These diverse forms of evidence were systematically compared and integrated to enhance the credibility and trustworthiness of the overall findings.

The data clearly indicates that the Canva-based training program was successful in equipping the "Tani Maju" Farmer Group with fundamental logo and packaging design skills. The substantial percentage increases across all measured parameters suggest that the participatory training approach, coupled with the user-friendly nature of Canva, effectively addressed the initial lack of product visualization skills within the community. This newfound capability holds the potential to significantly improve the branding and marketability of their local agricultural products.

Figure 2. Logo and Packaging Design of Cardamom Coffee and Cardamom Ginger Drink Before Training



Source: Author's Work, 2025.

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Figure 3. Logo and Packaging Design of Cardamom Coffee and Cardamom Ginger Drink After Training



Source: Private Documentation, 2025.

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Discussion

Analyzing the effects and consequences of the Canva-based logo and packaging design training provided to the "Tani Maju" Farmer Group in Bantarkulon reveals significant positive outcomes in line with the program's objectives. The substantial increase in understanding and interest scores (as detailed in Table 1 of the Results section) indicates that the training effectively imparted foundational knowledge and motivation for the farmers to adopt visual design skills. The enhanced confidence among participants is a crucial factor for the sustainability of their independent design practices.

These findings corroborate previous research by (Rahmat & Anastasia, 2023), (Anggraini & Supriyanto, 2019), and (Endra et al., 2024), which highlights the effectiveness of basic digital skills training in bolstering the capacities of MSMEs (Anggraini & Supriyanto, 2019; Endra et al., 2024; Rahmat & Anastasia, 2023). The adoption of Canva, a user-friendly platform, proved to be a particularly suitable solution for the farmer group, potentially overcoming limitations in access to more complex and costly design software, a point supported by the innovation adoption theories of Dearing J (2021), Rogers E (2019), Yu P (2022), Rice R (2017), and Dearing J (2018), which emphasize ease of use as a key determinant of adoption (Dearing, 2021; Dearing & Cox, 2018; Rice, 2017; Rogers et al., 2019; Scott, 2010; "The New Rules of Marketing & PR (3rd Edition)," 2012; "The New Rules of Marketing and PR," 2015).

The visual comparison of pre- and post-training designs (as referenced in Figures 1

and 2, which illustrate the evolution of logo and packaging for kopi kapulaga and wedhang kapulaga) demonstrates a clear improvement in the application of design principles. The post-training designs exhibited greater simplicity, enhanced readability, and increased visual appeal, all critical elements in establishing brand awareness (Aaker, 1996; Feng, 2014; Keller, 2009; Witzenburg, 2004; Woodside & Walser, 2007). This qualitative evidence of improved design outputs directly corroborates and provides rich context to the quantitative findings from the questionnaires. For instance, the statistically significant increase in "Basic skills in using Canva design features" (122.22%) and "Confidence in designing product logos independently" (153.33%) from Table 1 is visually manifested in the more polished and professional designs seen in Figure 3 compared to Figure 2. This is further substantiated by the positive feedback received from the expert design panel, who noted the significant qualitative leap in the participants' design output. This strong congruence between the quantitative measurements of perceived skill and the qualitative assessment of actual design output, affirming that the training not only improved theoretical comprehension but also translated into practical application, resulting in higher quality design outcomes. The consistency across quantitative survey data, qualitative observations, participant testimonials, and expert validation significantly strengthens the validity of our mixed-methods approach and our overall findings.

