

Research on the Construction Strategy of Characteristic Agricultural Products Brand in Tai'an

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To cite this article:

Lv Dongqin. Research on the Construction Strategy of Characteristic Agricultural Products Brand in Tai'an. *International Journal of Agricultural Economics*. Vol. 7, No. 4, 2022, pp. 146-149. doi: 10.11648/j.ijae.20220704.11

Received: June 13, 2022; **Accepted:** June 28, 2022; **Published:** July 12, 2022

Abstract: Brand is not just a name or a logo, but an economic expression of enterprises, products and services. In the fierce market competition, consumers' brand recognition determines the market position of the product. Therefore, the brand effect is also an economic effect, and the brand is an important intangible asset. With the development of economic globalization, China's agricultural products not only need to deal with the increasingly fierce market competition in the country, but also face the impact of imported agricultural products. The competition of agricultural products has changed into the brand competition. As a big agricultural city, Tai'an has a wide variety of agricultural products. However, judging from the production and sales of agricultural products in the past two years, there are still many problems such as lack of prominent brand characteristics, weak brand attraction, and low influence and so on. To this end, how to take advantage of the traditional and well-known agricultural product producing areas of Tai'an to reconstruct its characteristic agricultural product brands, generate agglomeration effects, improve the quality and supply structure of agricultural products, and promote the transformation and upgrading of the agricultural industry, so as to help the rural revitalization strategy with brand building, has an important role and realistic meaning.

Keywords: Characteristic Agricultural Products, Brand Building, Construction Strategy

1. Introduction

The characteristic agricultural products refer to the unique products of a certain region or the agricultural products that are well-known in a certain region. These local characteristic agricultural products usually have unique local customs, geographical conditions and processing technology, and have significant regional advantages, thus bringing about the differentiation of quality [1].

Since 1999, the state has begun to attach importance to the construction of agricultural product brands, and successively issued documents such as "Several Opinions of the Ministry of Agriculture on Creating Famous Brand Agricultural Products" and "Opinions of the Ministry of Agriculture on Further Promoting Agricultural Branding Work" [2, 3]. Li Xiaoling believes that the implementation of the brand strategy of agricultural products is an effective way to improve the competitiveness and viability of modern agriculture [4]. Liao Song, Liu Xiaofen et al. believe that the implementation of agricultural product brand strategy is feasible [5, 6]. Li Daohe,

Li Jun believe that, whether from the perspective of the development of modern agriculture in the rural revitalization strategy or from the perspective of increasing farmers' income, expanding domestic demand, and improving the competitiveness of agricultural products, the implementation of the agricultural product brand strategy all are imperative [7, 8]. However, the current research literature seldom explores the impact of rural revitalization on agricultural product branding strategies. In this context, this topic takes The city of Tai'an as an example, from the perspective of the importance and driving force of agricultural product brand strategy, discusses the specific path of agricultural product brand strategy implementation in the context of rural revitalization [9].

Promoting the construction of characteristic agricultural product brands will not only enable The city of Tai'an's agricultural modernization construction to enter a new stage, promote agricultural supply-side reform, and realize industrial ecological development; it can also promote agricultural development and increase farmers' income, to achieve

targeted poverty alleviation; at the same time, it also helps to inherit local culture and build a cultural integration industry, which has great theoretical and practical significance.

2. Current Status and Existing Problems of Brand Building of Characteristic Agricultural Products in Tai'an

2.1. Current Status of Brand Building of Characteristic Agricultural Products in Tai'an

The city of Tai'an attaches great importance to the brand promotion and promotion of agricultural special products. By the end of 2020, The city of Tai'an has 17 geographical indications including Taishan tea, Taishan red scale fish, Taishan chestnut and other agricultural products, 4 well-known trademarks in China, and 17 famous trademarks in Shandong Province.

