

# Caofeidian organic rice brand construction and promotion channel exploration

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**Abstract:** *At present, Caofeidian district's agricultural economy is developing well, modern agricultural layout has begun to take shape, planting industry has reached the leading level of reclamation area, but agricultural products have not fully realized the goal of high quality and competitive price, improve market share. Caofeidian Farm based on market demand and the development requirements of supply-side structural reform of agricultural products, through the development of green organic agriculture, actively explore efficient and high-quality agricultural development mode, according to its own advantages, the construction and promotion of organic rice brand has been explored.*

**Keywords:** *Organic rice, Caofeidian, Brand construction and promotion*

## 1. Introduction

In the 1940s, the concept of organic farming was first proposed in the UK and received increasing attention from academics and politicians. Organic agriculture in China emerged in the 1980s and developed on the basis of ecological agriculture. China's general administration of quality supervision, inspection and quarantine of organic agriculture is defined as: in accordance with certain organic agricultural production standard, do not use genetic engineering in the production of organisms and their products, do not use the chemical synthesis of pesticides, fertilizers, growth regulators, feed additives, such as material, to follow the natural rules and ecology principle, coordinate the balance of planting and breeding, A mode of agricultural production that adopts a series of sustainable agricultural technologies to maintain a sustainable and stable agricultural production system [1].

With the in-depth implementation of China's agricultural supply-side structural reform, it is particularly important to develop green agriculture, further promote the adjustment of agricultural structure, guide farmers to develop food production according to market demand, increase the supply of high-quality green agricultural products, and meet market demand. [2] in hebei tangshan caofeidian area on deepening the reform of agricultural supply side structural farm, adjusting and optimizing planting structure, in line with "quality, and the efficiency, stability of grain income" the objective, focus our head "food tail" tail "farmer worker", constantly optimize the modern agricultural industry system, production system, management system, promote agricultural mass transfer efficiency. Caofeidian farm explored the application and promotion of rice fish, rice crab and rice loacher technology, deeply explored the advantages of organic rice production, and aimed at exploring the promotion approaches of green organic rice industry. [3]

## 2. Methodology

### 2.1. Basic conditions of organic rice production in Caofeidian District

Geographical conditions: Caofeidian district is located in the northeast of Hebei Province, and the coastal landing zone of the Tiobei district in the southeast of Tangshan city. The state-owned Boge Zhuang farm is the predecessor of Caofeidian District, which is the main rice producing area of Hebei Province. The geological area of this area contains a large number of alkaline ions. Caofeidian District was established by The State Council in July 2012 and approved by the Ministry of Agriculture. Caofeidian District is recognized by the Ministry of Agriculture as "National Agricultural Product Quality and Safety County". It has a large area of rice quality varieties with a history of half a century.

Resources: 120 square kilometers of original ecological wetland formed in Caofeidian district, which belongs to coastal saline soil. Located at 40 °n, the golden planting belt is the traditional planting belt of top-grade japonica rice since the Western Zhou Dynasty. The location of this latitude has abundant light and rain, which has unique geographical advantages, contributing to the characteristics of long growth cycle and high yield of rice.

Climate: Caofeidian area belongs to the warm and semi-humid continental wind climate, and is also affected by the Marine climate in a short period of time, the characteristics of the four seasons are obvious. The annual total radiation reached 130.81kcal/cm<sup>2</sup>, the annual average sunshine time was 2877 hours, and the annual activity integral was 3817 seconds. Summer precipitation accounts for 76.5% of the year, autumn 11.7%, spring 9.5%, and winter 2.3%. The average number of frost-free days is 188, the longest 206 and the shortest 175.

Water resources: according to the water supply system and the caofeidian area water conservancy system is divided into natural rivers cypress area east, west two irrigated area, irrigation channels and distribution is the form of confining the canal, west irrigation area and nine farms left for main canal, lateral canal, lateral canal, canal was level 4 fixed channel and a farm is always dry, dry, agriculture level 3 fixed channel. All irrigation outlets form a large irrigation system in which paths form a horizontal and vertical network and are combined with pumping facilities

Planting technology: Caofeidian Science and technology demonstration base has realized the comprehensive planting and breeding mode of rice and fishery such as rice shrimp, rice crab and rice logfish, and promoted the construction of traditional organic food base and agricultural base. Moreover, a number of high quality and characteristic new rice varieties, such as 7233, Fengjin no.1 and Longyou 619, have been introduced successively to improve the planting variety structure and enhance the overall quality of rice. With the breeding of Chinese mitten crab, Taiwan loachfish, Jiangsu xuyi crayfish and other varieties, to achieve a new model of three-dimensional farming, the overall utilization rate of farmland greatly improved, farmers in the land to obtain income is generally increased. This income not only increases farmers' income, but also protects the natural ecosystem. In addition, "milk bud seedling throwing technology" was introduced to Caofeidian in 2017, which is a technology to promote agricultural production cost and light tillage technology. As a result of the use of seeding and planting technology, so the omission of transplanting links, which for each acre of land to save an average of 200 yuan of agricultural labor costs. After 2 years of technical training, testing, demonstration and promotion, the planting area of this method has reached 45,000 mu, accounting for 14.2% of the total planting area of water rice in this region.

## ***2.2. Problems existing in the development of organic rice in Caofeidian District***

Overall level of agricultural industrialization is low, industrial chain is not perfect.

