

# Research on the High Quality Development Path of Chongqing's Agricultural Economy

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**Abstract.** Accelerating the construction of agricultural products brand is an important aspect to promote the high-quality development of Chongqing's agricultural economy. Chongqing's brand building of agricultural products has a good foundation, such as the formation of a number of very famous agricultural products brand, but also faces a series of challenges, such as the small scale of most brand agricultural products, inefficient use of technology and so forth. It is suggested that brand awareness should be enhanced, and brand innovation strategy should be implemented. Besides, in order to create a well-known brand, enterprises have to take brand publicity and market promotion into consideration, which demonstrated that the more the brand get exposed to the public, the more popular it will become. Therefore, it is highly recommended that the brand popularity should be strengthened and brand awareness and influence be enhanced through the appropriate and effective modern marketing strategy. By emphasizing on devoting to building the brand awareness, sustained stable growth of sales will spontaneously arise and high-quality development of agricultural economy is thus expected not hard to achieve.

## 1. Introduction

Chongqing is an very important city in the western region of China, and it is in the crucial strategic function of the "Great Development of the West", a great junction of the "One Belt and One Road" and "the Yangtze River Economic Belt. However, the general economic development level of Chongqing is relatively low compared to the eastern of China. Therefore, in order to make residents have a better life, the local government and people have to devote themselves in boosting the local market. The long-term prospective and continuously growing economy is desired by not only local government but also the central government. When President Xi participated in the deliberations of the Chongqing delegation in National People's Congress in March 2018, he pointed out that it is hoped that the broad masses of cadres and people in Chongqing would unite and be patient, work hard and speed up the construction of inland open highlands. Besides, President Xi said that Chongqing had many advantages since it had beautiful mountains and rivers which can be rich resources for agriculture and if Chongqing could make best use of these advantages and it would have pursued a high-quality development in agriculture and created high-quality life.

Accelerating the brand construction of agricultural products is a vital part of promoting on-going and fast development of agriculture. Thus, this paper will study the brand construction of agricultural products in Chongqing in order to provide reference for the high-quality development of local economy.

## 2. The Current Situation of Branding Development of Agricultural Products in Chongqing

Branding is a key indicator of the sustained quality growth of modern agriculture, and also a dominant indicator of the effect of agricultural supply-side adjustment. Encouraging the integration of primary, secondary and tertiary industries through the brand development of agricultural products will significantly contribute to rapid, continuous, and environmental-friendly economy. Furthermore, motivating local farmers or enterprises to make their own brands of farm products will also exert a very positive effect in enhancing the personal wealth of farmers or companies and enlarging the

scale of the industries. Chongqing has a very good foundation of branding of farm food and has achieved sound results. There are two main measurements to maintain the quality of farm good and their customer services of brands. In order to improve the popularity and influence of agricultural products, the government put enormous effort in cultivating, shaping and managing brand agricultural products. The government standardizes the selection and identification of famous agricultural products. In addition, the local government passed the <Measures for the Selection and Recognition of Chongqing Famous Agricultural Products> in December 2010.

Applicants who are applying for famous brand of agricultural products must meet the specific requirements of green, safety and high-quality. For example, they must have a sound and effective control system of the quality and safety of products. Moreover, companies or farmers should have a system which can protect the environment. Also, agricultural enterprises or personal farms would better have a comprehensive traceable system which tracks the whole production process. The last but not least requirement for the applicants is that company should not have accidents of quality and safety in the past three years. According to this measure, 103 farm products have been identified and awarded as “Top-Brand” agricultural products including Yuyong Pearl Orchid Tea, Yujin Pear-shaped Orange, Bugu Mountain Blueberry and Bayuan Green Plums and so forth. 257 products were recognized as “Chongqing Famous Brand Agricultural Products” in 2017 regarding to Shiyuan Citrus, Xixiangge Rice, Xufeng Eggs and Hengyun Organic Turtles and so forth.

