

# Reflections on County Agricultural Branding Strategy in the Perspective of Rural Revitalization—Taking “Pengshui Crystallized Potato Noodles” Brand as an Example

Yueshuang Hao<sup>1,a</sup>, Ye Cui<sup>2</sup>

<sup>1</sup>Chongqing College of Mobile Communication, Chongqing, China

<sup>2</sup>Chongqing Science Writers Association, Chongqing, China

<sup>a</sup>zxxhys1223@163.com

**Abstract:** In the context of the era of rural revitalization, it is of great significance to implement the branding strategy of county-specific agriculture. In this paper, we take the example of “Pengshui Crystallized Potato Noodles” in Pengshui Miao and Tujia Autonomous County, Chongqing Municipality, as an example. It discusses the development history and challenges of agricultural branding in Pengshui Miao and Tujia Autonomous County with special characteristics, and puts forward corresponding thoughts and suggestions. This study comprehensively analyzes the development status, policy support, and problems in brand building of “Sweet Potato Vermicelli in Pengshui County” to provide a strategic path for cultivating the county's characteristic agricultural brand of “Sweet Potato Vermicelli in Pengshui County”. Emphasis is placed on giving full play to local characteristic tourism resources, gathering community wisdom, adhering to the strategy of rural revitalization, giving full play to the power of science and technology, integrating online sales platforms, combining with local tourism resources, and creating the iconic agricultural brand “Pengshui County Sweet Potato Vermicelli” with county characteristics, providing valuable insights into rural revitalization, and fostering agricultural brands with distinctive regional characteristics. It provides valuable insights for rural revitalization, cultivates agricultural brands with distinctive regional characteristics, and provides useful references for rural revitalization and the development of agricultural branding with county characteristics.

**Keywords:** Rural Revitalization; County Specialty Agriculture; Brand Strategy; Pengshui Crystallized Potato Noodles

## 1. Introduction

The report of the Twentieth Party Congress clearly states: ‘Promote the growth of special industries in the countryside, and open up new paths for farmers to increase their earnings.’ As agriculture and rural issues are the top priority of the country's economy and people's livelihood, the revitalisation of the countryside is undoubtedly a solid foundation for the realisation of the country's modernisation. In this process, the prosperity of agro-industry plays a pivotal role. The promotion of agro-industrial prosperity lies not only in pure quantitative growth, but also in the cultivation of high-quality agriculture, and the realisation of double enhancement of quality and efficiency. At present, high-quality development has become the distinctive theme of China's economic development, and the construction of special agricultural brands is one of the important paths to achieve high-quality development. In this paper, we take ‘Pengshui Crystallized Potato Noodles’ as an example, and analyse the current situation of its brand building practice as well as the opportunities and challenges it faces, with the aim of promoting the brand to achieve high-quality and sustainable development, and then providing useful reference for the construction of other county speciality agricultural brands.

## **2. The Importance of County Characteristic Agricultural Development in the Context of Rural Revitalization**

### ***2.1. County speciality agriculture is an important channel for local farmers to increase their income***

The key to the successful development of agriculture with special characteristics in counties lies in fully exploring and giving full play to the advantages of unique local agricultural resources, and cultivating and developing special agricultural products with market competitiveness. These special agricultural products not only significantly enhance the added value of agricultural products, but also provide farmers with a broader profit space. At the same time, the prosperity of characteristic agricultural products in the county also promotes the improvement and optimisation of the agricultural industry chain. From planting and picking to processing and marketing, each link creates more employment opportunities and stable sources of income for farmers.

### ***2.2. County speciality agriculture is a necessary path for the technological upgrading of local agro-industries***

The sustainable development of county speciality agriculture is an important topic in the current agricultural field. Scientific and technological innovation is regarded as one of the key driving forces to promote the development of county speciality agriculture. Through the introduction of advanced technology, high-quality varieties and high-efficiency equipment, the efficiency and quality of agricultural production can be effectively improved, which in turn promotes the widespread dissemination and practical application of agricultural scientific and technological knowledge. This will provide solid support for the upgrading of the local agricultural industry chain and promote the sustainable and healthy development of the county's speciality agriculture.