There are about 30 rice processing enterprises in the whole region, but these enterprises are limited to rough processing such as cleaning and packaging of rice, with poor brand awareness and quality awareness. Compared with the northeast and other places, Caofeidian organic rice is not inferior in quality and taste, but it lacks the overall packaging and promotion like wuchang rice. There is no one in the region can form an influential brand of agricultural products on the market, the overall competitiveness is weak.

Agricultural financing channels are few, and the government is not enough to invest in agriculture.

Fund guarantee is the premise and foundation of expanding the scale of modern agriculture. In recent years, Caofeidian district has developed a series of policies and measures to encourage and support the development of modern agriculture, but there are still some problems and deficiencies in the aspects of financial support for agriculture and financial institutions to support agricultural development, and the channels for farmers and workers to obtain funds for the expansion of reproduction are still narrow and the way is not flexible enough.

The government of Caofeidian organic rice propaganda, planning, guidance strength is insufficient, consumers do not understand the advantages of organic rice.

The external publicity of Caofeidian district mainly focuses on the construction of industrial projects, port development and construction, and the packaging, planning and publicity of agriculture are still a little insufficient. In the external sales of organic rice propaganda, has not been well implemented in place, still only stays at a relatively superficial level, has not established a standardized and perfect publicity system, there is still a lot of space for consumers to improve their awareness of organic rice.

### **3. Promotion of caofeidian rice brand construction and promotion methods**

#### **3.1. From the government point of view**

(1) Guide consumers to change the traditional consumption concept, advocate eating organic rice, organic food.

Government should give full play to the guiding role, strengthen the popularization of knowledge of organic food, through public welfare advertisement, popular science lectures, such as diversified way of publicity, make full use of media, emerging in the form of the people happy spread organic consumption concept, so that consumers can consciously practice on organic food consumption behavior.

(2) Increase support for organic rice farmers and production and sales enterprises.

First of all, farmers, in the planting of organic rice, the government should give farmers some support, through the planting of organic rice related preferential policies and incentive policies, to stimulate farmers to organic rice planting willingness; Moreover, it is necessary to strengthen the knowledge explanation and technical training for farmers, improve the planting process of organic rice, and constantly improve the quality and production efficiency of organic rice.

Followed by the enterprise, the government should also support the development of organic rice production and sales enterprises, through tax cuts JiangFei methods such as reduce the production cost of enterprise, the enterprise can give full consideration to consumers in terms of organic rice price can accept the price, to improve the current due to their high organic rice prices lead to the low market acceptance of the status quo.

(3) Improve the organic rice certification and supervision mechanism to improve consumers' trust in organic rice.

At present, consumers' distrust of organic rice still exists, which will directly affect consumers' purchase intention. In order to improve consumers' trust in organic rice, the government should strictly supervise the whole process of organic rice certification to ensure that organic rice complies with the regulations and standards of organic certification. At the same time, the government should also standardize the order of the organic rice market, strictly supervise it, constantly strengthen law enforcement and punishment, severely crack down on enterprises and businesses selling fake and shoddy products, protect the legitimate rights and interests of consumers, reduce consumers' purchase concerns. [4]

#### **3.2. From an enterprise perspective**

(1) Brand Building

Caofeidian organic rice brand building, to its reasonable positioning. To create caofeidian rice famous brand, we must have a unique brand personality. Due to the organic nature of Caofeidian organic rice, we can shape the image of organic green food, so that it plays a unique effect in the brain of consumers. In addition, we also need to use effective means of communication for brand publicity and promotion, and continue to deepen the target consumer group for Caofeidian rice brand familiarity and product awareness, so as to guide consumers' buying behavior, promote their consumption. Brand is a long-term and stable relationships with consumers, is an effective way to maintain customer loyalty, when consumers realize that caofeidian rice brand characteristics and advantages, and attracted by its unique personality, consumers will rely on and trust on the brand emotion, at the same time willing to recommend the brand to the people around, form good public praise propaganda role. Word of mouth marketing can further expand brand awareness and create more benefits for enterprises.

(2) Product marketing

Caofeidian organic rice enterprises to integrate online and offline sales channels, improve the market share of organic rice. In terms of online channels, enterprises can sell organic rice through entering large third-party online sales platforms, and promote organic rice through e-commerce platforms. In offline channels, before organic rice enters supermarkets, enterprises should first do a good job of market research on the purchase of organic rice by consumers. On the premise of ensuring that products have a consumer market, targeted shelves can avoid the unsalable situation of organic rice.

Because caofeidian has a high quality organic rice growing base, we can also use base - based pull marketing. Consumers of organic products are people with certain organic knowledge, both demand and

purchase ability, and they pay attention to the authenticity of organic production methods. The organic rice production has high requirements for the natural ecological conditions of the base, and the market influence of organic rice is also related to the image of the base. Pull marketing is the most important means to let consumers know the base and believe that the organic rice planted by the base is authentic and can reach a high level. Through the communication and interaction with customers in many aspects, improve the visibility and recognition of organic farms, strive to apply for the origin identification of organic agricultural products based on the base region, form a corporate brand advantage with caofeidian regional characteristics, and establish the sense of trust and dependence of both the supply and demand. [5]

#### 4. Conclusion

Production of organic rice is an effective measure to farm supply side structural reforms, but the caofeidian area food processing enterprise is not perfect, can't do food production, food processing, brand publicity circulation system, and organic rice as a special kind of rice products, into the market approaches remains to be further explored. We further improve the market share of organic rice, to achieve the ultimate goal of high quality and competitive price of organic rice.

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