The government of Chongqing not only regulates the strict prerequisites of enrollment in the certification and builds a very strict post-entry supervision system, but also continuously improves the dynamic management and withdrawal mechanism. The government of Chongqing allows the agriculture food meeting the prerequisites to become “Famous Brand Agricultural Products” in an orderly manner, so as to promote the continuous progress of agricultural industry.

Second, a number of outstanding agricultural economic entities have been developed into certain scales in their fields. 11 enterprises, such as Chongqing Fuling Preserved-Vegetable Group Co., Ltd., Chongqing Linong Leading Agricultural Technology Co., Ltd., and Chongqing Baishi Banduck Food Co., Ltd., were recognized as “National Agricultural Leading Enterprises” in 2017. 562 enterprises such as Chongqing Wudoumi Cuisine Culture Co., Ltd. and Chongqing Hongjiujiu Food Co., Ltd. were named as “Leading Agricultural Enterprises of Chongqing” in 2016. These leading agricultural enterprises have created a large pool of agricultural brands for Chongqing, and also increased the brand value of products.

Third, a group of famous agricultural brands with their own characteristics have been formed. Chongqing has actively promoted the development of agricultural brand and achieved remarkable results in building these agricultural brands. In 2018, Fengjie Navel Oranges, Fuling Pickled Mustard Tubers and Rongchang Pigs were selected as “the Most Famous 100 Agricultural Brands” in China. In 2017, according to the expert evaluation conducted by the nine ministries including the Ministry of Agriculture, the 62 regions were identified as the dominant areas of agricultural products with Chinese characteristics. Nowadays, agricultural products can be bought through internet, which helps agricultural companies to have a national-wide market and have more capacity of increasing operating income. Each year, Jingdong Ltd Co. would rank a list through which the top batch of agricultural brands creating 0.2 billion sales in first three quarters of 2018 were Fuling Mustard (Wujiang), Huida Lemon, Fengjie Navel Oranges, Yongchuan Xiuya, Banan Tuo Tea, Paisenbai, Jiang Xiaobai, rice disaster, Dudu Rabbits and Hengdu Beef. It is objectively suggested that Fengjie Navel Oranges, Fuling Pickled Mustard Tubers and Banan Tuo Tea were very popular and well-known, and become favorite choices of people.

### **3. Challenges in Developing High-Quality Agricultural Brands in Chongqing**

Although Chongqing has made achievements in building well-known agricultural brands, some problems still exist in how to balance the high speed growth while the superior quality of products.

There is a main stream that companies try the best to increase the brand awareness of customers of their products. However, if the owners of the brand do not pay much attention on brand positioning, brand awareness and brand promotion, customers have no way to be aware of the brand.

First of all, owners of brands should be strongly care the brands awareness and emphasize more on how to make the brand well-known and how to leave a healthy, positive and good brand image in customers' minds rather than simply focusing on the quality of products, or creating trademarks. Crucially, owners of brands should change their way of running business, and apply modern marketing concepts in enhancing influences of brands, creating the competitive advantages that are unique, unparalleled and remarkable.

The following issue is that customers are exposed to information overloaded and super commercial environment. Despite of significantly high input in advertisements, hardly customers will accept and become loyal to a specific brand. Therefore, it's strongly recommended that teamwork can be efficient and costly in brand promotion. For example, different products which are manufactured in the same geographical area can be grouped as mutual party; if these various products are produced by different entities, and each entity can create a series of products under one united brand such as Fuling-walnuts, Fuling-mustard, Fuling-potatoes and so forth. In this way, business entities can be bounded by one general brand and they can invest together in relation to advertisements. Meanwhile, it could share mutual influence over each other.

Afterwards, the goodwill guarantee mechanism of agricultural brand is not thoroughly built. With a large number of farmers who are very willing to join or are encouraged to join in the agriculture planting in leading enterprises, the difficulty of supervision of agricultural products quality and safety has increased. How to strengthen the self-discipline and supervision of small farmers, to promote the standardization of planting, marketing and other links in an all-round way, and how to maintain brand reputation is becoming a major problem with regards to agricultural brands.

