Research on the Branding of Agricultural Products with Geographical Indications Characteristics, Internal Mechanism and Implementation Path

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Abstract: Geographical indication of agricultural products (hereinafter referred to as "landmark" agricultural products) refers to the special agricultural product signs that indicate that agricultural products originate from a specific region, and that the quality and relevant characteristics of products mainly depend on the natural ecological environment and historical and cultural factors, and are named after the geographical name. The branding of "landmark" agricultural products is the outstanding embodiment of the inherent characteristics and operation rules of modern agriculture, and is also the inevitable requirement of the internationalization of intellectual property protection. Only by canceling the registration of the brands of agricultural products with geographical indications that lack construction value, and taking targeted measures to further enhance the brand competitiveness of the retained agricultural products with geographical indications according to the evaluation results of the brand construction effect, can we fully develop the resources of agricultural products with geographical indications in China, accelerate the construction of China's brand agriculture, and consolidate the industrial foundation for rural revitalization.

Keywords: Agricultural Products, Geographical Indications Characteristics, Internal Mechanism, Implementation Path

I. INTRODUCTION

As a concept of property rights including geographical information, agricultural product geographical indication brand bears profound agricultural culture and unique regional characteristics. It not only plays a significant role in promoting industrial agglomeration, improving agricultural added value, and expanding agricultural functional attributes, but also has a positive practical significance in deepening the agricultural supply-side structural reform and implementing the rural revitalization strategy. Most agricultural products remain in the stage of primary products and semi-finished products, and there is still a large gap compared with foreign high-quality agricultural products. There are few geographical indication brands with international market competitiveness, and it is also difficult to meet the increasing high-end quality pursuit of Chinese consumers.

However, in terms of some "landmark" agricultural products, they are not ideal and have not yet been truly heard. The brand construction of geographical indication agricultural products has to some extent promoted the development of China's agricultural scale and industrialization, improved China's agricultural competitiveness and increased farmers' income. However, due to the short time of brand construction, low construction standards and scattered construction resources, it is difficult to achieve the expected goal of brand construction due to the excessive registration of agricultural products with geographical indications in China, low quality control, and weak market competitiveness. The research on geographical indication brands has received extensive attention from scholars at home and abroad, and the research content is mainly reflected in the following aspects: First, the research on the laws and policies of geographical indication protection, The compatibility and consequences of the protection system, the analysis and suggestions of legal protection problems, and the impact of policies on the development of geographical indications.

The second is the impact of geographical indications on economy, society and ecology, such as the mechanism and indirect effect of geographical indications on the indirect protection of ecological environment, the poverty reduction effect of geographical indications, and the positive effect of geographical indications on tourism. The geographical indication of agricultural products itself represents the superior quality and quality of products. It is an intangible consumer rights and interests protection certificate. Combining the unique natural ecological environment and historical and cultural factors of the region, it brings a higher premium to the geographical indication of agricultural products. At the same time, the development of the geographical indication of agricultural products will inevitably drive the development of industrial scale and industrialization. Compared with the decentralized self-employed enterprises and the smallholder economy of each household, it has strong strength and competitive advantages, and the geographical indication of agricultural products is a public right.

II. THE PROPOSED METHODOLOGY

The essence of the branding of "landmark" agricultural products is a dynamic behavior and development process of the brand, that is, the behavior process of the brand's continuous influence in the market. At the same time, branding is also a standard, that is, an evaluation scale to measure the influence, occupancy and premium power of brands in the market. Through case study analysis, we can measure whether the "landmark" agricultural products have achieved the branding or reached the branding standard. The low brand influence of geographical indication agricultural products will inevitably lead to the low enthusiasm.
of enterprises to use geographical indications and the serious waste of geographical indication resources.

Take Guangxi as an example, the 53 geographical indication protection products in Guangxi are only used by about 3 enterprises on average, and in fact, many special signs are not applied for by any enterprises or individuals. The protection scope, registration year, registration number and other information of GI logo, PGI logo and AGI logo were obtained through crawler. The spatial map data comes from the National Basic Geographic Information Center; The data of temperature, precipitation, economy, population and area are from government departments, statistical yearbooks and statistical bulletins; The highway mileage data is from the China Transportation Yearbook 2019, and the railway mileage is from the China Third Industry Yearbook 2019; The formation of a distinctive geographical indication brand in the province will bring a higher premium to agricultural products, and the local characteristics are not replicable, which can stabilize the market competitiveness of the brand.

The unique geographical indication brand advantage can not only win the trust of consumers in the region, but also expand the coverage of agricultural product sales outside the province. Grasping the opportunity of agricultural product geographical indication branding construction is crucial to effectively promote the modernization and upgrading of agricultural structure in Henan Province. Facts have proved that the degree of branding and premium capacity are developing in a positive way. The premium of well-known brands has reached a certain level, which is also an internal requirement for the branding of “landmark” agricultural products. It is fundamentally different from other products. "Landmark" agricultural products have multiple values, which can highlight both economic value and cultural value. Therefore, theoretically, "landmark" agricultural products have stronger premium capacity than general products, and brand added value is also much higher.

