

Research on the Development Path of Green Brand in Rural Areas Promoted by Rural Revitalization

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Abstract: Rural ecological revitalization is an important part of the strategy of rural revitalization. It is of great significance to the sustainable development of agriculture, the improvement of rural living conditions, the increase of farmers' income, and the enhancement of farmers' sense of happiness and acquisition. The process of developing green products is a group activity, which requires the participation of farmers, enterprises and government. The key point is the establishment and effective operation of green products brand. At present and in the future, upgrading the brand value of agricultural products is an important strategic measure to lead the structural reform of Chinese agricultural supply side, help poverty alleviation, promote quality and agriculture, and develop modern agriculture. Characteristic development is an effective focus of green agricultural product brand building, and agricultural informationization is its strong support. Exploring the specific path of brand building is conducive to the further development of brand building of green agricultural products, providing help for the realization of industrial prosperity and assisting the implementation of rural revitalization strategy.

1. Introduction

The report of the 19th National Congress of the Communist Party of China put forward an important strategic plan for the implementation of rural revitalization. Document No.1 of the Central Committee of the Communist Party of China in 2018 proposes to take the road of promoting agriculture through quality, highlighting the greening, quality, characteristics and branding of agricultural development [1]. The problems faced by rural ecology are many and complex, and need to be promoted by multi-factors. Science and technology is an important means to solve the problem of rural ecological revitalization and an important way to smoothly promote rural ecological revitalization [2]. Construct the green organic agricultural industry system, production system and management system, promote the green development of agriculture, high-quality development, and sustainable development of green organic brand. Building agricultural brand is to meet the needs of the escalating consumer market, an effective measure to achieve agricultural efficiency and increase farmers' income, and an important grasp to lead the green development of agriculture and promote the structural reform of agricultural supply side [3]. Vigorously developing green agriculture, forming a system of integrated development of one, two, three products of green agriculture, and promoting regional brand building of agricultural products are of great practical significance for realizing the development of villages from traditional agriculture to modern agriculture.

2. Brand Building of Agricultural Products and Prosperity of Rural Revitalization Industry

2.1. Management scale and production standardization provide the basis for the development of agricultural product brand

At this stage, there is a problem of labor loss in rural areas. Due to the limitation of its own scale of operation and resources, the existing small-scale agricultural operators lack the enthusiasm of modern production organization such as scale of operation and production standardization, which has restricted the development of agricultural modernization and is not conducive to The

development of agricultural product brand building [4]. Problems such as low agricultural output and damage to the surrounding environment of agricultural production. It is necessary to change the traditional mode of agricultural production and gradually move towards green production. The quality of agricultural products is the foundation of brand building and an important cornerstone for strengthening agricultural brands. Providing more high-quality agricultural products is an effective way to speed up the construction of agricultural brands. Therefore, it is necessary to gradually reduce the supply subject of small farmers, introduce small farmers into the development track of modern agriculture, and cultivate new agricultural supply subjects. We will promote standardization of production through large-scale operation, mobilize the capital and technical investment of business entities in agriculture, and ensure the output and quality of agricultural products.

2.2. Agricultural greening, high quality and characteristic development are the key players in the brand building of agricultural products

At present, the consumption capacity of the main demand subjects for agricultural products has been greatly improved, which has changed from quantity satisfaction to quality improvement. The safety and quality of agricultural products is a major problem facing agricultural development. The vast majority of the bases are still family workshops, and the processing rate of agricultural products is not high. In recent years, the “two kinds of risks” of nature and market have intensified, and some bases can only make small profits or operate on capital preservation [5]. In order to introduce advanced agricultural technology and strengthen agricultural science and technology innovation, it is necessary to give full play to the role of science and technology and provide technical basis for the efficient development of agricultural production. Strictly standardize the standards in the agricultural industry chain, and promote the green, high-quality and high-yield production of agricultural products through measures such as cultivation of good varieties, organic fertilization, standard processing and cold-chain logistics, so as to further promote the green and high-quality agriculture.

2.3. The construction of agricultural product brand is the endogenous driving force for the prosperity of rural revitalization industry

Rural revitalization and industrial prosperity are the focus. Implement the strategy of developing agriculture, deepen the greening, quality, specialization and branding of agriculture, adjust and optimize the layout of agricultural productivity, and promote the industry to shift from production guidance to physical orientation. Strengthen the construction of living space, actively carry out green building and infrastructure construction activities, save energy, water and materials as much as possible, and realize the intelligent management of rural ecological environment protection. Through rural agricultural tourism, consumers can understand and experience agriculture, make them understand modern agricultural knowledge, and improve agricultural brand value through precise positioning. Only through standardized production, coupled with scientific technology and management, can we produce high-quality green products. Through the brand building of agricultural products, we can increase the recognition degree of high quality and characteristic agricultural products, effectively distinguish brand agricultural products from other similar products, develop loyal demander groups, form stable market capacity, and provide strong support for the sustainable and powerful development of the industry.

