

## Study on the Promotion of Rural Revitalization by Regional Public Brand of Agricultural Products in Heilongjiang Province

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**Abstract:** This paper will study the regional public brand effect of agricultural products in Heilongjiang Province, grasp the current situation of the regional public brand effect of agricultural products in Heilongjiang Province, and provide practical countermeasures for promoting the effect of the regional public brand of agricultural products and promoting the development of regional public brand of agricultural products in Heilongjiang Province, so as to improve the competitiveness of regional public brand of agricultural products in Heilongjiang Province and promote the regional economic development.

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**Key words:** Heilongjiang Province, Agricultural products, Regional public brand

### 1. Introduction

In 2017, the No.1 document of the central government, for the first time, pushed the construction of regional public brand of agricultural products to a new height, supporting local enterprises and industry associations to build regional characteristic brands, introducing modern elements to transform and upgrade traditional famous and excellent brands. The regional public brand of agricultural products will usher in a road of sustainable development.

In order to thoroughly implement the spirit of the 19th National Congress of the Communist Party of China, solidly carry out agricultural brand promotion actions, give full play to the decisive role of the market, the main role of enterprises, the role of government promotion and the role of social participation, cultivate a number of distinctive, excellent quality and reliable agricultural brands, and promote the competitiveness of agricultural quality and efficiency in our province in an all-round way, Heilongjiang Provincial Agricultural Committee carried out the selection of "top ten regional public brands of agricultural products" and "top ten brands of agricultural enterprises" in 2018.

With the guidance of the government, the education of consumers, the injection and promotion of capital, the cultivation of enterprise market, modern agriculture has not only attracted many business tycoons, but also become the direction of many young people to start their own businesses. The consumption of agriculture and agricultural products in China has entered a turning point era.

"An orange is born in Huainan as an orange, born in Huaibei as a poncirus trifoliata". There are many good products, but no good brand in many places. In

particular, many brands with geographical indications do not spread after trademark registration, nor have they been recognized by consumers, and the leading enterprises that have formed brands have not realized their benchmarking and demonstration effect.

How to highlight regional characteristics, highlight product quality and create a good brand image of agricultural products with regional characteristics is an important issue for the development of modern agriculture.

### 2. Resource advantages of agricultural production in Heilongjiang Province

#### 2.1 Abundant natural resources

The reason why the regional brand of agricultural products in a region is famous is closely related to its specific natural resources. The differences of soil quality, temperature, humidity, water source and other natural conditions will directly affect the formation of the quality of agricultural products.

The soil condition of Heilongjiang Province ranks the first in China. Black soil, chernozem and meadow soil account for more than 60% of the cultivated land. The content of soil organic matter is higher than other areas of the country. Heilongjiang Province is one of the provinces with abundant water resources in China. 70% of the annual rainfall is concentrated in the growing period of crops. The rain and heat appear in the same season, which provides a good environment for biological growth. Benefiting from these excellent natural conditions, Heilongjiang agricultural products are famous for their excellent quality. Rice has been selling well in the national market with the unique flavor of cold japonica rice.

And soybean granules are round and full, rich in oil, protein, amino acid, and of high quality, enjoying a good reputation at home and abroad. At the same time, Heilongjiang soybean is all non-transgenic soybean, thus the safety of soybean products is high. Under the background that the domestic and foreign markets hold reservations on the safety of transgenic soybean, Heilongjiang soybean is in great demand. The rich agricultural natural resources also enable Heilongjiang Province to have various distinctive agricultural products, such as marten, auricularia auricula, hericium erinaceus, blackcurrant, royal jelly and other agricultural products well-known at home and abroad; medicinal plants such as Fangfeng, liquorice, ginseng and other precious medicinal materials of high quality; sturgeon, white fish and other precious cold water fish.

## 2.2 Superior ecological environment

The superior ecological environment of Heilongjiang Province has created good conditions for the production of agricultural products in Heilongjiang Province. Heilongjiang Province is a large ecological province in China, with a large area of forests, grasslands and wetlands.

According to the research data of China Academy of forestry in 2013, the value of forest ecological benefits in Heilongjiang Province is more than 1.2 trillion yuan, ranking the third in the country. The value of wetland ecological benefits is more than 560 billion yuan. And the total value of two items is 1.8 trillion yuan, ranking the first in the country. In Heilongjiang Province, the amount of forest water conservation is more than 50 billion Cubic metre, which is equivalent to the water reserves of 1.5 Three Gorges dams and purified water. The annual carbon sequestration of the above-ground part of the forest is more than 420 billion tons, the annual carbon sequestration of the underground part is more than 50 billion tons, and the annual oxygen release is more than 1.1 trillion tons, which not only contributes to Heilongjiang Province, but also to the whole country and the world.