(1) Excellent achievements in the development of agricultural brands

New breakthroughs were made in the registered trademarks of agricultural products. By the end of 2018, the total number of registered trademarks for agricultural products in the city reached 4,386. It has created 6 well-known trademarks for agricultural products in China, including "Yinbao" meat products, "Ya Ao Te" milk, "Feicheng" peach, "Foxconn" flour, and "Zhiyu" vegetable oil; And 18 agricultural product trademarks, such as meat products, "Bolai lilai" non-medical feed additives, and "Shankou" soy sauce vinegar, were recognized as provincial famous trademarks.

(2) Speed up the expansion of the brand system

The city of Tai'an insists on cultivating 6 major leading industries and 8 major characteristic products as the main direction of attack, accelerates the pace of agricultural structure adjustment, highlights the three "highlights" of organic vegetables, dairy industry, seedlings and flowers, and organizes the implementation of the "One Village One Product Hundred Villages Demonstration Thousand Villages Promotion Project" ", the city has 396 professional villages that meet the statistical standards of the Ministry of Agriculture; 18 professional towns and towns that meet the statistical standards of the Ministry of Agriculture. There are 171,000 dairy cows in stock; the total area of seedlings and flowers reaches 238,000 acre. Preliminary formation of advantageous industrial belts in regional layout, such as organic vegetables and "two vegetables and one grain" in Taishan District; day lily, lotus root, and film-coated potatoes in Xintai City; organic vegetables and twin mushrooms in Ningyang County; garlic and chicken leg mushrooms in Dongping County and so on, has begun to take shape, leading to the formation of a considerable-scale origin market.

In addition, with the rapid development of rural industrial integration, agriculture continue to emerge with ecology, culture, and tourism, which greatly expands agricultural functions, gives birth to many new forms of agricultural development, and forms a number of new agricultural brands.

(3) A large number of well-known foreign brands are introduced

Due to Tai'an's good investment attraction and industrial development environment, many well-known domestic leading enterprises and brands have come to invest here, such as Mengniu, Wen's, Runheng, Tengtou, Yike, Liuhe Group, etc., Taishan International Flower City in Taishan District attracts more than 200 well-known domestic enterprises. More than 500 varieties of flowers and trees have been cultivated and displayed. Tai'an has increasingly developed into an important distribution center for agricultural products.

2.2. Problems Existing in Brand Building of Characteristic Agricultural Products in Tai'an

Although the brand building of characteristic agricultural products has achieved certain results in the context of rural revitalization and explored some experiences, on the whole, there are still many deficiencies, which can be summed up in the following aspects.

(1) The direction of brand positioning is ambiguous, and it is urgent to strengthen management standards

Subject to the factors of interests and lack of confidence in national regional brands, many high-quality vegetables, fruits and other agricultural products were once exported to all over the world, but they used foreign brands. At the same time, due to insufficient funds and other reasons, most enterprises do not have a strict and complete brand management system, resulting in a weak ability to build their own brands of agricultural products.

(2) The brand integration is not strong enough, and the cluster effect is not obvious enough

In the process of creating agricultural product brands, there is a phenomenon of attaching importance to quantity and despising quality. In addition, limited by the scope of agricultural development in the region, and the lack of government guidance, the cluster effect is not obvious, which makes it difficult to form a certain scale of agricultural product brand construction, and lack of standardized agricultural product brands.

(3) The brand management system is backward, and the operation ideas need to be improved

In the field of e-commerce of agricultural products, due to the immature concept of brand marketing and single means, the awareness of agricultural product brands is low, the space for brand value improvement is limited, and the value-added speed is slow; Other aspects are less involved, the information consultation, certification consultation, brand promotion and other services of agricultural product brand creation enterprises (organizations) or individuals are not perfect, and there is a lack of a systematic agricultural product brand operation mechanism.

(4) Despise cultural connotation and lack the "golden business card" of local characteristic brands

Due to neglecting the excavation and maintenance of cultural connotation in the construction of agricultural product brands, and not injecting corresponding local characteristic culture, the construction of agricultural products brand

appears weak due to the lack of certain cultural background support. "

- (5) The means of publicity need to be innovated, and the energy efficiency of brand communication is lacking

As far as its main publicity and promotion model is concerned, it still mainly stays at the single level of relying on the local grass-roots government to organize brand enterprises to participate in exhibition and sales activities in the past, and lacks the intervention of industry organizations to carry out appropriate and effective promotion. This makes it difficult for most high-quality agricultural products to gain popularity and reputation in brand promotion.

