

Intelligent Industrial Chain Construction and Upgrading Path of Phoenix Monocotyledon Tea Industry Driven by New Quality Productivity

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Abstract: China comprehensively promotes the strategy of rural revitalization, and insists on the priority development of agriculture and rural areas. Among them, Phoenix monocotyledon tea, because of its long history, obvious regional characteristics and the advantages of tea tree species, has become a traditional industry, specialty industry and leading agricultural industry in the economic development of Chaozhou City, Guangdong Province. Leaders at all levels attach great importance to the development of Chaozhou tea industry and tea culture. In recent years, Phoenix Town, Chaozhou City, has achieved some new results in exploring the development of modern tea industry, but in general, there are problems such as low productivity, information asymmetry, and quality control difficulties in the high-quality development of Phoenix monocotyledon tea industry. This paper integrates the concept of "new quality productivity", and puts forward the optimization of tea planting, the realization of packaging automation, the promotion of consumption digitization, the strengthening of industry chain synergy and information sharing and other measures to promote the Phoenix monocotyledonous tea industry intelligent industry chain construction and upgrading, and help the local economy to sustained growth.

Keywords: rural revitalization; phoenix monocotyledon; new quality productivity; intelligent industrial chain construction and upgrading

1. Analysis of the current industry chain structure of Phoenix Single-Colony Tea Industry

1.1. Phoenix Single-Colony Tea Industry Overview

Phoenix Monocotyledon Tea originates from the town of Phoenix, Chaozhou City, Guangdong Province, China. According to Chaozhou Prefecture Records, the tea has been favored by the royal family since the end of the Southern Song Dynasty, and has gradually developed into a famous specialty product with a history of more than 900 years. Nowadays, due to the exquisite production process, Phoenix Single-Colony Tea has become one of the characteristic agricultural industries in Chaozhou, and has been listed as a national intangible cultural heritage, covering eight major processes, resulting in a variety of unique aromas such as honey orchid incense, yellow branch incense and the characteristic mountain rhyme, known as "tea in the perfume".

Chinese tea culture has a long history, and Teochew Gongfu tea culture, as a kind of media carrier, plays an important role in the inheritance of Chaoshan culture, and is regarded as one of the best in Chinese tea culture. The high-quality development of Chaoshan Gongfu tea culture and tea industry is not only related to the pace of Chaozhou to build a coastal economic zone characterized by boutique cities, but also touches the hearts of millions of tea farmers^[1]. As an important part of Teochew tea culture, Phoenix Single-Colony Tea not only carries profound local characteristics and cultural values, but also occupies a middle and high-end position in the market due to its excellent quality and unique taste, gradually radiating from Chaoshan to the whole country and forming a new tea consumption market.

1.2. Phoenix monocotyledon tea industry chain composition and status quo

1.2.1. Phoenix Single-Colony Tea Industry Chain Composition

Phoenix monoculture tea is the main pillar industry of Phoenix Township's economy, and its development is closely linked to the complete industrial chain. This industry chain includes tea planting, leaf plucking, tea processing, refining and packaging, multi-channel sales until the end consumption of the

six links, and each link is interdependent and vital.

The cultivation of Phoenix monocotyledon tea is firstly concentrated in areas with unique natural conditions such as Phoenix Mountain in Guangdong Province. In these areas, tea farmers not only utilize asexual reproduction techniques to improve tea tree varieties through grafting and other means, but also pay attention to the comprehensive management of tea gardens. For example, in order to improve the quality of tea, tea farmers according to soil fertility and climatic conditions, scientific fertilization and reduce the use of chemical fertilizers, replaced by organic fertilizers. At the same time, for the problem of pests and diseases, the use of biological control and physical control methods to ensure the healthy growth of tea trees.

