

China's Green Food Market Analysis and Product Promotion

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Abstract. Green food has won universal popularity from all levels of government, enterprises and consumers with its scientific standard system, characteristic institutional arrangement, and safe and high-quality brand image. The development of China's green food market is directly related to the economic growth, changes in consumption awareness and perceptions. China's green food market is becoming more and more mature. Market objects are constantly enriched. Market operation tends to be regulated, and the market system is basically established. This paper defines the green food market, analyzes its operation conditions, and explores the market positioning and product promotion of green food, in order to promote the rapid development of China's green food market.

1. Introduction

With the development of China's economy and the rise of the world ecological revolution, the use of green to depict, describe the world, life and environment is widely accepted. People of different races, different regions, different lifestyles and different cultural backgrounds set green as a high-quality life goal with different levels of understanding and are constantly exploring and pursuing. They take green life as the standard of living in the new era, and gradually replace the old concepts and methods.

One of the important contents of green life should be green food. Modern people regard eating green food as a fashionable and cultural symbol. Food that is labeled green food can be seen everywhere on dizzying, colorful food shelves in grocery stores and supermarkets. Regardless of how people know about the meaning of these food labels, perhaps only a green fashion concept, most people blindly or semi-blindly volunteer to pay better prices to buy the food labeled green food. No matter whether this kind of awareness is clear or not, it is well known that the market potential of green food is huge.

What is the real meaning of green food? How should we scientifically define green food and guide scientific consumption? They are important tasks to cultivate green food market.

2. The definition of green food market and its operating conditions

Pursuing product quality and safety, green food follows the law of sustainable development and utilization of resources. It integrates economic, social and ecological benefits and has become an important carrier of low-carbon economic development and has developed into an industry with broad market prospects. China's green food covers more than one thousand varieties in four major categories: agriculture, forestry, livestock and poultry, aquatic products and beverages. It has adapted to the changes in consumer demand and the need for the adjustment of agricultural industrial structure. The development potential of the industry is huge. Therefore, it's getting more important and urgent to standardize the scientific category of green food, popularize people's extensive knowledge of its system management, create a scientific atmosphere of green food market and provide more real and more scientific green food than the so-called one appearing on the market.

2.1 Analysis and evaluation of green food market

2.1.1 Green food

In general, green food should be described in the following aspects: take green vegetables as an example: (1) Environment description of the growth of vegetables (such as the growing season, the description for fertilizer varieties, pest control pesticide and the use date before picking);(2) The physical parameters of the vegetable;(3)The main nutritional components of the vegetable;(4) the value of the toxic residues on the surface and treatment methods;(5) quality guarantee period and so on. With these data or instructions, there is a scientific guide for people to consume green food.

2.1.2 Green food market and market with green food

It is generally believed that the market of green food with scientific meaning and content is called green food market. A market that includes both green food and other food is called market with green food. It should be said that many food markets (such as supermarkets and grocery stores) in China belong to this category.

2.2 The operation conditions of green food market

According to our investigation, statistics and analysis, with the gradual enhancement of people's green awareness, the basic conditions for creating and operating green food market can be divided into the following parts:

First, people's extensive demand and desire for green food has created huge market space.

Second, national environmental protection industry policy is used to jointly establish a standardization system of green food with relevant environmental protection research departments. And various standards such as green food nutrition standards, green food growth standards, toxic substances index and other standards are issued.

Third, from small to large and from less to more, green food detection websites are established under unified standards.

Fourth, combined with the achievements of medicine and nutrition, nutrition instructions of some food are given.

Fifth, green food stores or supermarkets should be set up step by step in the provincial capital cities of the country and the scale management has gradually formed.

3. The existing problems of China's green food market

It is an indisputable fact that green food has been widely accepted from people's ideas and concepts. There is more and more "green" food in the market. However, due to the imperfection of the scientific management system in this market, there was an admixture of the genuine and the false in the green food market. A scientific guide is needed to cultivate this market. In the green food market, some food only indicates the nutritional content or ingredients, while others only shows quality guarantee period and so on are not uncommon.

Specifically, China's green food market currently has the following problems:

(1)Insufficient publicity and education, people's environmental protection and food safety awareness needs to be improved.

(2)Pesticide structure is unreasonable and pesticide residue detection system is not established.

(3)In many areas, the quality of ecological environment is not good, and the agricultural ecosystem has been damaged, polluted and degraded in varying degrees, which greatly restricts the development of China's green food.