Forest plays an important role in water conservation, soil and water conservation, wind and sand fixation, air purification and other aspects of protecting the agricultural ecological environment, while wetland plays an irreplaceable role in flood resistance, runoff regulation, flood storage and drought prevention, pollution degradation, climate regulation, soil erosion control and other aspects of other ecosystems. Therefore, the water quality, soil quality and air quality of Heilongjiang province are excellent, and the agricultural products produced by good ecological environment have higher security.

## 3. The development status of regional public brand in Heilongjiang Province -- Taking Wuchang rice as an example

### 3.1 The positive situation of the development of Wuchang rice

Wuchang county is located in the south of Heilongjiang Province, which belongs to the mid temperate continental climate, with frost free period of 140 days, average annual precipitation of 608 mm and annual sunshine of 2629 hours. Xilang River, Lalin River and Taniu River run through the whole area, with vertical and horizontal water systems. Abundant sunshine, natural river water irrigation, coupled with the cultivation of high-quality rice varieties with long maturity, make Wuchang rice have unique characteristics. Wuchang is a land of fish and rice with beautiful scenery. From the loud cry of "real Wuchang rice" in the market, people will deeply realize the popularity of Wuchang rice in the country. "Thailand's fragrant rice comes out of Fushui, China's fragrant rice comes out of Wuchang". Wuchang county is a typical agricultural county, an important commodity grain base of the country, one of the top ten advanced counties of grain production in the country, and one of the top five rice counties in the country. The rice area accounts for one tenth of the province, and one quarter of Harbin city. Wuchang county is famous for its rice production, and is known as the "rice kingdom" under Zhangguangcai Mountain. Wuchang rice is of superior quality, which is even, bright, mellow and fragrant. The sweet taste is due to the irrigation of Wuchang Mountain spring, the fertile soil in the basin, the excellent varieties and advanced cultivation techniques.

There are 292 rice enterprises registered in the industrial and commercial departments of Wuchang county, with a production capacity of 4 million. "Wuchang rice" has become the only one rice product in the whole country with five laurels of "China's geographical indication protection product", "certificate of origin trademark", "China's famous brand product", "China's famous brand agricultural product" and "China's famous brand".

The regional public brand strategy of Wuchang rice plays a key role in its maintaining a stable market share in the fierce market environment of industry homogeneity competition. As a regional public brand, Wuchang Rice's regional public brand construction expresses the common demands of Heilongjiang Province in terms of variety and quality management, brand use license, brand marketing and communication, so it is more conducive to the rational and optimized allocation of local public resources in Heilongjiang Province, promoting the development of Wuchang rice brand itself, and also forming the situation of coordinated development of the whole

region.

### **3.2 The negative situation of the development of Wuchang rice**

However, there is still a lot of room for improvement in the development of public brands in Wuchang rice.

#### **3.2.1 The human capital and entrepreneurs constraints**

Human capital and entrepreneurs is one of the constraints of brand resources. Except for the top managers, the basic production and sales staff in Wuchang rice are generally lack of brand awareness. There is still a lot of room for improvement in the development of public brands in Wuchang rice region. Moreover, most of the managers of small and medium-sized private enterprises operate with the ideas handed down by their parents. They have limitations on the level of brand awareness, which is not conducive to improving the level of brand profitability.

#### **3.2.2 Restriction of brand building**

The level of brand building of Wuchang rice is far from enough. The brands of Wuchang rice enterprises did not form a joint force with the regional brands and did not form their own unique brand effect; instead, the brands of the enterprises were numerous and disorderly, and the disordered competition in the market was serious. Compared with the competitors, they had no competitive advantage, which had a significant impact on the production and operation profits of the enterprises. Therefore, brand integration is urgent.

#### **3.2.3 Lack of scientific and technological innovation ability**

The technological innovation ability of Wuchang rice needs to be improved. Wuchang rice enterprises rarely have high-grade rice production lines, and its deep-processing varieties and technology level are limited, which make it difficult for Wuchang rice to form brand value.

#### **3.2.4 Insufficient product quality assurance**

The product quality assurance of Wuchang rice also restricts the development of regional public brand resources. The occurrence of fake and inferior products of Wuchang rice is frequent, and the phenomenon of making up for the number by replacing the good with the bad also occurs from time to time, which is not conducive to the healthy development of Wuchang rice industry. There are three ways of counterfeiting of Wuchang rice: One is to transport the rice with poor market in surrounding counties and cities to Wuchang for "bathing" and then pass it off; the other is to mix the Wuchang rice with other rice with similar appearance in other places for sale; the third is to sell the packaging bags indiscriminately printed with green product logo and

origin certificate like "Chinese famous brand" and "Wuchang rice". These practices have greatly affected the image and credibility of Wuchang rice brand in the hearts of consumers, leading to the credit crisis of Wuchang rice.