The cultivation of Phoenix Dancong tea is first concentrated in areas with unique natural conditions such as Fenghuangshan in Guangdong Province. In these areas, tea farmers not only utilize asexual reproduction techniques and improve tea tree varieties through grafting, but also pay attention to the comprehensive management of tea gardens. Next is picking, which is the primary step in the production of Phoenix Dancong tea and requires strict picking standards to be followed. Usually, the optimal picking point is when the new shoots form a stationary bud and slowly spread out from the top leaves, reaching a state where 60% to 70% of the new shoots form a pair of clamped leaves. Moreover, there are also specific picking times, usually from around 10am to 4pm on sunny days, to avoid direct sunlight at noon and picking on rainy days. In addition, tea areas at different altitudes will adjust the picking time and frequency according to actual conditions. The tea processing process is both complex and delicate, including multiple stages such as withering, fermentation, withering, rolling, and baking. The packaging process of Phoenix Dancong tea should not only ensure the quality of the tea leaves, but also be convenient for consumers to carry and store. Therefore, packaging should use materials that meet safety, hygiene, environmental protection, odor free, and dry requirements, while packaging materials that come into direct contact with tea should also comply with relevant national food safety standards. The sales channels for tea include both online and offline channels. Among them, online channels such as self built online stores, social media platforms, etc., while offline channels include tea specialty stores, tea exhibitions, etc. In addition, the self production and self sales model of tea farmers also plays an important role in the sales of Fenghuang Dancong tea. This model not only ensures the quality of tea and the reputation of the origin, but also saves intermediaries for distributors, allowing tea farmers to obtain greater profits. In the final stage of consumption, consumers choose different varieties and grades of Phoenix Dancong tea according to their taste and needs.

1.2.2. Current status of Phoenix Single-Colony Tea Industry Chain

Although Phoenix monocotyledon tea itself has a better growing environment and mature production technology, but its industrial chain in planting, picking, processing, packaging, sales and consumption and other aspects are still facing a series of problems that need to be solved.

Smaller planting area and poor management of tea gardens. Phoenix monocotyledon tea planting area is relatively small, accounting for only 0.46% of the national tea planting area, and only a small part of the local tea planting (as shown in the above figure), which to a certain extent limits the expansion of its production and market share. Secondly, some regional tea farmers are overly concerned about production and neglect quality improvement, while the level of tea planting in the post-development areas is also relatively backward, resulting in the unbalanced development of tea planting regions. In addition, the sloppy management of tea plantations has led to the low quality of tea planting, coupled with the persistent drought and low rainfall climatic conditions, further affecting the yield and quality of tea.

Labor costs are high and picking standards are uneven. Phoenix mono bush tea has many varieties, the tree is tall and umbrella-shaped, and needs to be picked by a single plant. If the use of tea plucking machinery can improve the efficiency of picking, but the large-scale use of broken tea plucking machinery will seriously affect the quality of tea leaves. And manual picking will face the problem of high cost and labor tension, resulting in an increase in labor costs, which brings considerable economic pressure on tea farmers.

Lack of process standards and lack of scientific and technological talents. The standardization and mechanization of processing technology are not high enough, which limits the stable output and quality improvement of tea. Moreover, Phoenix monocotyledon tea is mainly processed in two ways: one is in the form of bush as a unit, sub-picking, sub-processing, distribution; the other is in the form of household as a unit, self-picking, self-processing, self-selling. Although these processing methods ensure the specificity of the quality of Phoenix monocotyledon and high quality and high price, but the lack of large-scale unified standard production methods, so that the labor cost greatly increased, reduced efficiency.

Commodity packaging is ineffective, the brand effect is insufficient. At present, the most common tea packaging in the market of Phoenix monocotyledon tea, mainly in the form of iron box, cardboard box simple packaging, this packaging material can achieve moisture-proof, quality retention and aroma of this most basic tea packaging needs, but the overall performance of the packaging for the design of a simple, no brand characteristics and regional attributes of characteristic elements^[2]. In today's wide range of tea market, unable to form their own commodity characteristics, lack of competitiveness, difficult to feel a strong "specialty style", which is not only the value-added Phoenix Single-Colony tea weakened, but also does not meet the needs of modern consumers of tea products.

Trading traditions are confusing and brand impersonation is frequent. The problems faced by the sales link mainly include traditional trading methods, market confusion, single means of publicity and brand awareness is not high. First of all, the Phoenix monocotyledon tea trading methods are mostly "one family" type of individualized business, more dependent on the traditional word of mouth, friends and relatives for sales, customer groups often can only cover the tea store around the physical consumer population, e-commerce trade has not achieved the development of large-scale, which limits the expansion of the market and the promotion of the brand. Secondly, there are foreign merchants in the market with other provinces of the phenomenon of tea pretending to be monoclinic tea, seriously harming the interests of consumers and the brand's reputation.

Tea quality is difficult to distinguish and information is asymmetric. Some tea farmers and dealers will take advantage of the possible "one tree, one fragrance" uniqueness, arbitrarily raise the price of tea. And some consumers because it is a "novice", in the process of buying Phoenix monocotyledon tea is often difficult to accurately determine the quality and taste of tea, resulting in information asymmetry. And there are low-priced low-quality tea on the market, these teas not only affect the consumer's willingness to buy and experience, but also on the brand image and market competitiveness negative impact. In addition, Chaozhou Phoenix tea price is high and the market price is not standardized, the transaction confusion also increases the difficulty and risk of consumers to buy.

