

Study on the Brand Construction of Agricultural Products Geographical Indications

Liu Haiyan

Institute of Information Technology, Jilin Agricultural University, New city street Street, Changchun city, China

53328535@qq.com

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Abstract. To make the agricultural products competitive in the market, the construction of branding is a must. However, at present our country geographical indications of agricultural products brand construction still exist many problems, such as overlapping management department, brand consciousness is weak, product quality evaluation system and quality supervision system is not perfect and so on. This paper puts forward the brand orientation, effective coordination and establishment of reasonable operation mechanism to promote the sustainable development of agricultural brand.

1. Introduction

With the improvement of level of economic development, people's living standard has greatly improved, consumer demand characteristics present a high hierarchical, personalized and diversified characteristics, its purchase behaviour also shows the characteristics of brand orientation, more and more consumers recognize the brand and product quality, brand characteristics.

Geographical Indications refers to the identification of a commodity from a member of the region or area or location of the regional identity, and the goods from the specific quality, reputation or other characteristic is mainly produced in the Geographical origin. The geographical sign is the first indication of the identification of the origin, that is, the product that proves the use of the geographical marker is derived from a particular region. Secondly, it is the quality mark of the product, the unique geographical feature of the area gives the product special quality, comparative advantage and the reputation of accumulated over the years. Finally, there is the market value. Geographical indications in China can be divided into fruits and vegetables, aquatic products, food oil, livestock and poultry, eggs and milk, tea, Chinese herbal medicine, tobacco, food and beverage, wine, light achievement products ten categories, such as the top seven class belongs to the agricultural products. Geographical indication products mostly belongs to the agricultural products and its processed products, but also excellent characteristics of agricultural products, with strong regional characteristics and of great economic value.

Geographical Indications of Agricultural Products produced in specific region, the quality, reputation or other characteristic of essentially depends on the origin of the natural factors and human factors, approved by the audit named after Geographical names for Agricultural Products. Geographic marks include plants and their products, as well as animals and their products. According to whether through a specific process of production and processing standards, can be divided into two kinds: one kind is without the specific process of production and processing, planting and breeding farm products from the region. The other is the raw materials that are all from the region or part of the region, and are produced and processed in the region in accordance with specific processes. Of geographical indications to strengthen the construction of brand of agricultural products and the development of related production operation mode will be conducive to promote large-scale production of geographical indication products, realize the regional agricultural industrialization, promote the development of local agricultural economy, give full play

to the comparative advantage of geographical indication products, create the brand value, improve the added value of agricultural products and competitiveness, increase farmers' income.

2. The problem of the Construction of Agricultural Products Brand

Market economy environment, any trademark should the brand, using the modern marketing theory, geographical indications as an asset management, as a complete, independent brand construction, through the established brand in the consumers' mind, gain customer loyalty, create region "big brands", form a "big business", make the agricultural products of geographical indication from the comparative advantages of factor endowment into lasting brand competitive advantage, realize the maintenance and appreciation of the geographical indications of agricultural products, thereby giving impetus to the development of the industry.

2.1. Each Department Acting on Its Own, Overlapping Management

At present, China's geographical indications agricultural products mainly accept the management of three departments: the geographical indications of agricultural products registration, management and protection in three ways: First, the State Administration for Industry and Commerce through the registration of trademarks or collective trademarks to achieve the protection of geographical indications of agricultural products; Is the AQSIQ through the registration of geographical indications for the protection of geographical indications of agricultural products; Third, the Ministry of Agriculture through the registration of agricultural products geographical indications for the implementation of agricultural products, geographical indications management and protection. The three departments have their own standards, and these standards have overlapping, three administrative departments on the basis of different systems, rules and regulations for the supervision and administration, and formed a kind of multiple management phenomenon. Administrative rights and boundaries are unclear, resulting in the overlap of management between the three departments, and even conflict and conflict, resulting in reduced management efficiency.