This is not only an important sign to measure the branding of "landmark" agricultural products, but also a fundamental difference from other ordinary agricultural products. In order to correctly screen the geographical indication agricultural product brands, we must build a reasonable evaluation system to evaluate the comprehensive value of the geographical indication agricultural product brands, leave those geographical indication agricultural product brands with distinctive quality characteristics and high comprehensive value, and cancel the registration of those geographical indication agricultural product brands with less obvious quality characteristics and low comprehensive value. The most geographical indication brands of agricultural products are fruits (1562), followed by vegetables (916), grain and oil (865) and livestock and poultry (861), followed by aquatic products (574), tea comprehensive (453), traditional Chinese medicine (414), and edible fungi (98). From the perspective of the main geographical indication brand types of agricultural products in each province (Figure 2), Heilongjiang and Jilin in the northeast region are the only two provinces with the largest proportion of grain and oil geographical indications. Henan Province is located in the central region of China, with rich geographical indication resources of agricultural products, and enjoys resource advantages in the market competition of agricultural geographical indications.

The geographical indication of agricultural products is closely combined with natural and cultural factors to create a geographical indication brand with local characteristics of Henan Province, promote the agricultural development of the province, and is of great significance to the rise of agricultural economy in the central region. Compared with other agricultural products, "landmark" agricultural products have a prominent feature that is "unique" and cannot be copied. "One side of water and soil nourishes one side of things", "orange born in Huainan is orange born in Huaiabei is orange". For example, "Zhaozhou rice" can only be grown in the unique environment and Mongolian customs of Zhaozhou County, Daqing City, and can not be reproduced in other regions by any means. According to the evaluation scale of brand comprehensive value index, the brands of agricultural products with geographical indications in China can be screened in two steps. The first step is to screen the geographical indication agricultural product brands according to the quality characteristics of the first indicator. Those geographical indication agricultural products whose quality characteristics score is lower than the minimum requirements have no need to be protected. We can consider revoking their registration and returning them to common commodities, so as to save limited government management resources and improve the efficiency of geographical indication brand protection. The eastern region is dominated by Changbai Mountains, Shandong Hills, Zhejiang and Fujian Hills, the central region is dominated by the Zhongtiao Mountains at the junction of Shanxi and Henan, the mountains in western Hubei and the hills in northern Guangxi, and the western region is dominated by the Wuling Mountains at the junction of Hunan, Hubei and Chongqing, and the Dalu Mountains at the junction of Chongqing and Guizhou.

Perfect transportation conditions have established convenient channels for the expansion of the sales scope of agricultural products in Henan Province, reduced the transportation costs, and can relatively reduce the transportation time, ensure the freshness and high quality of agricultural products, and create a good reputation for the brand construction of agricultural geographical indications. The historical and cultural attributes of “landmark” agricultural products are highly consistent with the cultural goals advocated and pursued by branding.

The promotion of branding can further explore and expand the cultural advantages of "landmark" agricultural products, inherit and promote agricultural civilization, make the brand bigger and stronger, and promote rural revitalization and common prosperity of farmers. The second step in the selection of geographical indication agricultural products brands is to prioritize the selection of the remaining geographical indication agricultural products brands, and give priority to the construction of those geographical indication agricultural products brands with high comprehensive value index. The priority selection is based on the comprehensive score of the Evaluation Scale of the Comprehensive Value Index of Agricultural Products with Geographical Indications in China. The higher the score, the greater the comprehensive value of the brand and the stronger the brand competitiveness, and the more the government should invest in brand construction.

The spatial heterogeneity of agricultural product geographical indication brand is affected by social environment, natural environment and government related factors. This paper discusses the spatial heterogeneity of geographical indication brand of agricultural products from qualitative and quantitative perspectives. In quantitative analysis, the method of geographical detector is used to comprehensively analyze the four dimensions of population structure, economic construction, living standard and transportation facilities under the social environment. In qualitative analysis, the natural environment and government related factors are selected for analysis. Based
on the advantages of Jiao Hao's regional agricultural resources, focusing on the construction of agricultural product geographical indication brand will provide a strong impetus to promote the upgrading of agricultural industry in Henan Province. In order to promote the construction of geographical indication brand in Henan Province, based on the analysis of the influencing factors of brand construction, this paper discusses the effective development path of the construction of agricultural product geographical indication brand in Henan Province. Brand is the core symbol of agricultural competitiveness and an important engine of modern agriculture.

In 2017, the No. 1 central document of the Central Government required "promoting the construction of regional agricultural public brands". The party committee and government of the place where the "landmark" agricultural product brand is located should stand on the overall height of the development of modern agriculture, put it into the focus of modern agricultural development, and vigorously support and give priority to development. Deeply implement the "landmark" agricultural product protection project. Category 4-6 geographical indication agricultural product brands have medium quality uniqueness and general brand development potential. Some geographical indication agricultural products have realized their brand value potential and have strong market competitiveness and social value. For example, category 6 geographical indication agricultural product brands, although their quality uniqueness is general, but their comprehensive value index is high, should strengthen their brand protection and construction, Continue to maintain its market competitiveness.

CONCLUSION

China's geographical indication agricultural products have a large number of brands, a large number of industrial categories, different product characteristics, and different brand development potential. Therefore, the specific problems faced by brand construction and the specific measures to enhance brand competitiveness should also be different. Research on the branding of "landmark" agricultural products and related issues, analyze its symbolic characteristics, internal mechanism, and explore the implementation path. It is of great practical significance to smooth industry, smooth market, smooth economic and social circulation, achieve new breakthroughs in agricultural and rural modernization, promote rural revitalization strategy at a higher level, and promote common prosperity under the new development pattern.

References


