

Analysis on the Diversified Development Route of Cactus Cone Industry——Take Guzan Town, Kangding City as an example

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ABSTRACT. *with the support of national policies such as mass entrepreneurship, innovation and revitalization of rural areas, the project aims at the unique resource conditions in Guzan Town, taking the local cactus cone as the raw material, and making full use of its medicinal value and edible efficacy to conduct multiple processing, including making canned fruit, fruit juice, health products, facial mask and so on. Products, create the "characteristic corridor" of cactus cones, and realize the diversified development of cactus cones by combining online and offline marketing methods.*

KEYWORDS: *Cactus cone; industry; diversified development*

1. Cactus cone

1.1 Unique efficacy of cactus cone

1.1.1 Cactus cone

Cactus cones are the fruits of cactus plants. The pulp is rich in trace elements, protein, amino acids, vitamins, polysaccharides, flavonoids and pectin. Cactus fruit has the functions of promoting qi and activating blood circulation, promoting the movement of human gas and blood, and is suitable for the treatment of blood stasis; dispelling dampness and fever: bitter taste, clearing heart and purging fire, clearing heat and removing vexation, and eliminating heat toxicity in blood, which is suitable for people who are easy to get angry; antioxidant: with antioxidant activity, it can reduce the peroxidation reaction caused by computer radiation; skin care: contains a large amount of carotene, which helps to protect skin it can maintain the normal function of skin cells, stimulate skin metabolism, keep skin moist and tender.

1.1.2 Cactus growth properties

Strong growth adaptability, resistance to cold, drought and high temperature; cactus cones can be harvested twice a year. Guzan Town has a high altitude and large temperature difference between morning and night, which is conducive to the accumulation of sugar in cones; and Guzan Town belongs to the original production area of cactus cones and has superior conditions for growth and reproduction.

1.2 Multi-field value development and application of cactus cones

1) In medical aspects: Cactus cone polysaccharide has a certain anti-tumor effect, and its resistance mechanism is achieved by enhancing immune function, anti-oxidation, and inducing apoptosis. Data research shows that the extract of cactus fruit can inhibit the proliferation of cervical cancer, ovarian cancer and bladder cancer cells, and can inhibit tumor growth in rats with ovarian cancer.

2) In terms of food: There are many ways to eat, which can be eaten directly, and can be processed into canned fruits, juices and dried fruits [1].

3) In terms of skin care and health care: clinical trials have pointed out that cactus fruits can increase the softness of the skin and reduce the traces left on the skin over time. Therefore, it can be made into a mask, pectin, etc. [2].

4) In terms of tourism: Special tourism (exploration of the development process of cactus cones, cactus flower viewing and cactus cone picking competitions, etc.) can be created and a characteristic tourism industry chain can be formed with the surrounding natural landscape and humanistic environment [3].

2. Development status of cactus cones in Guzan Town

During the period from May 2019 to January 2020, in order to understand the development status of cactus cones in Guzan Town and the public's attitude towards the development of cactus cones, team members formulated a survey plan and interview outline, and then conducted field inspections and interviews. About 200 people were surveyed, of which 40 were 0-18 years old; 110 were 19-65 years old; and 50 were over 65 years old. After sorting and analyzing the data, the survey results are as follows:

2.1 Development status

In terms of planting methods: most of them are grown in the wild, without large-scale or specialized planting; in terms of processing stage: in the rough or even unprocessed stage; in terms of sales methods: selling in the farmer's market or on the street, in the traditional offline sales model; from the perspective of farmers' awareness: affected by the cactus cone itself, capital, technology, etc., at this stage, the diversified development of cactus cones is on the sidelines; from the consumer

group: mainly concentrated in college students and foreign tourists.

2.2 Schematic diagram of attitude

As can be seen from the figure below, 23.3% of people think that the development of cactus cones is more difficult and feasibility is not high, and they are not interested in other product forms of cactus cones; 31.2% think that processing cactus cones will achieve more cactus cones the product form is more difficult, but it does not reject the processed products of cactus cones, and the acceptance is average; 45.5% of people think that it is feasible to develop the multiple values of cactus cones, and the acceptance of cactus cones is high. Through various researches, it is found that most people have a positive attitude towards the development of cactus cones, which can be recognized by consumers and have broad market prospects.

