

Study on the Brand Construction of Regional Agricultural Products

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Abstract: The branding of agricultural products is the inevitable result of the marketization, specialization and socialization of agricultural production. The agricultural product brand is the extension and application of the brand concept in agricultural products. It refers to the identification mark of the origin and quality of agricultural product operators and their products, represents the credibility of agricultural product operators and their commitment to consumers, and is the intangible asset of agricultural product operators, which is the bridge between agricultural product operators and consumers. Compared with the brands of industrial products and other service products, the main features of the agricultural product brands are agricultural products. The agricultural production process is carried out in a vast natural space. The influence of labor methods on product quality is difficult to monitor, and thus it is necessary to realize the agricultural industry and standardized production management. The agricultural product brands represent the advantages of natural resources. The creation of most agricultural product brands is often based on the original characteristics. The brand value of agricultural products is greatly affected by original technology. The quality and efficiency determined by the level of science and technology have become the leading factor in enhancing the brand value of agricultural products.

1. Introduction

After China's accession to the WTO, a large number of foreign brands of agricultural products have entered China's market, resulting in China's agricultural products "to stay at home" must participate in international market competition. In this context, whether China's agricultural products can achieve competitive advantages in similar products depends to a large extent on how hard the brands of agricultural products are. In this sense, the future market competition is the competition between brands and brands. If our country's agricultural products have no brand, or are only branded and lack of independent intellectual property rights, it will not only affect the export of agricultural products in China, but also will not be conducive to the sustainable development of China's foreign trade in agricultural products. Under the new circumstances in which green barriers have become new means of trade protection, developed countries continue to enact new technical regulations, raise standards, impose stringent requirements for packaging and labeling, and implement strict quality certification systems and inspection procedures to ensure national security. , Protecting the environment and safeguarding the interests of consumers as legitimate reasons constitute export obstacles to exporting countries [1]. This requires us to create a brand of agricultural products, and continue to enhance the brand value, to break the barriers to trade barriers in developed countries, and improve the international competitiveness of China's agricultural products.

2. Evaluation Index System of Agricultural Products Brand Value

Agricultural products refer to humans' conscious use of plant and animal growth mechanisms to obtain food and other material information necessary for life. In terms of its product characteristics, it can be divided into animal products and plant products. For their use, they can be divided into three categories of daily necessities that meet the direct needs of humans, such as food, oil, vegetables, fruits and meat, eggs, milk, etc. The daily necessities that meet the indirect needs of humans, such as feed grain, forage grass, crop straw, etc., can be converted into necessities for

industrial processing such as meat, eggs, milk, aquatic products, etc., such as those used in the textile industry. Cotton, hemp, cigarettes produced in cigarettes, food, meat, vegetables and fruits used in food processing. The agricultural products involved in this article include various fresh and active animal and plant products and their processed products [2].

The agricultural product brand is the extension and application of the brand concept in agricultural products. It refers to the identification mark of the origin and quality of agricultural product operators and their products. Representing the credibility of agricultural product operators and their commitment to consumers are the intangible assets of agricultural product operators and the bridge between agricultural product operators and consumers. Compared with the brands of industrial products and other service products, there are mainly one of the following characteristics. The carrier of agricultural product brands is agricultural products, which is the material products that human beings use animal and plant as the labor object and use the solar energy and biological organisms' life processes to obtain labor products. Agricultural production is a production in which the natural reproduction process and the economic reproduction process are intertwined, so that the agricultural product has a different characteristic from the industrial product brand, namely, the agricultural product brand represents the natural property of the agricultural product. It is closely related to the health of human beings. The quality of products directly affects the realization of brand value. The agricultural production process is carried out in a vast natural space. The influence of its labor mode on product quality is difficult to monitor. Therefore, it is necessary to realize agricultural industrialization and standardized production management.

Second, agricultural product brands represent the advantages of natural resources. The creation of most agricultural product brands is often based on the characteristics of the origin. Such as Hunan "Junshan Yinzheng" tea, Northeast "Northern Great" rice. According to the research and analysis on the effective sample name of the brand names of planted species of the China International Agricultural Fair in the year, there is a product name named based on the origin of the origin, which is the total number. From this we can see that the advantages of investigating and paying natural resources are the key to forming the differences and core competitiveness of agricultural products. Geographical indications and certification marks are scarce and indispensable resources [3].

Third, the brand value of agricultural products is greatly affected by original technology. For example, the "Yuan Longping" brand of Hunan Yuanlongping Agricultural Hi-Tech Co., Ltd., whose intangible assets are valued at 100 million yuan, is known to a large extent from the influence of Yuan Longping, the father of the world's hybrid rice. Another example is that the Dahongpao tea tree of "The King of Tea" grows on the rock wall in the deep valley of the Kowloon case. There are only four tea trees in the Kowloon case. The annual output is only about two, but the production is expanded through grafting technology. Scale, formed its brand effect. From this we can see that the quality and efficiency decided by the scientific and technological level have become the leading factor in enhancing the brand value of agricultural products.

3. Major Problems in the Construction of Agricultural Products Brands

Due to the influence of traditional agricultural thinking and the constraints of institutional and technological factors, the degree of standardization of our country's agriculture is relatively low, which leads to a lack of stable brand quality of agricultural products and low consumer trust in brands. Brand owners tend to value the speed of brand development, while ignoring the internal quality of the brand. As a result, the scale of the brand continues to expand, but the brand's vitality and influence are constantly weakening. At present, China's agricultural organization is still in its infancy, its internal management is low, farmers lack the brand management awareness, and brand development is lagging behind. Mainly, the number of brands is small, the scope of impact is small, and the content of science and technology is insufficient. Most agricultural products have not yet achieved standardized production, and it is difficult to meet market demand. The quality standards of agricultural products are not high and it is difficult to form their own brands.