3. Probe into the Path of Green Brand Construction in Rural Areas

3.1. Relying on regional advantages to build a brand

Agricultural product brands are not the same as other product brands. They need to create species and cultures of origin. It is necessary to build agricultural product brands based on regional advantages. The industrial layout should also conform to regional resource characteristics [6]. In combination with new urbanization construction and rural environmental sanitation, we will increase the intensity of greening and upgrading of towns. In the production of green products, good

germplasm resources, climate and land resources are the basis and guarantee for the production of high-quality green products. Therefore, efforts should be made to tap and utilize local resources. The government should create a good environment, speed up the construction of advantageous areas of characteristic agricultural products, formulate construction plans for advantageous areas of characteristic agricultural products, and encourage all localities to strive for advantageous areas of characteristic agricultural products. According to the idea of “building a base, creating a brand, engaging in processing and strengthening integration”, pollution-free products are generally developed and green food is vigorously developed [7]. Only through scientific and technological innovation and the provision of advanced and mature new technologies can these problems be well solved. Focusing on the primary and intensive processing of green agricultural products, a number of green agricultural products processing industrial zones have been built, and a number of green agricultural industrialization demonstration parks have been established. By promoting leading enterprises to promote regional distribution and large-scale production of agricultural products, the scale advantage of green brand is enhanced.

The strategy of Rural Revitalization has brought great opportunities for the development of agricultural and rural economy in China. We should play the leading role of brand according to the concept of green development and promote the construction of agricultural brand and the high-quality development of agricultural economy. Through the registration of geographical indications of agricultural products and the protection of agricultural intellectual property rights, the ecological advantages can be effectively transformed into the advantages of regional economic development, and the quality of agricultural products can be upgraded. Adhere to the strict product quality to cultivate brand reputation, with excellent products to meet the personalized requirements of the market, vigorously carry out the work of agricultural products certification, through certification to continuously improve the quality standards of the brand. Therefore, the government should do a good job in product publicity and advertising, so that consumers can fully understand the characteristics of green product brands, distinguish the true from the false, and firmly resist and crack down on the fake and inferior products that appear depending on industrial and commercial, administrative, legal and public opinion forces. Guided by the development of green agriculture, it plays a vital role in creating a green and modern agricultural development model with high output efficiency, product safety, resource conservation and environmental friendliness.

3.2. Relying on standardized strong brands

Quality is the lifeline of agricultural products and the foundation of creating brand for agricultural products [8]. In the process of implementing the brand strategy of agricultural products, organizing production management according to standards is the most effective measure and important means to improve the quality of agricultural products and ensure the safety of agricultural products, and is the cornerstone of brand building. High-quality and safe quality is the lifeline for green products to expand the market scale. Only products that meet the quality standards of green products can become green products. For example, in rice production, we should not only maintain high yield, but also reduce the amount of chemical fertilizer and pesticide application, which requires advanced planting technology, such as mechanical transplanting supporting technology, improving fertilizer utilization rate technology, rice and fish comprehensive breeding technology. Focus on cultivating well-known brands with strong processing ability, high scientific and technological content and strong market share of green agricultural products, and give full play to the function of regional brand effect of green agricultural products. Green food production enterprises organize production and quality supervision in strict accordance with the requirements of production operations, and quality management throughout the entire production process. It is necessary to set thresholds to ensure that counterfeit products do not appear; to establish high-level group standards and to ensure that regional public brands and enterprises are internationally advanced and domestically leading. Accelerate the construction of a number of green production bases with scale, efficiency and brand, so that the construction of green agricultural production bases will drive the surrounding agricultural production and comprehensively improve the scale

efficiency and quality and safety of agricultural products.

Compared with the production of ordinary agricultural products, green products belong to high-input and high-output products. Therefore, a social environment suitable for the brand development of green products is needed. Good social environment and standardized market operation need the active guidance of the government. From the managers' point of view, in order to develop green agricultural brand, we must actively promote standardized production, strengthen the supervision and management of production and sales, and highlight the quality, safety and green orientation. In order to implement the rural revitalization strategy, effectively change the backward agricultural production in the hilly and mountainous areas, promote the transformation and development of modern agriculture, improve labor production efficiency, reduce the labor intensity of farmers, and improve the comprehensive level of agricultural machinery. Make full use of natural light, temperature, gas, heat and other resources to build a harmonious relationship between crop growth and product formation and environmental conditions, and establish a high-yield, high-quality, high-efficiency, ecological and safe cultivation technology system. We will strengthen the government's macro-management efforts, standardize market competition behavior, and gradually eliminate those enterprises that are small in scale, low in technology, poor in quality, and irregular in management and competition through restructuring or withdrawal mechanisms. At the same time, to mobilize the enthusiasm of farmers to implement standardized production, strengthen industry supervision, strictly control according to the standards, and fully ensure the quality of agricultural products. Improve the quality and safety of agricultural products in an all-round way.