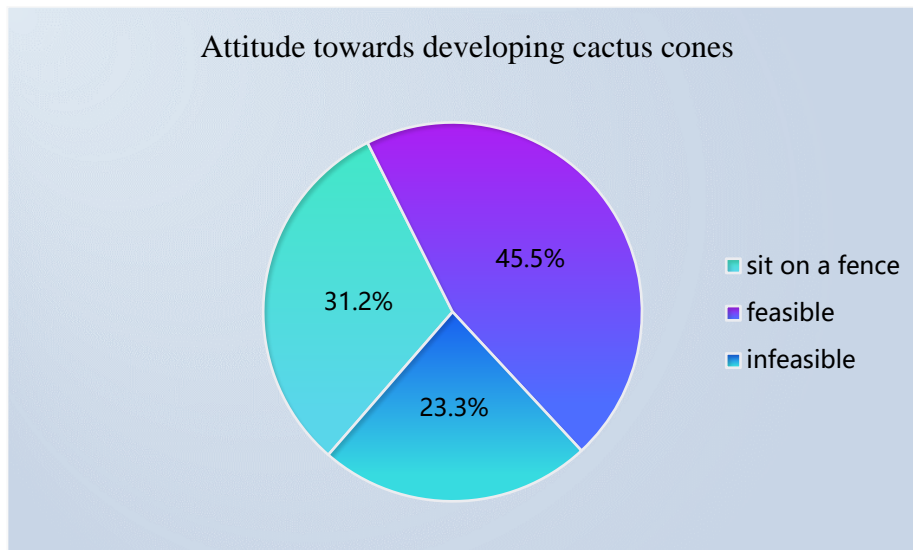


Figure. 1 Attitude towards developing cactus cones

3. Reasons for the dilemma of cactus cone development in Guzan Town

Although cactus cones are rich in vitamins, amino acids, proteins, polysaccharides, flavonoids, pectin and other nutrients, they have magical effects on wound healing. But at present, cactus cones have not created a large added value in my country's production field. The root cause is that the current research on the value of cactus cones is not perfect. At the same time, some of the growth characteristics of cacti restrict the development of the cactus cone industry chain that uses cactus cones as raw materials. As far as the cactus cones in Guzan Town are

concerned, they mainly face the following dilemmas:

3.1 Backward planting technology

As the original production area of cactus cones, Guzan Town has provided good conditions for the growth of cactus plants, but in order to improve the quality and processing level of cactus cones, it is necessary to conduct specialized and refined research and cultivation of cactus, the introduction of relevant planting technology. However, the current stage of cactus planting in Guzan Town is mainly wild growth, and large-scale planting has not been formed, and the output cannot be guaranteed, which will directly affect the development of subsequent work and cause great inconvenience to the extension of the cactus cone industry chain. The backward cultivation technology of cactus is an important reason for the current dilemma in the development of cactus cones.

3.2 Difficult to pick

On the one hand, most of the cacti in Guzan Town at this stage are grown wild, without large-scale planting, and mostly grow on the edge of more dangerous slopes. In addition, the plants themselves have many large and small thorns, which seriously affect the picking of cactus cones. This has also brought great inconvenience to the development of cactus cones and the extension of the cactus cones industry chain. On the other hand, although a small number of farmers have carried out small-scale family planting, the use of traditional planting techniques for planting cannot change the current situation of high cactus plants, so the problem of picking cactus cones is still serious.

3.3 Single sales model

At present, the most important sales method of cactus cones in Guzan Town is the traditional offline marketing model, which obviously has many drawbacks in today's booming Internet economy. Although from the perspective of time and consumer experience, offline sales can buy products in a faster time for people who are willing to consume and bring consumers a better consumer experience, but offline sales are too far single. As far as the current development status of cactus cones is concerned, it is mainly for the sale of cones. If it is for the sale of other diversified products using cactus cones as raw materials, offline marketing cannot be used alone. The product forms are diversified. The cost is high, and offline sales alone cannot bring more added value to the product. Therefore, the development of cactus cones should be developed based on a sales model that combines offline marketing and online marketing, transcending the constraints of time and space, and obtaining greater production benefits.

3.4 Small market

To realize the development of diversified product markets for cactus cones, another important point is the transportation of the products and the requirements for product preservation technology. The development and sales of cactus cones include three important nodes: raw material supply-product development and production-product sales. Transportation is required between the three nodes as a connection. At the same time, attention should be paid to the preservation of products during transportation quality. Due to the special geographical location of Ganzi Prefecture, it is far away from the market due to the influence of traffic and geographical environment. The market is small and has certain disadvantages in product processing, transportation and sales. Therefore, in order to achieve better development of cactus cones in Guzan Town, it is necessary to overcome difficulties in transportation and cold storage technology and effectively develop the market.

3.5 Insufficient publicity

First of all, because cactus cones have restrictions on the growth area, people have low awareness of cactus cones and low market vitality; secondly, most of the cacti in Guzan Town are in a state of wild growth at this stage and have not yet formed large-scale planting. To a certain extent, this will also affect people's willingness to propagate; finally, people have doubts about the nutritional value of cactus cones and whether these values can really benefit themselves. These factors will affect people's recognition of cactus cones and their processed products. If you want to make publicity in place, you must obtain sufficient funds, so there is a greater demand for capital investment. The promotion of cactus cones will directly affect consumer groups' perception of the product, so product promotion is essential.

3.6 Not enough product value development

Because the cactus has not been planted on a large scale, and the growing area is scattered, the picking is difficult and the yield is low, which hinders the development of the value of the cactus cones at the source, so currently they are directly sold by rough processing or even non-processing. In addition, manufacturers have less knowledge of cactus cones, and manufacturers will consider whether the processing of cactus cones has greater R&D risks, such as their own investment risks, production risks, etc. Therefore, manufacturers are less willing to process cactus cones. It is also the difficulty faced by the deep processing of cactus cones to extend the industrial chain.

