

# Problems and suggestions in the development of Qichun ay tsao industry

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**Abstract:** In recent years, the situation of Qichun ay tsao industry development is gratifying prospects, whether planting, processing, sales, or ay tsao Health Museum which has formed a good industrial base, is to show geometric growth. ay tsao products have the moxibustion, bath care, cleaning spray, health care, health care products, daily topical intermediate extraction, AI medical appliance, health food and feed additives and other 10 series, 547 varieties, 38 patented products, more than 20 products were rated as brand-name products in Hubei. Qichun ay tsao brand evaluation ranked fourth on the 2016 China brand value information list, the value reached 4.386 billion.

**Keywords:** Qichun; Problems; Suggestions; Ay tsao industry

## 1. THE PROBLEM IN THE DEVELOPMENT OF QICHUN AY TSAO INDUSTRY

(1). Ay tsao brand protection crisis. The awareness of ay tsao brand protection is weak, and the short-term behavior is serious. A lot of enterprises processed products using fake Qichun ay tsao which purchased from other areas. Even to the extent that a few enterprises sold Qichun ay tsao products which were directly purchased of end products or semi-finished products from other areas, packing into Qichun ay tsao production or changing the ay tsao production directly to ay tsao packaging sales, there are certain technical content of products in the production of small, OEM entrust a lot, do not pay attention to the protection of intellectual products. The problems of counterfeiting each other are outstanding, and the infringement is serious.

(2). Low end products, homogenization crisis. On April 2017, Qichun County 28 major ay tsao enterprise sampling found that, the main products of the enterprise are moxa sticks (produced by 28 enterprises), foot bath bag (produced by 9 enterprises), Moxa cone (produced by 20 enterprises). The nature of the product reached more than 90% low-end products, the degree of homogeneity is serious, low added value, easy to cause the vicious competition or price war.

(3). production standards crisis. At present, the

industry has leaves, *Artemisia argyi*, moxa moxa, AI foot package four group standard, the other is the enterprise standard, did not rise to the local standards and industry standards, the standard system construction lag, product production standards, quality difference, packaging and labeling is not standardized, the abuse of geographical signs; each part of the acquisition, storage, processing and sales did not establish a quality control system, from the factory inspection capacity insufficient. The absence of product standards and regulations has huge operational risks. Once the industry supervision becomes stricter, it is bound to cause significant consequences.

(4). Enterprise development ability crisis. More than 90% businesses is small scale enterprises, and even workshops and professional cooperatives, financing ability, product development ability, market development ability, raw material purchasing and storage capacity are very poor, it is difficult to become bigger and stronger; the enterprise production technology level is low, process backward, management is not standardized, irrational function; related part AI no enterprise and academies and research institutes without cooperation, research and development capabilities, by imitating production, do not have their own products.

(5). Ay tsao leaves capacity crisis. Ay tsao planting scale is insufficient, can not be satisfied of the needs of raw materials; quality advantage is unable to appear, because seed quality resources impure and planting variation Cultivars on a large scale; some enterprises invest in the construction of ay tsao planting bases which were abandoned; a few enterprises dislocated in the implementation of price protection, and competed with farmers.

(6). External competition crisis. The application of Moxibustion in some countries such as Japan and South Korea is fully developed, a large number of domestic high-quality ay tsao resources flow to these countries, forming a huge external pressure on China at the same time, Hunan Linxiang and Henan Nanyang both hold a huge share of the domestic market, the domestic competition situation is quite grim.

## 2. COUNTERMEASURES AND SUGGESTIONS OF THE DEVELOPMENT IN AY TSAO INDUSTRY

(1). To improve the product quality of argyi. To establish a comprehensive system of quality standards, such as national standards, ay tsao products standard of local enterprises. To establish ay tsao registration system, quality traceability system, product Anti counterfeiting system and product labeling system. To promote the whole ay tsao industry chain to upgrade in the overall quality. To strengthen the leading technology, and actively promote the county-school cooperation and the school-enterprise cooperation, set up expert planning team, moxibustion therapy and AI consultant team and product R & D team, promote ay tsao product development, make ay tsao product diversification, differentiation, high-end, improve value-added products, strive to make Qichun becoming a maker in wormwood industry chain standard, a leader of ay tsao product development, a integrator in Moxa industry.

(2). Focus on the cultivation and protection of ay tsao brand. Carry out brand protection integrity evaluation activities, set up a strong law enforcement team, carry out advisory rights action to hit whether local counterfeiting or field violations. Enhance quality promotion action of ay tsao industry as the starting point, and actively carry out activities to create brands. Develop a number of brand products, a number of national and provincial famous brand, and famous brand. Make full use of geographical indication products, expand the influence of aytsao brand.

(3). To cultivate leading enterprises in ay tsao industry. Use market rules to encourage and guide enterprises to build group, mergers and acquisitions, joint-stock transformation, encourage enterprises to gather ay tsao Industrial Park, to give policy support in land acquisition, new product development and industry support fund. Make ay tsao enterprises gradually become bigger and stronger, and gradually cultivate a batch of leading enterprises, develop a number of key enterprises, eliminate a number of backward enterprises, to guide enterprises to build

local processing base.

(4). To expand the planting area of ay tsao. Means and measures of enlarging planting scale include: promote planting scale of enterprises driving planting, farmers cooperatives leading planting," six(pond/edge of the field/roadside/riverside/area in front of a house /area behind the house )" planting, professional advantage of planting in demonstration village township, township leaders take the lead to decompose planting task, full order and price protection to stimulate ay tsao planting, village head project lead planting, village bank loan subsidize planting, Eco Green Technology planting, seed and seedling base construction standard is explaining, subsidy stimulates planting, and experience construction of tourist attractions stimulate the planting experience with the construction of planting, and so on. Actively expand the planting area of argyi, solid foundation for the development of ay tsao industry. Vigorously implement the secretary project, village cadre project, Boss project, promote planting scale, market-oriented, standardized construction, to make ay tsao as a breakthrough of health industry development new breakthrough.

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