2. Application of industry chain upgrading driven by new quality productivity

2.1. Definition and characterization of new quality productivity

As the global scientific and technological revolution and industrial change continue to deepen, a new form of productivity - new quality productivity - is gradually emerging and playing an increasingly critical role. The core driving force of this form of productivity stems from emerging technologies such as information technology, artificial intelligence, the Internet of Things, and big data, which together promote a comprehensive leap in productivity and profoundly change the face of economic and social development. The new quality productivity is the advanced productivity quality in line with the new development concept^[3], as a revolutionary breakthrough in technology, innovative integration of production factors, and deep transformation and upgrading of industries, it represents the product of contemporary advanced productivity. As a product of revolutionary technological breakthroughs, innovative integration of production factors and deep transformation and upgrading of industries, it represents the development direction of contemporary advanced productive forces. The new quality of productivity also covers three major features: technological innovation as the core element^[4], promoting the renewal and reshaping of the industrial chain, and improving the production efficiency and quality; intellectual capital is the important foundation, providing competitive advantages for enterprises; the green development concept requires efficient use of resources, advocates circular economy, and realizes the recycling of resources through technological innovation to promote the sustainable development and bring new economic growth points. These features also work together to enhance the resilience of the agricultural economy and promote high-quality agricultural development.

2.2. Application of new quality productivity in industrial chain upgrading

New quality productivity plays a key role in promoting technological innovation in the industrial chain. It relies on technological innovation to drive the transformation and upgrading of traditional industries, and cultivate a series of important emerging industries, laying a solid foundation for future industrial development and injecting new vitality into economic growth. These cutting-edge technologies not only promote the extension and expansion of the industrial chain, but also give birth to new product and service models. Taking the widespread application of drone technology as an example, by collecting tea field information through drones, it is possible to accurately analyze the growth status of crops and the actual

situation of pests and diseases, enabling management personnel to grasp the planting situation in real time and make accurate decisions quickly. The new quality productivity has significantly improved the operational efficiency of various links in the industrial chain through the comprehensive means of digitization, intelligence, and grid. For example, by utilizing Beidou satellite navigation technology, remote sensing monitoring, and data analysis tools, farmland management has become more precise, optimizing agricultural production processes such as crop planting, fertilization, and irrigation. At the same time, intelligent greenhouses can accurately control the environmental conditions inside the greenhouse, such as temperature, humidity, and light, through integrated environmental monitoring systems and automated control technologies, thereby effectively improving crop yield and quality.

3. Construction and Upgrading of Intelligent Industrial Chain of Phoenix Monocotyledon Tea Industry Driven by New Quality Productivity

3.1. Intelligent Industry Chain Framework Design

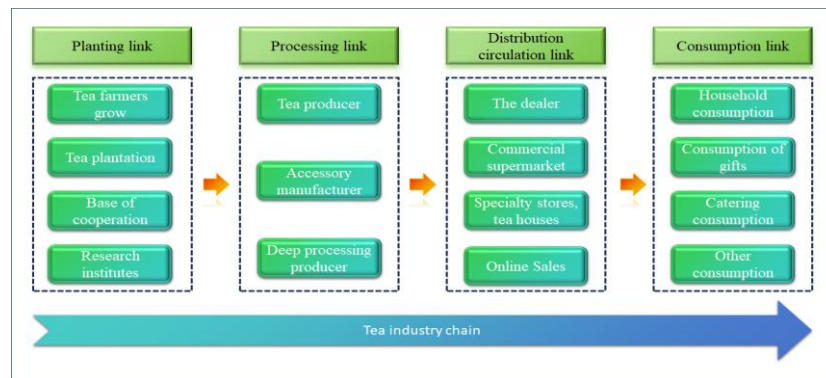


Figure 1 Traditional Tea Industry Chain Diagram

As an important variety of Chinese oolong tea, Phoenix monocotyledon tea is loved by consumers for its unique aroma and taste. However, the current Phoenix tea industry is still facing many difficulties. First of all, the Phoenix monocotyledon tea industry supply chain organization has a low degree of convergence. As can be seen from Figure 1, the upper, middle and lower reaches of the tea industry chain contain multiple branch structures, in which each branch is independent of each other, and it is impossible to integrate the information of all links when building the tea industry chain platform. Secondly, the safety of tea product quality is uncertain. Currently, the tea industry chain information service system only focuses on the use of pesticides in the upstream planting link of the tea industry, and the traceability system is difficult to track the specific operation content of each link and the real source of the product. In addition, the whole supply chain of the tea industry is difficult to collaborate, the tea industry information service platform due to its centralized characteristics lead to the system letter collection is not sufficient, the system database is not compatible, planting, processing, transportation and other aspects of the majority of the electronic archiving has not been achieved, big data synergy is inefficient.