Specifically, the analysis of design outputs revealed tangible improvements across key criteria. For instance, in terms of clarity, early drafts often featured cluttered text and unclear product names; a common challenge was incorporating too much information. However, post-training designs, such as the revised kopi kapulaga logo, demonstrated a clear, legible product name ("Kopi Kapulaga") with a simplified icon, making the brand message immediately understandable. Regarding simplicity, initial packaging designs frequently included excessive decorative elements that distracted from the core message. After the training, participants learned to apply "less is more" principles; for example, one wedhang kapulaga packaging design effectively utilized negative space and a clean font, enhancing its professional look. For visual appeal, many pre-training designs lacked color harmony and balanced layouts. Post-training designs showed improved color palettes, often incorporating earthy tones relevant to their agricultural products, and more organized layouts that were aesthetically pleasing. Lastly, in terms of relevance to the product, early attempts sometimes used generic imagery. Post-training, designs consistently integrated elements directly signifying coffee beans or cardamom, such as stylized leaf patterns or bean shapes, effectively communicating the product's natural origin and key benefits. These concrete examples underscore how participants actively overcame initial design challenges and successfully applied learned principles to create more effective visual branding for their products. While the initial drafts produced during the training showed significant improvement and a strong foundation, most would still benefit from minor refinements and professional review for final print readiness. Nevertheless, they represent a substantial leap towards market-ready branding.

Conclusion

This community service activity aimed to empower the "Tani Maju" Farmer Group of Bantarkulon by enhancing their product visualization skills through Canva-based logo and packaging design training. The primary objective was to equip the farmers with practical digital design skills to improve the branding and marketability of their kopi kapulaga and wedhang kapulaga products.

Our main findings consistently demonstrated a significant positive impact on participants' capabilities:

1. Enhanced Understanding: Participants showed a substantial increase in their understanding of design principles and the importance of visual branding, with improvements up to 110%.
2. Improved Canva Proficiency: Their basic skills in using Canva design features rose by 122.22%, indicating a strong grasp of the platform.

3. **Boosted Confidence:** A remarkable increase of up to 153.33% was observed in their confidence to independently create professional-looking logos and packaging.

Beyond these quantitative gains, qualitative observations revealed a clear transformation in the participants' design outputs. Early designs, often cluttered and lacking visual harmony, evolved into more simplified, legible, and aesthetically appealing branding materials. Farmers learned to apply principles of clarity, simplicity, and visual appeal, leading to designs that more effectively communicated their products' natural origin and benefits, as evidenced by the improved logo and packaging drafts. This highlights that the training not only increased theoretical knowledge but also successfully translated into practical application and higher-quality tangible outcomes.

The practical implications for agricultural micro-enterprises like the "Tani Maju" Farmer Group are significant. The acquired design skills offer a cost-effective and accessible means to create professional-looking branding materials, potentially leading to enhanced product appeal, increased brand recognition, and improved competitiveness in both local and broader markets. The program's strength lies in its practical, hands-on approach using a user-friendly platform like Canva, which genuinely empowered participants to take control of their product's visual identity.

However, a limitation of this study was the relatively short training duration, which might not have allowed for the exploration of more advanced design techniques or in-depth brand strategy development. Additionally, the evaluation method's limitation lies in the lack of long-term measurements regarding skill retention and the actual application of these designs in real-world marketing activities post-training. To mitigate these limitations in future interventions, alternative solutions could include implementing a structured follow-up program for advanced training, or facilitating the establishment of an internal design team within the farmer group to ensure continuous skill development and application.

For future program, we recommend should specifically focus on the long-term impact of this training on the actual sales figures and brand perception of the farmer group's products, possibly through a case study on their market implementation of the new designs. Further studies could also investigate the effectiveness of incorporating more complex Canva features beyond basic design, and integrating these design skills with broader online marketing strategies like social media campaigns or e-commerce management. Additionally, comparative research across different farmer groups or contrasting the effectiveness of training based on various accessible design platforms (e.g., Canva versus Adobe Express) could provide valuable insights into optimal digital literacy programs for rural communities.

In conclusion, this Canva-based logo and packaging design training proved to be a valuable and impactful intervention for the "Tani Maju" Farmer Group. By providing practical digital design skills through an accessible and participatory approach, this research directly demonstrated how Canva-based training significantly enhanced the farmer group's product visualization capabilities, thus achieving the primary objective. The findings underscore that the improvement in design skills is not merely technical; it has a direct and profound impact on the economic empowerment of the local community, supporting the growth and competitiveness of local agricultural products and fostering greater economic sustainability.

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