2.2. The Brand Awareness of Agricultural Products is Weak

Many geographical indication agricultural production operator also simply stay on the registration, the registration and protection, not on the basis of the "protect" further extension, the lack of brand marketing consciousness: on brand promotion, the lack of systems and products of geographical indications for propaganda, even has a lot of geographical indication agricultural production and operation enterprises for short-term interests, refused to use the national unification issue of geographical indication protection product identification, the lack of long term planning and thinking; In production, focus on quantity but not quality; In the sales process, it is purely marketing products, and not fully exploiting the cultural connotation of geographical signs.

2.3. Quality Evaluation System and Regulatory System is Imperfect

The product quality is the lifeline of the brand, there is no strong brand without high quality product. In our country, agricultural products has a wide distribution often because of geographical indication, the interests of the individual is numerous, quality control is generally not strictly, from the production, processing to sales did not form a strict quality supervision system. The quality of the product is largely guaranteed by farmers and own ethics and integrity. However, some operators will be driven by high profits, some quality does not meet the prescribed standards of products is also named geographical indications of agricultural products brand name to sell, bring threat to the health of consumers, the brand effect, caused great negative impact on the development of the brand.

3. The Development of Agricultural Products Brand Construction Strategy

3.1. Brand Positioning is clear

Brand positioning is a pointer to the consumer products to the brand value a certain properties, strong shapes different distinct personality or image, and pass it to the target consumers, to build an

inner link, so as to realize the consumers' mind occupies a special position of marketing behavior. The basic characteristics of the agricultural product geographical indications of agricultural products has both general trademark, has its own particularity, and the quality of agricultural products also has the typical characteristics of tastiness of agricultural production also has the foreign exclusive. Therefore, the location of agricultural products should be based on their natural properties, and they will be based on natural resources. In addition, the geographic marks of the culture itself is a kind of important intangible assets and strategic resources, is the inner basis of regional image, is a brand of soft power, therefore, also depends on the human attributes on the brand positioning.

3.2. Effective Coordination and Full Play of the Active Role of all Parties

Geographical indications of agricultural products brand management is a involved in the production and operation of various main process, involving government, industry associations, enterprises, farmers and consumers behaviour such as the main body, any one party of inaction, will affect the effective implementation of the geographical indications of agricultural products brand management. Therefore, you must clear the behaviour main body role positioning, effective coordination and give full play to the role, formation of geographical indications of agricultural products brand management "rotation effect". The government should play the role of macro management and comprehensive coordination. As a special collective right, the agricultural geography mark has strong commonality, and it needs the government's participation and support in the process of the brand management. The government can implement the strategy of regional brand, set up including quality and technical supervision and administrative department, the competent department of agriculture, industry associations, scientific research units and production, the operator on behalf of the geographical indications of agricultural products, including coordination management institutions, unification of geographical indications of agricultural products brand management planning.

3.3. Establish a reasonable management mechanism

First of all, set up geographical indications of agricultural products the identity management system; strengthen the collective rights of geographical indications, geographical indications of agricultural products brand supporting the operations. Geographical indications of agricultural products logo should be strictly controlled to supervise, establish the geographical indications of agricultural products licensing, management and quality supervision system, standardize the use of geographical indications; we will strictly standardize and standardize the production process of agricultural products, standardize and industrialized production, and ensure the uniformity of the quality of products. Formulate relevant rewards and punishment system, and contribute to the geographical indication brand to producers of reward or compensation, to act against the geographical indication brand requires its compensation, fined or even cancel the qualification of its use. Secondly, set up the mechanism of geographical indications to distinguish the use, applies "mother-child trademark" geographical indication of agricultural products, namely the geographical indication as a trademark "mother", within the territory of enterprises through the application can make use of the geographic marks trademarks "mother", but each enterprise must be on the basis of the "master" trademark of increase production enterprise trademark, namely "trademark". Making it easier for consumers to know specific manufacturers when purchasing geographies is a way of tracing quality problems.

4 Conclusions

For geographical indications of agricultural products brand building, to change the keen to declare only and does not pay attention to the construction of maintenance, only the pursuit of quantity and not pay attention to quality management, only consider the short-term interests and don't pay attention to long-term development of the old ideas, respect the market rule, clearly the brand construction the main body, resolve source and capital investment in sustainable brand

construction, brand management system innovation, establish strict quality supervision system and realize the sustained and healthy development of the agricultural products of geographical indication.

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