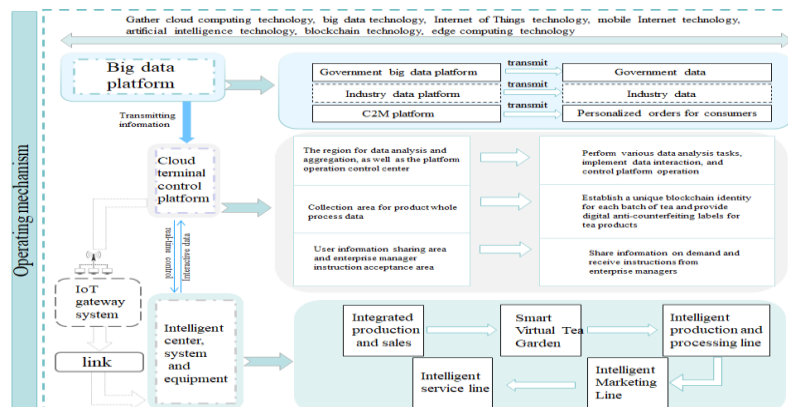


Figure 2 Intelligent Industry Chain Framework Diagram

With the rapid development of intelligent technology, building and upgrading the intelligent industry

chain of Phoenix Dancong tea industry has become an effective way to solve these problems. As shown in Figure 2, the upstream relies on smart virtual tea gardens and utilizes technologies such as the Internet of Things to monitor and regulate the tea garden environment in real time, guiding precise operations; Midstream builds intelligent production and processing lines, using advanced equipment combined with algorithms to achieve intelligent management, ensuring quality and efficiency; Downstream construction of intelligent marketing and service lines, connecting multiple parties to obtain data through big data platforms, achieving precise marketing services through cloud analysis, endowing tea with blockchain identification for anti-counterfeiting, and adopting online and offline integration to enhance competitiveness. This industry chain connects various links, breaks down information barriers, ensures quality and safety, improves collaborative efficiency, and promotes the intelligent transformation and competitiveness of the industry.