3.3. Relying on exhibition to promote brand

In the aspect of brand promotion of agricultural products, holding various kinds of exhibitions is an effective measure. While expanding the brand influence of agricultural products and promoting the sale of brand products, the exhibition also promotes the coordinated development of regional economy and society, and forms good social and economic effects. Therefore, the production standards of green food must be formulated and implemented in accordance with the principles of unification, simplification and optimization, which include the processing standards, testing technical standards, packaging specifications and quality grade standards of green products. Only through technological innovation, we will continue to provide a variety of products and ancillary equipment with stable performance, easy operation and reasonable cost to solve the problem of green development. The exhibition provided exhibitors with a platform to display products and an opportunity to understand the market price and demand of the products, creating conditions for face-to-face exchanges and learning for exhibitors. According to the situation faced by the green food market, give full play to the enthusiasm of local governments and circulation-oriented leading enterprises, and vigorously strengthen the construction of green food wholesale markets and distribution centers. To promote the strategic adjustment of the sustainable development of modern agriculture, to create a standardized production base for green food, and to give full play to the advantages of green food system and brand. Some can be supported by the government, and the exhibition organizers such as chambers of commerce (associations) and professional exhibition companies will set up the stage for participating enterprises to sing operas. Through various forms of publicity and promotion activities, improve the influence of agricultural brands.

3.4. Actively promote large-scale operation and provide market power to develop green brands

Chinese eco-agricultural production is mainly managed by small-scale farmers, and there are great differences in product quality and scale. Through scientific and technological innovation, the mode of production and development at the cost of resource consumption and environmental pollution will be completely changed. We should combine the construction of regional brand of green agricultural products with the optimization of regional distribution of agriculture, concentrate the superior agricultural products and green characteristic agricultural products into the superior producing areas, form the characteristic superior green agricultural products industrial belt, and improve the competitiveness of green agriculture and green agricultural products. Therefore, only

by increasing the scale management of ecological agriculture can we give full play to the scale effect of green brand management and provide sufficient market power for the development of green product brands. To cultivate regional public brands, the government has strengthened supervision through unified standards, unified testing, unified traceability and other measures, expanded domestic and foreign markets, told good brand stories, and promoted the revitalization of villages. Vigorously cultivate green food brand operators, do a good job in the selection and identification of green food brands and other agricultural products brands, and fully mobilize the enthusiasm of local governments and enterprises to create brands. Therefore, only by increasing the scale management of ecological agriculture can we give full play to the scale effect of green brand management and provide sufficient market power for the development of green product brands.

3.5. Accelerate the transformation and application of agricultural scientific and technological achievements, and provide technical support for the development of green product brands

Green product brands rely on the high quality of products, and the quality of products comes from the support of technology, especially the production of modern green products is inseparable from the comprehensive application of traditional technology and modern high technology. On the basis of summing up scientific and technological achievements and advanced production experience, we will strengthen the construction of a green food standard system, actively introduce and adopt international advanced standards, revise the province's green food standards, and accelerate the integration with international standards. We will vigorously cultivate the main business entities of the ecological industry and promote the market-oriented development of high-quality grain products, special agricultural products, processed products, means of production, machinery and equipment produced under the ecological safety standards. Widely using biotechnology, advanced breeding technology and modern information technology, by cultivating, improving and promoting new high-quality, high-yield and stress-resistant varieties of animals and plants, we can make full use of local resources, reduce the production cost of green products and reduce pollution. Further development of agricultural information construction, through the multi-role path of relevant stakeholders to provide useful support for brand building, to help the development of agricultural products industry, to achieve industrial prosperity and rural revitalization.

4. Conclusion

Branding is the symbol of agricultural modernization. Implementing green brand strategy of agriculture is an effective means to dissolve homogeneous competition, an important grasp to enhance the comprehensive efficiency and competitiveness of agriculture, and a way to realize structural reform of agricultural supply. Operators should realize that promotion is a brand strategy commonly used by producers and operators. After a brand has a brand, it must also differentiate itself from many similar green products through various promotions to establish consumer loyalty through brand management. Strengthen the role of law in the process of brand cultivation, take effective measures, and protect green food brands according to law. Vigorously develop rural green agricultural products, build regional brands of rural green agricultural products, improve the market potential and profitability of rural green agricultural products, promote the development of rural ecological green agriculture, and play an important role in promoting rural green agricultural product brand building and rural revitalization.

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