- (6) There is a shortage of talents in brand operation, and the development environment needs to be improved

The success of a brand's operation is determined by people. At present, the lack of corresponding talent support is still an important bottleneck restricting the brand building of agricultural products in Tai'an. In addition, due to the lack of government awareness, The city of Tai'an lacks effective guidance and strong policy support in the construction of agricultural product brands.

3. Policy Suggestions for the Construction of Special Agricultural Product Brands in Tai'an

- (1) Based on the background of rural revitalization, carry out strategic planning for regional brand building

The city of Tai'an should seize the powerful historical opportunity period of rural revitalization, and carefully plan the development of agricultural product brands in the region from a strategic perspective. In this regard, the creation of regional agricultural products' own brands, the relationship between the supply-side structural reform and the quality of agricultural products, the brand value and positioning of agricultural products, the brand meeting the individual needs of consumers, the extension and expansion of the brand, the communication and the Factors such as maintenance and agricultural product sales strategies, scientific planning, and careful layout to create a high-end business format for its regional agricultural product brands [10].

- (2) Bring in the "artisan spirit" to create the own brand of agricultural products

Modern agriculture is no longer a traditional planting industry. It reflects the in-depth integration of the primary, secondary and tertiary industries [11]. It requires practitioners to have higher professional ethics, professional ability and professional quality, and reflects the professional value orientation and behavior of practitioners. "Craftsman spirit" can profoundly interpret the connotations of dedication, leanness, focus, innovation, etc., which is the core spirit of agricultural product brand construction [12].

- (3) Create a humanistic brand featuring agricultural products with elements of "nostalgia"

In the demand structure of agricultural products, people will not only be satisfied with the basic needs of food and clothing,

as well as the demand for the quantity and type of agricultural products, but pay more attention to the characteristics and added value of agricultural products. The emotional characteristics reflected are the manifestation of people's spiritual needs in agricultural products [13]. In order to cater to the psychological characteristics of consumers and according to local characteristics, it is also a novel and effective brand strategy to develop the "nostalgia" brand according to local conditions in the creation of agricultural product brands. problems and an important force in promoting rural economic development.

- (4) Embed green and healthy concepts into the brand value of agricultural products

The development of modern agriculture should respect nature, conform to nature and protect nature, realize the green production of rural natural resources and agricultural products, coordinate and unify human and nature, and realize the ecological benefits of rural economy while generating the economic value of agricultural products [14]. From the perspective of consumers, the people's growing needs for a better life also include the pursuit of the quality of agricultural products. The demand for green and healthy agricultural products has become the consensus of people's consumption. Therefore, the brand strategy of agricultural products must reflect the brand value of green and healthy [15].

- (5) Meet the individual needs of different consumer groups and individuals for agricultural products

Brand building not only emphasizes consumers' emotional experience of products, but also with the coming 4.0 era of brand building, a brand strategy centered on providing services and satisfying consumers' needs also emerges. A unified, batch, and streamlined production model of agricultural products cannot meet the needs of all consumers, and a high-end customized and personalized production model for agricultural products may be more in line with consumers' requirements. Therefore, the implementation of the agricultural product brand strategy should deeply understand the individual needs of consumers, and establish an effective communication and service mechanism with consumers.

4. Conclusion

Through analyzing the development status of agricultural product brand building in Tai'an, we realize that there are still many problems in brand building such as ambiguous brand positioning, weak brand integration, limited brand promotion methods, and lack of brand cultural connotation and brand operation talents. Therefore, this paper puts forward a strategic plan for brand building, an exploration of brand humanistic characteristics, a green and healthy brand concept, and development suggestions that focus on individual needs.

Declaration

This paper is supported by Shandong Social Science Planning Fund Program (21CSDJ67).

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