3.7 Insufficient support for local government policies

Although many places are responding to the party's call to speed up the process of building a well-off society, and introduce relevant policies to promote the

development of the local economy, there is a great preference for policies and it is impossible to cover everything. Therefore, the intensity of policies is also very high. Especially in ethnic areas like Ganzi Prefecture, the economic development is in a backward position compared to other provinces. Therefore, the policy preference of this region is stronger, and it is more inclined to traditional and short-term profitable industries. For now, the policy focus of Guzan Town is mainly on irrigation, drinking water, planting of characteristic fruit trees, and poultry farming, etc. There is a lack of corresponding policy support for new industries like cactus cone processing.

4. Thoughts and ideas on the diversified development of cactus cones in Guzan Town

4.1 Docking development model

4.1.1 Government to farmers

(1) In the general direction, the state government implements assistance policies to provide technical, financial, and legal support to farmers. For example, provide farmers with technical support for planting, provide special loans for special assistance, and provide related legal assistance.

(2) With regard to the bulk purchase of cactus cones, the government can provide farmers with relatively accurate market intelligence information, effectively solving the problems in the cultivation and sales of cactus cones. At the same time, each grower should maintain a high degree of cooperation with the government and pay attention to the information released by the government in a timely manner. For example, on specific matters such as product unit price, sales volume, and transportation, each grower should make reasonable adjustments to the price according to the quality of their own cones, to prevent undesirable phenomena such as hard-to-sell fruits and vicious competition.

4.1.2 Government to business

(1) The government can act as a bridge between farmers and enterprises. Cactus cones are mainly sold to companies in the three directions of food manufacturing, medical and health care products and cosmetics industries. Therefore, the government should take the initiative to establish companies that are interested in long-term acquisitions and reach relevant contractual agreements with farmers.

(2) For "government affairs to become corporate", the government can directly purchase products and establish a transfer station for cactus cones. Specifically, it includes two modes of operation: on the one hand, it can directly sell cactus cones to related processing companies; on the other hand, it can extend the industrial chain in the form of outsourcing and obtain benefits.

4.1.3 Farmer to business

Outside of the large-trend industrial chain of farmers-government-enterprise, farmers can directly connect with shops on their own. The development of this docking model will inject new vitality into the cactus cone market without breaking market rules. The farmer-enterprise channel directly sells to potential local markets that have failed to cooperate with the Guzan Town government, or even potential markets outside the region. This model adds vitality to the docking model to a certain extent, makes up for the lack of passive sales, become the main trend of future development.

4.2 Establish an online marketing model

1) Organize all farmers who are willing to establish cooperative relations with the government to create their own online shops and sell cactus cones on the Internet.

2) Establish a public account of "Green Ganzi, Weimei Xiantao", do a good job of publicity, and make regular tweets on it. The content is mainly to walk into the cactus cones (historical story of the cactus cones, growth process, unique effects, etc.) to create green health the unique peach culture enhances the popularity of cactus cones. And all farmers' shops are displayed on it as farmers expand sales channels and increase income.

3) Use QQ, WeChat, Tiktok and other social software as carriers to establish official accounts, specifically for foreign tourists who want to learn about the local culture of Guzan Town. They are the first group of guests, and they are the medium to let more people know Guzan Town, understand the cactus cones [4].

4.3 Create a "characteristic corridor" of cactus cones

If online, the market for cactus cones can be expanded. Then the "characteristic corridor" is to better serve the local source of tourists, including local residents, surrounding student groups and foreign tourists. The "Special Corridor" includes a series of cactus cone shops, sightseeing of the cactus cone producing areas and relatively easy-to-make beverage shops. The characteristic corridor is mainly based on the needs of tourists. Not only can you directly buy fresh fruits, the seller prepares a series of picking tools for the guests, develops the park for tourists to pick, and provides a cooperative cold drink shop for the tourists. Professionals or guests prepare delicious flavors Xiantao juice. With the satisfaction of tourists' interest, tourists will have a better sense of experience, and more fully feel the local natural and cultural scenery of Ganzi Prefecture, and become famous for Xiantao in Ganzi Prefecture. In this way, under the two-way cooperation between farmers and shops, the "characteristic corridor" of cactus cones formally forms its characteristics [5].

5. Conclusion

Through investigation, we learned a series of problems faced by cactus cones in the development process of Guzan Town, and put forward ideas and ideas for the diversified development of cactus cones in response to related problems. This idea and concept is not only applicable to local cactus cones and related industries it is also applicable to the development of industries in other regions. At present, there are still some shortcomings in the idea and concept of the diversified development of cactus cones. It is affected by many factors such as the environment, realistic conditions, and traditional thinking modes. It is hoped that the project should focus on actual development and time when it is put into practice advance and inject new momentum into it.

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