3.2. Intelligent planting and harvesting process

3.2.1. Intelligent upgrading of the planting process

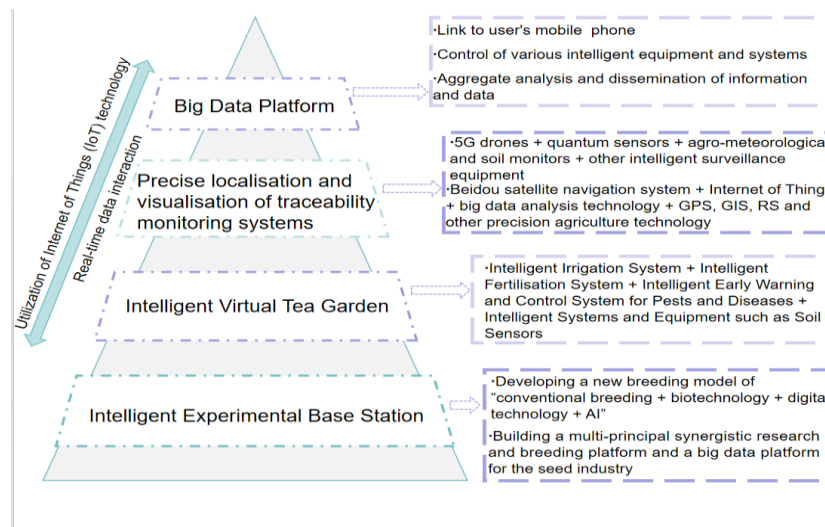


Figure.3 Construction of intelligent planting chain

The construction of intelligent planting chain is an important direction for the development of modern agriculture, which utilizes modern scientific and technological means such as the Internet of Things, big data, artificial intelligence, etc., to realize intelligent management and control of the crop planting process by precisely locating, timing, and quantifying the implementation of agricultural operations and management^[5]. As shown in Figure 3, Technology empowers the Phoenix Dancong tea industry and comprehensively promotes precision development in breeding, planting, and management. In terms of breeding, we will combine research on microbial and environmental symbiotic technologies, as well as the development of liquid nutrient agents, to create a new model of "conventional breeding+biotechnology+digital technology+AI", build a scientific research breeding and seed industry big data platform, construct an "intelligent breeding base station", improve breeding accuracy and quality, and expand planting area. When planting, a large "intelligent virtual tea garden" centered on a big data platform is built in the tea mountain, and information exchange between various intelligent systems and devices is achieved through technologies such as cloud computing and the Internet of Things, achieving high-precision planting management; Simultaneously installing monitoring equipment such as 5G drones, utilizing precision agriculture technologies such as Beidou satellite navigation, constructing a traceability monitoring system, improving production and resource utilization efficiency, and reducing pollution. In terms of management, the big data platform will be connected to the equipment of production managers to synchronize the dynamics and analysis results of tea gardens as needed, achieve information sharing, optimize management decisions, improve the accuracy and efficiency of tea planting, and ensure the efficient operation of tea gardens and high-quality tea output.

3.2.2 Intelligent upgrading of the harvesting process

The picking of Phoenix monocotyledon tea is crucial to the quality of the final tea. The above model focuses on the intelligent picking and management of Phoenix single clusters. At the technical level, IoT technology, big data technology, artificial intelligence technology, computer vision technology,

positioning technology, and sensing technology are introduced as support. Based on these technologies, we have built an intelligent platform and system that includes a cloud management platform, harvesting drones, intelligent harvesting robots, as well as GPS and Beidou navigation positioning systems. Intended to reduce labor costs and resource waste, achieve standardized picking goals, and significantly improve picking efficiency and resource utilization efficiency.