(4)Green food regulatory agencies and systems of quality inspection, supervision and inspection are imperfect. Safety testing and environmental monitoring needs to be strengthened. Green food raw material origin environment, production environment, product quality standards have not been established.

(5)Green food production technology system and storage and transportation management are not perfect. Production pollution and distribution pollution still exist. Many key technologies in green food production, processing, packaging, transportation, storage and preservation still need to be

researched and promoted.

(6) Green food production resources allocation is not reasonable. Green food base and enterprise groups are inadequate. The planting scale is small and unable to realize scale management and operation.

Green food market requires scientific, green and standardized management. Of course, it would be impractical to establish a perfect market management system all at once. Rather, we should appraise or explain the composition of food and other important things that affect people's health in the market development step by step. The related knowledge of nutrition is introduced into the management of green food to build a systematic and well-managed market with accurate positioning. The prospect of green food will be unlimited if we could grasp this development, combine people's advocacy of green knowledge and ideas and bundle objective existence and subjective pursuit in the marketing system.

4. Green food market positioning and product promotion

China's food market is a broad one with deep foundation. Its existing form is divided into four categories: supermarkets, markets, farmer's markets and stalls, etc. According to the variety, there are vegetables, fruits, eggs, meat, drinks, poultry, grain, aquatic products and so on. In this market, there are many so-called "green food" products mixed in the market. Although this kind of food with some green food quality has its own uniqueness and compatibility in meaning and classification with the green food in this article, the green food market is drawn after the original market segmentation and it is an original new market based on the scientific definition according to its unique characteristics. The original new market is consumer centered, which turns potentially vague demands into realistic and accurate needs.

4.1 Product positioning

The positioning of green food is mainly reflected in the brand, connotation and index based on the green meaning. Green food market is broad. And with the development of business, the oriented positioning of all kinds of food can be taken in different periods, different regions and different nationalities. Such as seasonal vegetables can be used time positioning and meat by category positioning. Pork and poultry in Han nationality areas are the main and beef and mutton are secondary, while it is opposite in the northwest and minority areas. The famous special food can be used origin positioning, such as a variety of drinks, rice and so on.

4.2 Feasible promotion categories of green food

Green food promotion involves a wide range, covering many food markets, supermarkets and grocery stores, etc. And it is closely related to green food production, processing, transportation, storage and so on. Therefore, green food promotion is a systematic project. Enterprises should organize the market from the perspective of sustainable development to meet consumer demand for green food, so as to be accepted by the society.

In the process of practice, in order to better promote the healthy development of the green food industry, seize the market opportunities, expand the sales platform, accelerate sales and promotion, raise the reputation of green food and ensure the healthy and orderly development of the green food market, the following aspects can be promoted:

First, eggs: All kinds of eggs, duck eggs, bird eggs and so on are required to be produced in the free-range farm environment or in the quasi range environment. They do not eat or basically do not eat synthetic feed (egg formation process is described).

Second, meat: Various kinds of pigs, sheep and cattle who provide meat products are required to grow naturally in natural environment. And reference data should be provided on their population reproduction, growth cycle and meat quality characteristics (there is a description of the growing process of meat).

Third, milk: milk origin, maternal living environment collection and production conditions are required to provide on-site examination to ensure adequate nutrition and free of toxic or side effects

of pollutants and impurities (there is a description of milk production process).

Fourth, vegetables: the production area environment of various kinds of vegetables, the types of fertilizer used (compound fertilizer, chemical fertilizer, farm manure), production date and different conditions of the fresh-keeping period are required to indicate (there is a description of vegetables cultivation process).

Fifth, all kinds of semi-finished products, fresh fruit, snacks, water and alcohol drinks should have conventional instructions in the green sense (there is a description of production process).

The above five categories of food should have green certifications, significant signs and packaging according to the value of the food itself, and their physical, chemical and various nutritional parameters should be provided. Some food should also be marked with medicine, pharmacy and nutrition advice.

5. Conclusion

The green food market shows its great potential for development. Its development adapts to the structural adjustment of agriculture and the upgrading of consumption structure. It is also the inevitable requirement of transforming the mode of economic development and achieving the coordinated and sustainable development of human, resources and environment. To standardize the scientific category of green food, popularize extensive knowledge of its management system and create a scientific atmosphere of green food market are conducive to accelerating the sustained and healthy development of this market.

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