Next, the quality of brand agricultural products needs to be further advanced. Quality and safety is the core competitiveness of agricultural products, while brand is the external form for consumers to identify and select the quality of agricultural products. Nevertheless, farmers are usually less aware of importance of brands. Due to some farmers' poor awareness of brands, pesticide residues remains in some agricultural products during the production process and harmful substances exceed the standard, which is not conducive to the promotion of brand value.

Besides, the manufacturing scale of agricultural brand is relatively small compared to other industries. From the perspective of agricultural production and operation, the production scale of famous agricultural products in most areas is inevitable. This is not helpful to the establishment of generally accepted agricultural production and management standards. Thus, this will potentially erodes the stability of the quality of agricultural products and brand promotion.

Furthermore, the use of technology in producing agricultural products also needs to be improved. Technology becomes main factor in liberating, expanding productive forces and strengthening the quality of products. Although Chongqing has a certain number of well-known brands, the potential of locally owned, long-term and unique agricultural products or brands has not been fully explored or discovered, and added value of the brands still needs to be further evaluated. Many agricultural enterprises do not attach importance to technological transformation and product innovation. The renewal of agricultural products is slow and the quality improvement appears reluctant.

#### **4. Countermeasures and Suggestions on Strengthening the Construction of High-Quality Agricultural Products Brand in Chongqing**

##### **4.1. Changing Old Concept of Running a Business and Enhancing Brand Awareness**

Firstly, we should raise the awareness of the necessity and urgency of building a brand of completed products and create a good social environment for the process of maintaining a brand. Not only the government should raise the awareness of promoting the high-quality development of agriculture by branding, but also the producers of agricultural products should constantly improve the awareness of importance of branding. Moreover, the government should implement suitable strategies of agricultural brands as the top priority concerning about agricultural and rural work, gradually increase the efforts in brand cultivation, exposure, education, promotion and maintenance. Additionally, local government need to support the creation and cultivation of famous brands by

agricultural enterprises through policy inclination.

Secondly, owners of brands should enhance the awareness of protecting their own economic benefits through trademarks registration. Agricultural producers should attach importance to trademark registration. Trademarks are the labels attached to the product, which help commodity producers and operators to distinguish the same kind of product or similar product. Trademarks have the functions of identification, advertisement and promotion. Agricultural producers should actively register trademarks while creating brands, and obtain the right to use and exclusive rights of brands. Facing counterfeit and inferior agricultural products and unfair competition, agricultural producers are in favor of seeking legal protection with the trademarks.

#### **4.2. Implementing the Strategy of Brand Innovation of Agricultural Products**

On one side, it is wise to expand the scope of common brands of farm goods. Many farm products reside in one place, or they share some common characteristics. It is better for them to be bound with each other and form one common brand, which could assist customers in associating them together. Chongqing should focus on discovering, planning, cultivating, packaging and promoting a number of public brands with long history and distinct regional characteristics such as Tiansheng Yunyang, Jiangjin Selenium-rich agricultural products, Fuling Mustard, Fengdu Beef, Three Gorges Organic Fish, Fengjie Navel Orange and other industrial cluster brands.

On the other side, the government should revitalize traditional brands. Chongqing has a great many of distinctive products which represents thousand years of Bashu culture. Especially, agricultural products usually embrace geographical aspects and are connected to local cuisine. Besides, many brands are called intangible cultural heritage in Chongqing. These brands that had been selected and recognized by international or national authorities, such as Guaiwei Beans and Fendu Spicy Chicken. The government could strengthen the support for the traditional brands and help them to update their operating system and make innovations.

Moreover, government should also pay attention to cultivating new brands. By encouraging the formation of large groups, establishing and improving the support system of brand cultivation, enterprises could obtain qualified registered trademarks of characteristic agricultural products. Meanwhile, constructing the system of declaration of famous trademarks of origin, and creating local characteristic agricultural products brand could also make contribution to well-known brands.

