

Research on Differentiation Feature of Chinese Geographical Indications Based on Three Departments

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Abstract—Geographical indications (GIs) are the products formed through the influence of the local natural factors and humanity factors, thus it possesses the original characteristics such as quality and reputation while it is observed as the specified mark of a region. Because of its high quality, great popularity, and strong market competitiveness, GIs play a significant role in promoting the industrialization of the geographical products, improving the international trade of agricultural products, enhancing the development of our national agriculture. In this study, we carefully investigated the different temporal-spatial and type features of Chinese GIs through literature analysis, comparative analysis, and mathematical statistics. We aim to deeply understand the development status and corresponding problems of Chinese GIs, and this research provides a reference for the development of Chinese GIs, provide a resolution of existing agriculture problems, and improve the agricultural internationalization of China.

Keywords—Traditional village; Geographical indications; different characteristics; certification trademark of GIs; tribute; China

I. INTRODUCTION

Geographical indication (GIs), which is also named as the geographical products before July 2005, is the product protected by the government through registration to improve the development of the native related industries.

Considering the research results about GIs, it can be divided into two categories: one is from the perspective of agriculture and economics, research on GIs product protection

mode of [1] and the development path of [2], analysis of economic value of [3-4], the development mechanism of [5], for a specific area of the GIs brand protection and development of the [6-7]. And based on the behavior of farmer GIs development of the [8]; the other is from the perspective of law; discuss its use rule [9], the legal protection mode [10-11]. Up till now, the reports about the GIs Spatial distribution characteristics of products and brand spillover effect are still limited [12], and there are few researches about Chinese GIs Spatial and temporal characteristics of products and their problems. In this study, we systematically analyzed the characteristics of time, space and type of GIs products of the three sectors in China and the problems in its development. We aim to provide a reference for the development of Chinese GIs, provide a resolution of existing agriculture problems, and improve the agricultural internationalization of China.

II. ANALYSIS OF GIS PRODUCT CHARACTERISTICS BASED ON THREE DEPARTMENTS

A. Time characteristic and processing

The State Administration for Industry and Commerce(SAIC) is the first department introduction of GIs product protection regulations then the State Administration for Industry and Commerce also made rules to protect GIs. The protection provided by State Administration for Industry and Commerce ranges from the GIs logo to the certification mark or collective trademark registration of GIs, but Ministry of Agriculture(MOA) only provides rules to manage the geographical indications of agricultural products. In addition,

the GIs products protected by Ministry of Agriculture is relatively limited, only primary agricultural products and processed agricultural products are included. Compared to Ministry of Agriculture, The State Administration for Industry and Commerce and Administration of Quality Supervision Inspection and Quarantine(AQSIQ) provide more extensive rules to protect more GIs products, such as agricultural products also include handmade and industrial raw materials. Moreover, the implementation of the protection of the GIs product trial and final of these three departments are also different because of their different ascription.

B. Spatial distribution characteristics

According to the information proposed by “Department of Science and Technology of National Quality Inspection Administration of the Protection of GIs Product” website in April 11th, 2017, there are 1901 species (not including Hong Kong Macao and overseas regions) under the protection of the Quality Inspection Administration. The State Administration for Industry and Commerce announced that there 3289 species of GIs products were protected. Based on the data proposed by Ministry of agriculture official on Agricultural product quality safety net after deducting the repetition, 2061 GIs products were protected.

Fig. 1 shows the spatial distribution of the GIs products protected by the State Administration for Industry and Commerce, Ministry of Agriculture, and Administration of Quality Supervision Inspection and Quarantine. It can be seen that the spatial distribution of GIs products in China presents obvious agglomeration characteristics. Since the formation of the “Three Economic Zones” in China is the result of economic development and the evolution of the Geographical conditions, the spatial distribution of GIs products is closely related to the local economic development and geographical environment. Therefore, more GIs products are distributed at the relatively advanced eastern region of China. The specific distribution is as follows: the distribution proportion of the Ministry of agriculture data in the three major economic zone in the West and East respectively (the ratio of 35.38%, 33.87%, 30.75%), the State Administration for Industry and Commerce Administration of quality inspection and distribution of GIs products in the three economic areas were in the East West High low, middle "collapse" of the situation (the proportion of distribution were 48%, 22%, 30% and 39.37%, 29.21%, 31.41%). Therefore, the GIs products protected by the Ministry of Agriculture show better spatial balance in the three economic zones, attributed to its overall consideration during administrative examination and approval. The data proposed by The State Administration for Industry and Commerce indicate that the Central region should pay more attention to GIs product development dynamics.