3.3. Automation and Intelligentization of Processing and Packaging Processes

3.3.1 Automation and Intelligent Upgrading of Processing Segments

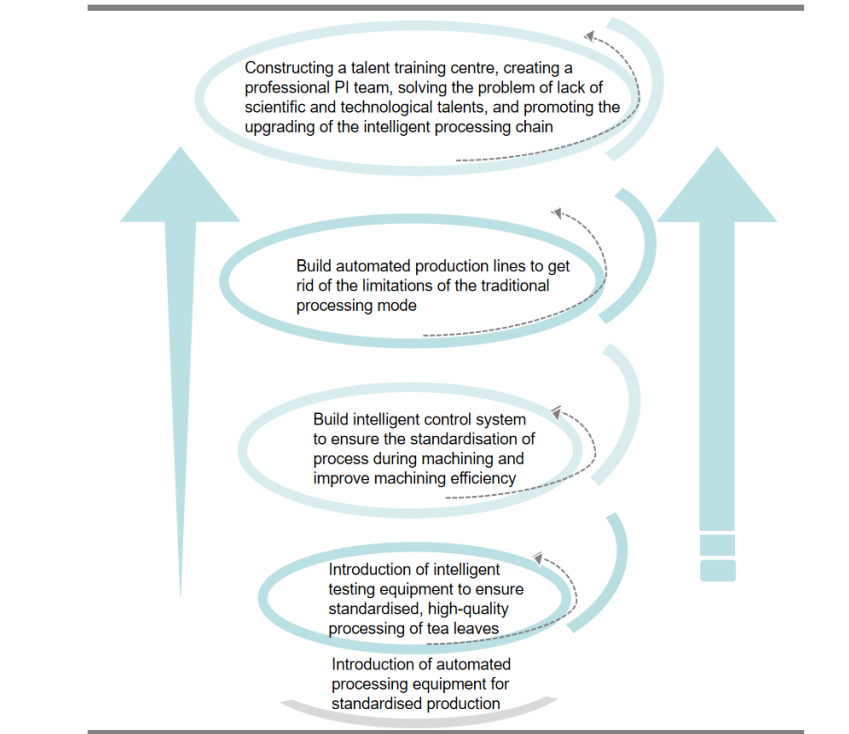


Figure.4 Construction of automated and intelligent processing chain

The processing of Phoenix monocotyledon tea is complex, and the traditional mode faces multiple challenges such as lack of standardization, lack of scientific and technological talents, low mechanization, labor tension and increased labor costs. As shown in Figure 4, relying on the advanced characteristics of the new quality productivity, a series of innovative initiatives have been taken. Through the introduction of all-weather automatic sunshine greening, automatic drying greening, vibration-type greening, roller killing and other automated equipment, an automated production line has been constructed, realizing the standardization, automation and high efficiency of tea processing, effectively reducing the resource loss, labor cost and environmental pollution, and promoting the process of all-green processing. Meanwhile, intelligent testing equipment, such as electronic nose aroma detection, gas chromatography-mass spectrometry and olfactory technology, has been introduced to accurately assess and monitor the quality of tea, ensuring high-quality processing of tea. In addition, based on cloud computing, big data, Internet of Things and other technologies, an intelligent control system has been constructed to coordinate the management of automated processing equipment and production lines, which improves the processing efficiency. In order to make up for the shortage of scientific and technological talents, we have strengthened the cooperation with universities and research institutes, built a talent training center, implemented the strategy of "targeted training", and created a professional PI team for the upgrading of the Phoenix monocotyledon intelligent processing chain.

3.3.2 Automation and Intelligent Upgrading of Packaging Segment

Phoenix Single-Colony Tea actively integrates Internet of Things (IoT) technology in packaging design and manufacturing in order to achieve personalization, interaction, intelligence and green development. As shown in Figure 5, through the Internet of Things technology to collect and analyze consumer purchasing behavior and preference data, to provide customized packaging design for different consumers, and add exclusive coupons, points redemption information, etc. on the packaging, to enhance

the purchase willingness and brand loyalty. At the same time, the use of Internet of Things (IoT) technology to realize the depth of interaction between packaging and consumers, such as scanning QR codes to participate in interactive games, access to product knowledge, etc., and adjusting the packaging design according to the feedback to meet the needs of consumers. In addition, nano and active smart packaging technologies are used to improve the antibacterial performance of the packaging, monitor changes in product quality in real time, and absorb excess water and oxygen to extend the shelf life of the product and ensure that the tea leaves are dry and fresh. Functional material-based smart packaging technology provides intuitive tea freshness information for children and other special populations to ensure food safety, while RFID intelligent packaging technology combined with QR code technology provides consumers with a detailed product information traceability channel and enhances brand credibility. In order to enhance the packaging efficiency, IOT technology also builds automation, intelligent packaging management platform to realize the full automation and intelligence of the packaging process, accelerating the delivery of products to consumers. Finally, intelligent packaging technology and IoT technology are utilized to design recyclable or biodegradable packaging materials and track the recycling path to promote the greening of the Phoenix Monoceros packaging chain, reduce resource wastage and achieve sustainable development.

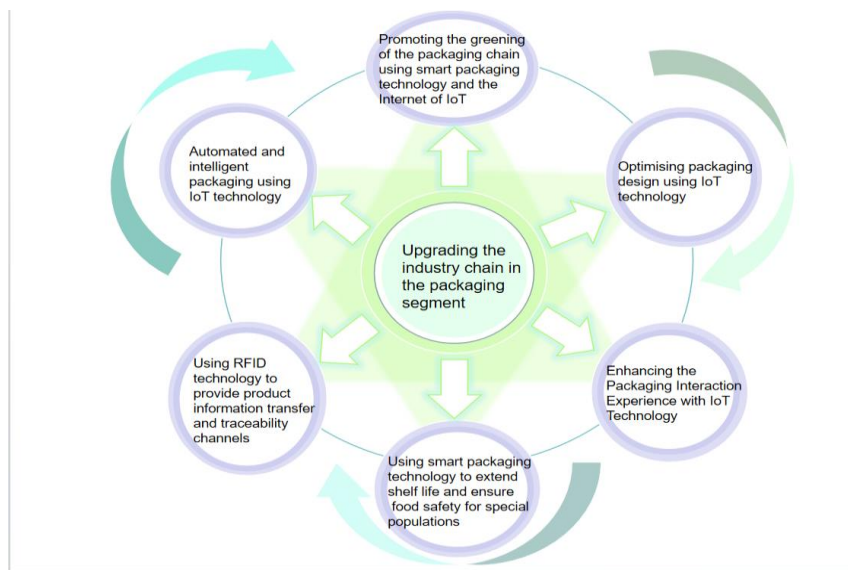


Figure 5 Industry chain upgrading in packaging segment

3.4. Digital transformation of the sales and consumption chain

3.4.1 The role of e-commerce platforms and social media in tea marketing.

E-commerce platform refers to the service activities related to commerce, transaction and finance carried out by enterprises through electronic data and information communication under the support of information network^[6]. Social media is a product of the Internet era, which is a form of online media that realizes information sharing, communication and interaction between users through a network platform. In the 21st century tea sales, e-commerce platform and social media play a crucial role. The former provides a broad market space and efficient transaction channels, while the latter strengthens the connection between brands and consumers, and the combination of the two effectively promotes the digital transformation of the tea industry and brings new development opportunities for the sales of Phoenix monocotyledon.