#### **4.3. Suggestions to Strengthen the Support of Agricultural Science and Technology**

The first is to enhance the innovation ability of agricultural scientific research and the transformation of achievements. We should strengthen the construction of agricultural and forestry scientific research institutions and implement special projects of scientific and technological innovation around the fields of manufacturing, storing and transportation of fine agricultural products. We will promote the reform of agricultural science and technology innovation mechanism, encourage the establishment of joint-stock scientific research platforms, and promote the integration of scientific and technological resources and the collaborative innovation of various disciplines. Focusing on the development of advantageous industries, a new service guidance model of "Experts + Agri-technical instructors + Science and Technology Demonstration Households + Farmers" is established and progressed.

Second, we should improve the technological system of agricultural industry with modern characteristics. Integrating human resources who are good at circus, pickled mustard tubers, environmental-friendly fishing, and tea production with local agricultural economy, the agricultural enterprises, farmers or producers could establish and perfect innovative teams of characteristic industrial chain around citrus, mustard, ecological fishery, tea and other products. Also, building a platform for cooperation and innovation among different companies, university, research institutions could largely increase the stability of the agricultural industry. This platform also guarantees there is enough communication going on among producers themselves, market, research institutions and customers. Thus, the development of characteristic industrial chain will become more and more prepared and well structured.

Third, agricultural enterprises should promote the popularity and applications of new

agricultural species and new technologies. The government will vigorously promote standardized production, strengthen the construction of high-standard farmland, accelerate the construction of agricultural mechanism, and support the development and application of intelligent agricultural machinery and equipment. We will improve the agricultural information service system, build agricultural intelligent production demonstration parks, and build an intelligent and refined new model of modern agriculture.

#### **4.4. Strengthen the Exposure and Marketing of Brand Agricultural Products**

First, we should strengthen scientific propaganda and public guidance. Make full use of television, new media and other means to improve farmers' awareness of importance of environmental protection, clean production, quality and safety of products; gradually change the traditional concepts of agricultural producers blindly pursuing high yields, randomly increasing the use of fertilizers and pesticides. At the same time, we should guide the whole society, especially the media, to protect agriculture and brand, publish and report objectively and impartially, and prevent some agricultural products from being over-focused, thereby destroying a brand or even an industry.

The second is to enhance the brand awareness and influence of agricultural products. Pay attention to the packaging of products, and packaging is an important carrier to reflect brand image, grade and quality. Besides, packaging can help protecting products in circulation process and facilitating storage and transportation. It is more important to have the function of shaping product image and promoting sales. We should adopt a variety of means of communication to strengthen brand publicity and promotion, such as participating in various agricultural or agricultural products fairs, exhibitions, expositions and so on to promote brands.

#### **4.5. Improving the Quality Standard and Management System**

The first is to establish a quality standard system for agricultural products. According to the four levels of the state, industry, local government and enterprises, we should speed up the formulation and improvement of the safety standard system of agricultural products. Besides, we should speed up the improvement of the quality standards of agricultural products, and build up the administrative standards and method standards about grain (oil), fruits, vegetables, meat (eggs) and other agricultural products.

The second is to establish an inspection system that emphasizes both the quality and safety of agricultural products. Inspection institutions should be able to detect not only the traditional safety indicators based on drug residues, but also the quality indicators reflecting nutrition and flavor. Furthermore, it is necessary to strengthen the guidance of grass-roots agricultural product quality and safety inspection institutions, operating conditions, testing qualifications and other aspects, so that the detection capacity can be continuously improved.

Thirdly, the agricultural industry should optimize and improve the construction of tracking system for agricultural product quality and safety, and link trace-ability of agricultural products with brand evaluation together. In addition, the industry should bring brand agricultural products into tracking system. It is vigorously promoted that the integrity of agricultural product quality and safety will build a new supervision system which will "taking credit as the core value, credit commitment before production, credit supervision during production and credit evaluation after production", which will improve the constant consciousness of being honesty and improve the credit level of producers and operators, and enhance the trust and confidence of the whole society in the quality and safety of agricultural products.

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