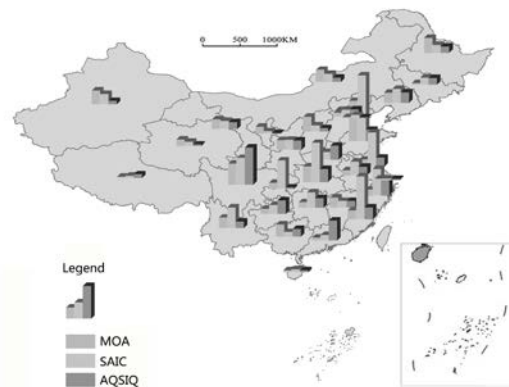


Fig. 1. The spatial distribution of GIs products of three departments in China

Table 1 demonstrated the percentage of GIs products protected by three departments in different geographic regions. There are more GIs products in the eastern and south western regions than others, and relatively, there are fewer products in the north eastern, northern, north western regions than other places. East China with its high level of economic development, natural resources in the southwest region by virtue of the unique advantages of GIs products, a large number of GIs products were distributed in these two areas (mainly due to a higher proportion of GIs products in East China and the southwest area is GIs products in East China mainly by the contribution of Shandong, and the southwest region mainly by the contribution of Sichuan). Because of the limitation of natural conditions, GIs products in Northeast, North and Northwest China the number is relatively low. The Guangdong, Hainan GIs product protection certification in two provinces tend to apply for quality inspection of the main reasons of Administration for Industry and Commerce and the Ministry of agriculture GIs product number distribution of very low proportion in Southern China area. Compared with the data exhibited by General Administration of Industry and Commerce and the Ministry of Agriculture, Quality The distribution of the GIs product by Inspection Administration is relative equilibrium. While the distribution of the GIs product protected by SAIC is the least uniform. It can be seen that different geographic areas have the different protecting preference for GIs products.

Tab1. The percentage of GIs products of three departments in different geographic region (%)

Name	East China	Northeast	Central China	North China
AQSIQ	25.67%	9.36%	14.31%	6.52%
SAIC	43.27%	6.66%	14.05%	5.72%
MOA	28.63%	9.90%	10.77%	11.84%
Name	south China	Southwest	Northwest	
AQSIQ	11.31%	24.20%	8.63%	
SAIC	2.86%	19.46%	8.00%	
MOA	5.97%	15.87%	17.03%	

More specifically, the distribution of GIs products protected by three departments in different provinces is as follows: In Sichuan, Shaanxi the SAIC, AQSIQ and MOA prefer to apply for the protection on the similar GIs products. Except for Shandong, Hubei and Guangdong, the other 28 provinces distinctly tend to apply for the protection from the SAIC and MOA. In addition, the provinces and regions of the GIs product application for approval of the SAIC approval because SAIC is responsible for the admissibility of trademark and geographical indications trademark registration. The difference among the different regions of the GIs products of the AQSIQ GIs products is relatively small, and the uniformity of GIs products of the SAIC is the lowest. Each province GIs three departments of product space and heterogeneity of agglomeration is strong, and the three departments approval degrees from high to low are the State Administration for Industry and commerce, agricultural area, the lowest quality inspection administration. Compared to the General Administration of industry and Commerce GIs, the Ministry of agriculture and the General Administration of quality supervision, inspection and quarantine, GIs should increase the application of geographical indications trademark, so as to achieve the income of farmers, promote agricultural industrialization, promote agricultural exports.

C. Type feature analysis

In order to effectively study the characteristics of our national GIs products, we divide the agricultural products into six categories: grain, fruit, and vegetable seedlings of flowers, livestock and their products, processed products, aquatic products and other agricultural and sideline products.

products and relatively uniform; the proportion of fruits, vegetables and flowers in MOA is the highest, and the proportion of other products is low and relatively uniform except for the proportion of livestock and poultry products. Moreover, it can be seen that the similarity of the GIs product type distribution of the three sector in China is low, the unity of the poor, with flowers, fruits and vegetables are the number of agricultural and sideline products, technical content of GIs products is relatively low, the number of processed products for protection.