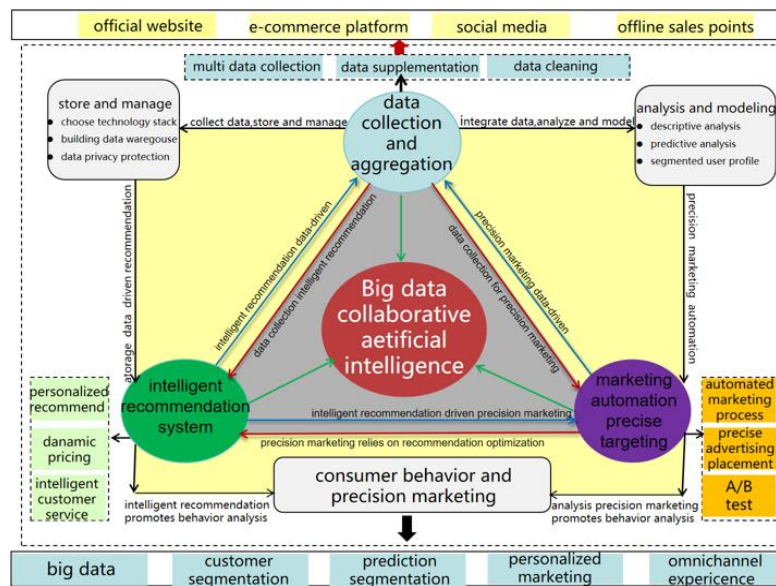


Figure 6 Big Data Collaboration with Artificial Intelligence in Consumer Analytics and Precision Marketing

As shown in the figure 6 with big data and artificial intelligence as the core, focusing on consumer behavior analysis and precision marketing construction, it greatly expands the business boundaries of Phoenix Dancong tea merchants, making them no longer limited by traditional geography and market scope. Collect data from multiple channels such as official websites, clean and preprocess it, integrate it, and store it in the constructed data warehouse. Use descriptive and predictive analysis modeling to segment user profiles. Finally, with the help of an intelligent recommendation system, personalized recommendations and other functions were implemented, providing a direct channel for Phoenix Dancong tea merchants to communicate with consumers, enabling them to gain a deeper understanding of their needs, preferences, and feedback, significantly reducing operating costs. Overall, this two-way communication not only enhances the user experience, but also lays a solid foundation for the long-term development of Phoenix Dancong in the future.

3.4.2 Application of Big Data Collaborative Artificial Intelligence in Consumer Behavior Analysis and Precision Marketing

With the rapid development of technology, big data and artificial intelligence are profoundly changing the way business operates, especially in the areas of consumer behavior analysis and precision marketing. First, collect consumer data from multiple sources such as official websites and mobile apps to achieve comprehensive data collection and integration. Then, choose the appropriate technology stack to build a data warehouse or data lake to store and manage the data, and ensure data security and privacy protection through strict encryption and access control measures. Then, based on the collected data, identify consumer groups and build user profiles to support personalized marketing. At the same time, an intelligent recommendation system is developed to push personalized tea products and services, while dynamic pricing strategies are applied to increase sales and profitability. Finally, we implement precise advertising through marketing automation tools and use A/B testing to continuously optimize the marketing strategy to maximize advertising effectiveness and ROI.

3.5. Industry Chain Collaboration and Information Sharing

Based on Figure 7, the construction of the Phoenix monocotyledon industry chain synergy platform to achieve resource allocation and optimization. Firstly, conduct a comprehensive analysis of the needs of each link in the Phoenix Dancong tea industry chain, identify pain points such as poor tea garden management and small planting areas, and based on this, plan platform construction goals and architecture. Further select big data, cloud computing, and artificial intelligence technologies to build a highly scalable platform and develop subsystems such as meteorological warning and pest monitoring. Next, establish a full chain data collection mechanism to upload tea garden, processing, and sales data to the cloud. Finally, data analysis and algorithms are used to explore the value of data, guide planting planning, establish a secure information sharing mechanism, optimize resource allocation through collaborative optimization of various links, and promote the coordinated development of the industrial chain.