The development of agricultural product brands is not an isolated marketing activity of

agricultural product market players. It is affected by the environment. From the perspective of economic factors, the degree of agricultural industrialization and intensification is low, which is not conducive to the formation of a brand, and it is difficult to form more “leading” agricultural enterprises; from the perspective of the government, many local governments have not given sufficient support to agricultural product brands, such as Local modern agricultural enterprises lack adequate policy support and lack sufficient publicity for local specialty agricultural product brands. From a legal perspective, China lacks a protection mechanism for agricultural product brands, and a large number of counterfeit brands are flooded with the market, which seriously damages the brand. The market image of agricultural products has caused a bad influence [4].

Local governments at all levels are keen on brand appraisal and ranking, and they have introduced a number of honorary titles, but they lack unified planning and design at the national level. In addition, the selection rules of some departments and agencies are not standardized, but only pay attention to the evaluation of brands and neglect the cultivation of brands and the protection of brands. China's agricultural product brand assessment agencies are numerous, such as the General Administration of Quality Supervision, Inspection and Quarantine, the State Administration for Industry and Commerce, and the Ministry of Commerce. The evaluation systems and management methods of each department are not the same. This has led to different understandings of local methods, procedures, and standards for identifying agricultural product brands. Therefore, an authoritative institution or department at the national level should be formed to formulate national standards, procedures and elimination mechanisms for agricultural product brand recognition.

4. Measures to Strengthen Branding of Agricultural Products

With the development of globalization of the economy, the pressure for competition in agricultural products has continued to increase, coupled with the current market conditions in which the relative supply of agricultural products exceeds demand, which has become an important obstacle to rural economic development. Therefore, it is necessary to formulate agricultural standardization, realize registration of agricultural products, implement brand strategy, and do a good job in building the agricultural quality standard system, quality supervision system, and agricultural standardization technology promotion system. Actively carry out agricultural skills training and guide farmers to learn advanced technologies such as standardization techniques and green planting techniques. A set of standardized quality management systems for agricultural animal and plant species standards, processing standards, quality standards, etc. shall be established. The product quality certification system shall be strictly enforced, and the agricultural product quality supervision system shall be established to ensure the quality of branded agricultural products [5].

To implement the brand strategy for agricultural products, it is necessary to carry out industrialized management, form economies of scale, solve problems such as the current small-scale production, small differences in the quality of agricultural products, and the backward marketing methods. In terms of production, a professional production cooperation organization is established, internal management and management are implemented, specialization development is adopted, characteristic agriculture is formed, the original decentralized production units are integrated, and the road of scale and standardization development is taken; in the market On the other hand, establish a distinctive brand origin market, focus on sales of local famous brands, establish stable sales channels, develop new business relationships, and promote the circulation of agricultural products; in terms of marketing, brand and product packaging, labels and corporate Combining the images to improve the image of the brand, and using a variety of means to expand the brand's influence and increase the public awareness of brand-name outstanding brands.

China's agricultural product brand building has a big gap in its sense of concept and means of implementation. The brand building of agricultural products should learn from the advanced experience of industrial brands and foreign countries, combine the characteristics of agricultural products, and take the road of own brand management. To establish a complete brand management

system, take effective measures to carry out brand maintenance and brand promotion, and pay attention to the improvement of brand quality. The specific methods are: (1) Make full use of the society's understanding of the concepts of green food and pollution-free products, establish the brand's green and regional characteristics in the minds of consumers, and enhance the brand's image. (2) Carefully select brand appeals, highlight the individualization of agricultural products brands, and prevent competitors from following suit. For example, the US Sunkist drinks are initially recognized by consumers with the concept of nutrition and health, and are quickly imitated by competitors; later they are promoted. Highlighting the demands of the sun, beach, and entertainment, and propagating their rational ideas through newspapers, they created their own unique brand image. (3) Use modern marketing methods to expand the brand's influence, attach importance to product packaging, do a good job of after-sales service, use brand extension strategies, and continuously enhance the value of the brand.

The construction of branded agricultural products requires a lot of human, material and financial support and requires the support of policies. Therefore, the competent government departments must provide support and protection. First of all, the government should give farmers more guidance and policy support, and encourage them to create brand confidence. Second, strengthen the construction of agricultural product quality standards and supervision systems. The formulation and implementation of standards for food safety, quarantine of agricultural products, standardization of agricultural technologies, and development of organic foods are of great significance to the brand building of agricultural products. Third, increase the construction of public facilities required for the production and processing of agricultural products. We will increase efforts to build the necessary infrastructure for agriculture, increase the ability of agriculture to resist risks, increase the competitiveness of products, and provide strong guarantees for brand building of agricultural products.

5. Conclusion

The strategic management of agricultural products brands is dynamic. It is the integration of various resources as the internal and external environment of the company changes, and creates and develops an uninterrupted management process for agricultural product brands. The performance of agricultural product brand strategy management is reflected in the brand value of agricultural products. The brand value of agricultural products is not fixed and the brand's strategic management can not only enhance the brand value, but also reduce the brand value. Therefore, in the process of brand strategy management, agribusiness companies should focus on the process.

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