III. CONCLUSION AND DISCUSSION

As far as the time characteristics are concerned, the agricultural management in each province is mainly based on the small-scale peasant economy, the awareness of agricultural industrialization is weak, and there are some problems in our country, such as the late start of the protection of GIs products, the imperfect legal protection mechanism and so on. At present, GIs products by the State Administration for Industry and commerce, quality inspection administration and the Ministry of agriculture three departments separately manage the GIs products on the list of published work supervision, are difficult to coordinate, resulting in three departments lack of coordination, GIs product data standards and unified difference.

On the spatial distribution, the GIs products of the three sector of our country have a high degree of spatial distribution and low uniformity. With a higher level of economic development of the eastern region ranks first in the distribution of three economic zone, while the central and western region of the times, the administration of industry and Commerce and the General Administration of quality inspection of GIs products in the three major economic zones were in the East West High low, middle "collapse" of the trend, and the difference in the distribution of three economic zone the Ministry of agriculture data is relatively small, the provinces also concerned may be related to the administrative examination and approval; distributed across areas, due to the geographical area belongs to the province to apply different GIs product protection preference is different, its distribution is quite different, but the number of to a higher level of economic development in East China area and natural resources are unique in Southwest China; specific to the various provinces, similar distribution of GIs products and regions, Shandong, Fujian, Zhejiang, Guangzhou of eastern and Sichuan Province in the southwest collection a large number of GIs products. Overall, for the protection of the interests of departments and provinces for bias is different, the three sectors data can't reflect the actual development of Chinese GIs products, only can only reflect the differentiation characteristics of China GIs products, determined by the three departments announced the GIs product data reference is relatively low.

In the analysis of types, the three types of GIs products in our country have poor uniformity, low similarity and poor uniformity. Specifically, the proportion of fruits and vegetables and flowers, agricultural and sideline products is higher, the lowest number of grain and oil and aquatic products, in addition to less processed products in GIs products, and low value-added products processing.

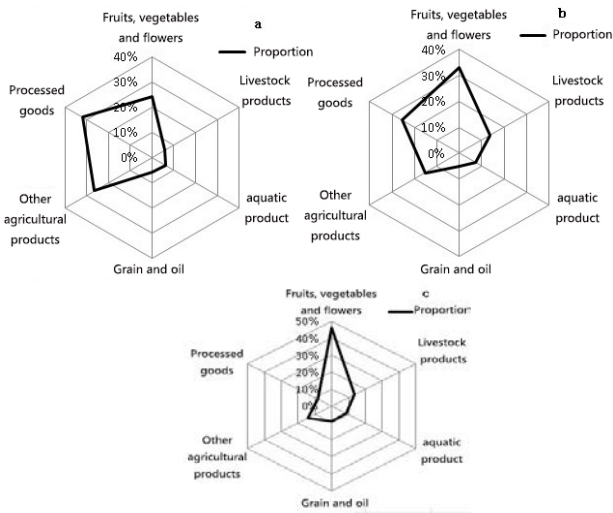


Fig. 2. The spatial distribution of GIs products of different types of three departments in China (a:AQSIQ,b:SAIC,c:MOA)

Fig. 2 demonstrates the asymmetrical distribution of GIs products protected by the three departments. Specifically, the proportion of processed products in AQSIQ data is high, followed by agricultural and sideline products, the lowest proportion of livestock products; The proportion of fruits and vegetables in SAIC is relatively high, processed products, grain and oil, the lowest proportion of other three types of GIs

The application of geographical indications is a trademark international protection practices, characteristics of the current product, the three sector GIs application for trademark number due to trademark products in increasing farmers' income, expanding employment, accelerating agricultural industrialization, agricultural exports significantly, so our country should also increase the geographical indications the product application for trademark protection, with the industrialization and internationalization of cluster development, promote China's agricultural products GIs.

This article analyzing GIs products based on three department data from the Time, Space and Type three features, in future research, we will focus on expanding the comparative analysis, and the conclusion can provide valuable suggestions for the protection and development of agricultural products in China.

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