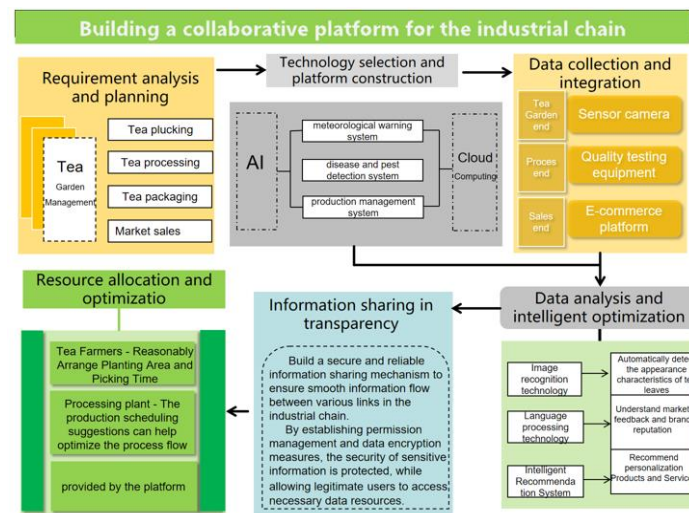


Figure 7 Industrial chain synergy platform diagram

4. Challenges and Countermeasures for the Construction and Upgrading of Intelligent Industrial Chain of Phoenix Monocotyledon Tea Industry

The construction and upgrading of the intelligent industrial chain face many technical problems, such as insufficient sensor accuracy in intelligent planting, difficulty in disease and pest warning, and poor adaptability of irrigation and fertilization systems; Intelligent processing technology simulates traditional processes with poor equipment automation and collaboration, and immature online quality detection. The precision of environmental regulation and logistics packaging technology in the warehousing and logistics process needs to be improved, and there is a lack of standard specifications for data management and traceability. At the same time, the competition in the Phoenix Dancong tea industry market is fierce, with traditional famous teas dominating the high-end market and emerging brands seizing the young customer base. Although this industry is well-known in the Chaoshan region, its national and international influence is weak, and the enterprise scale is small, the brand influence is insufficient, and the consumer demand is diversified, testing its research and development innovation capabilities.

Therefore, innovative measures need to be taken. Collaborate with enterprises in the intelligent planting process to customize high-precision sensors, introduce image recognition algorithms and big data to build warning systems, and use artificial intelligence to optimize irrigation and fertilization; Intelligent processing technology organizes personnel to collaborate in quantifying traditional process parameters, upgrading equipment, and developing quality inspection technologies; High precision equipment is selected for warehousing and logistics, packaging technology is developed, and the Internet of Things is applied; Develop standards and specifications for data management, and build an integrated platform. In terms of the market, we will deeply explore the brand connotation, accurately position ourselves, optimize channels, strengthen market expansion, develop customized products and control quality, establish unified standards, integrate industrial resources, optimize cost strategies, promote centralized tea plantation planting, build industrial parks, promote intelligent equipment, strengthen supply chain cooperation, and enhance the competitiveness and risk resistance of Fenghuang single cluster tea industry.

5. Conclusions and outlook

Rural revitalization depends on industry, industrial development depends on characteristics. As the leading industry of agriculture in Chaozhou City, Guangdong Province, the effective development of Phoenix monocotyledon tea can promote the development of the local agricultural economy, thus helping tea farmers to obtain more ideal economic returns. This study explores the construction and upgrading of the intelligent industrial chain of the Phoenix monocotyledon tea industry, driven by the new quality productivity. The intelligent upgrading of the planting chain has been realized through measures such as intelligent planting, precise breeding, intelligent picking equipment and technology, and the application of cloud management platform. And the application of e-commerce platform, social media platform and big data synergistic artificial intelligence optimizes the sales chain, reduces the transaction cost, improves the transaction efficiency, and realizes the precise marketing and personalized service of tea. In addition, the

construction of industry chain synergy platform and the application of blockchain technology have further enhanced the synergy efficiency and quality traceability of the industry chain.

The future of the Phoenix tea industry will further focus on "production + processing + technology + brand" upgrade of the whole industry chain, through the construction of the system and the implementation of initiatives, and constantly optimize each link of the industry chain, to promote the deep processing of Phoenix monocotyledon tea, one, two, three industry fusion, the Phoenix monocotyledon tea brand enhancement and other work, to help promote the Phoenix monocotyledon tea towards more The direction of quality development.

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