Therefore, human capital and entrepreneurs, the degree of brand building, the ability of scientific and technological innovation, and the ability of product quality assurance are all factors that restrict the promotion of region public brand power in Wuchang rice.

## **4. Countermeasures to enhance the competitiveness of regional public brand of agricultural products in Heilongjiang Province**

In recent years, the market competition of agricultural products is increasingly fierce. Heilongjiang Province should give full play to its competitive advantage and expand the market scope. In this regard, the following specific countermeasures are proposed.

### **4.1 Implementing standardized agricultural production**

Regional brand development of agricultural products takes quality as the core. In order to ensure the quality of agricultural products, agricultural standardization should be implemented. First of all, we should standardize the quality standards of agricultural production, particularly the formulation and revision of international standards for the internal quality, processing performance, grading, fresh packaging, safety and health of agricultural products, enabling each section of agricultural production to have standards as the technical basis. Secondly, we should actively implement product quality certification, such as pollution-free, organic and green agricultural product certification, to ensure the quality and safety of agricultural products. At the same time, establish a perfect quality traceability system of agricultural products to ensure the whole process monitoring of agricultural products from production to sales.

### **4.2 Strengthening the protection and management of regional brand of agricultural products**

In order to promote the sustainable development of regional brand of agricultural products, brand management should be strengthened. Specifically, three points should be achieved: first, promote trademark registration of product regional brands and application for geographical indication product protection. Through registration, regional brands have the legal identity and are protected by law. The second is to establish the license system for the use of regional brands of agricultural products and crack down on counterfeiting. Those who use regional brands must apply to the managers of regional brands, and can only use them after passing the quality inspection and

certification. The third is to strengthen market supervision. For agricultural products entering the market, the government should organize relevant quality inspection, industry and commerce, tax and other departments to carry out strict quality supervision and inspection, and crack down on violations.

#### **4.3 Strengthening the construction of leading enterprises and improving the development level of agricultural industrialization**

Leading enterprises are the executors of regional brand construction of agricultural products, so we should strengthen the construction of leading enterprises. First of all, the government should strengthen support, formulate preferential policies, focus on capital, land, technology and other production factors, and provide support from loan discount, government subsidies, brand support and other aspects. Secondly, the government should increase investment attraction. Through the introduction and construction of a number of agricultural products processing and circulation projects, the development of leading enterprises can be promoted.

#### **4.4 Accelerating the large-scale operation**

We should deepen the reform of the rural land system, establish a market for urban and rural construction land, speed up the process of confirming the right to agricultural land, and give farmers the right to possess, use, earn, transfer and mortgage and guarantee the right to contracted management of the contracted land. On the basis of family contracted operation, relying on land transfer and guaranteed by support services, cultivate and develop new-type agricultural scale operation subjects, encourage large-scale professional households to set up family farms, actively and steadily promote the transfer of land flow to family farms, and steadily improve the scale level of planting industry. We should implement support policies for farmers' cooperative organizations and promote the joint development of business entities. We should innovate the management system and mechanism of rural infrastructure construction, and carry out the infrastructure construction projects related to family farms. We should improve the socialized service system, and actively provide full services before, during and after agriculture. Strengthen the construction of quality and safety inspection and testing system for agricultural products, and strengthen the construction of systems and platforms for agricultural machinery technology promotion, quality supervision of agricultural machinery products, agricultural material chain operation, agricultural machinery education and training, and agricultural mechanization public information service.

#### **4.5 Strengthening the ecological environment protection**

Efforts should be made to improve the quality of rural environment, control industrial pollution and agricultural non-point source pollution, speed up the implementation of the project of forest growth of ten million mu, strengthen ecological protection, reasonably delimit areas prohibited from farming, farming and grazing, and build an integrated ecological corridor. We should complete the project of returning farmland to forests, and consolidate the achievements of returning farmland to forests. We should improve the water ecological backbone network, accelerate the implementation of rural drinking water safety projects, actively promote the construction of centralized water supply projects, extend centralized water supply networks, and develop integrated urban and rural water supply. Planning and construction of the tourism road network in Ling district. We should strengthen soil and water conservation and geological disaster prevention and control in key areas, focus on wetland development and protection, and build urban and rural ecosystems with distinctive features and rich types. We should promote the implementation of rural clean projects, improve rural production environment, optimize rural ecological environment, and strengthen water environment protection.

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