### ***2.3. County speciality agriculture is an important support for local modernisation of the countryside***

The development of agriculture with special characteristics in counties plays a pivotal role in promoting the optimisation and upgrading of the rural industrial structure and the overall development of the rural economy and society. Characteristic agriculture not only helps to promote the improvement of rural infrastructure construction and enhance the level of rural talent cultivation, but also can inherit and develop rural culture, providing solid support for rural modernisation. Through the development of speciality agriculture, it can effectively promote the prosperity of the rural economy and social progress, and lay a solid foundation for the sustainable development of rural areas.<sup>[1]</sup>

## **3. Study on the Path of Branding Development of Pengshui Crystallized Potato Noodles**

Document No. 1 of the Central Government in 2023 highlighted the importance of implementing the 'one county, one industry' project to strengthen counties and enrich the people in order to promote the development of rural industries in the direction of high quality. The cultivation and development of speciality agricultural brands is highly compatible with this policy direction, and has a positive impact on the growth of the county economy. However, the construction of speciality agricultural brand is not all smooth sailing, through in-depth study of the 'Pengshui Crystallized Potato Noodles' brand case, we found that it is faced with both valuable development opportunities, but also encountered a lot of challenges. This requires us to not only seize the opportunity, but also have the courage to deal with the challenges, in order to ensure that the construction of speciality agricultural brands to make substantial progress.

### ***3.1. Pengshui Crystallized Potato Noodles Industry Development Status***

Pengshui is located in the Wuling Mountains, with a pleasant climate, abundant rainfall and excellent ecological environment. In 2022, the number of days with good air quality in Pengshui County reached 362, and the overall quality of the water environment was excellent. Pengshui sweet potato is rich in dietary fibre, carotene, vitamins and trace mineral elements, and is a high-quality raw material for the production of Peng Crystal Silk Potato Powder series products. As of 2022, the sweet potato planting area in Pengshui county reached 300,000 mu, of which the order area of high starch sweet potato is 100,000 mu, covering 16 core base townships and 46 planting households. Pengshui improves the ecological industry chain, promotes the upgrading of the sweet potato industry, and produces

high-quality camas flour annually. However, Pengshui's sweet potato yam flour industry still faces several problems.

Firstly, despite the extensive cultivation of sweet potatoes, the scale of the camphor industry is relatively small, with the largest enterprise having an annual sales volume of only more than 10 million yuan, consisting mainly of small enterprises and family workshops, and has not yet achieved industrialised development. Secondly, although Pengshui sweet potato flour processing technology is listed as provincial intangible cultural heritage, but due to the lack of uniform standards, the quality of the product varies. In addition, although Pengshui sweet potatoes good reputation, but in the terminal consumer market has not yet established brand influence, resulting in the value of the product has not been fully embodied. Therefore, Pengshui sweet potatoes industry needs to achieve better development through brand building, improve the added value of the product.

### ***3.2. Pengshui Crystal Silk Potato Powder Industry Policy Support***

The core of rural revitalisation lies in industrial revitalisation, and Peng Xiaoyong, deputy governor of the Pengshui Autonomous County Government, made it clear at a press conference held by the Chongqing Municipal People's Government Information Office on 5 December 2023 that Pengshui County will actively explore the new path of '1+2+2' agricultural industrialisation, which covers scale building, branding, and market expansion in a Multiple dimensions. Specifically, Pengshui County plans to integrate policies, funds, land and other key resources, and with leading enterprises in the agricultural industry, modern agricultural demonstration parks and industrial clusters, focusing on sweet potato deep processing, Miao medicine and Miao medicine and advantageous breeding and raising and other characteristics of the industry, to create a modern agricultural industrial parks, and to promote the development of industrial clusters. At the same time, Pengshui County will use modern technology and management means to improve the traditional agricultural products processing industry, pay attention to the transformation of deep processing of sweet potato starch and products, improve the level of small workshops, support the construction of modern production workshops in main-producing townships and townships, increase the added-value of the products, and realise the enhancement of the quality and efficiency of the industry. In addition, Pengshui County will also attract high-quality enterprises, form advantageous agglomeration effect, establish 'agribusiness + farmers' co-operatives + family farms' linkage mechanism, promote order production, strengthen the industrial interest linkage, and promote the farmers' income and agricultural efficiency.

### ***3.3. Challenges of Brand Building of Pengshui Crystal Silk Potato Powder***

Pengshui Crystallized Potato Noodles faces multiple challenges in the branding process. Firstly, there are difficulties in shaping the brand image, due to the lack of clear brand positioning and unique brand story, resulting in a lack of consumer awareness and recognition of the brand. Secondly, the brand product line is relatively single, lack of innovative product design and development, difficult to meet the needs of different consumer groups. Furthermore, the brand sales channel is not smooth, the lack of effective channel layout and marketing strategy, which limits the scope of brand sales and promotion.

#### ***3.3.1. Difficulty in branding image***

Brand image, as consumers' comprehensive impression and perception of a brand, is the cornerstone of brand building. A successful brand image can significantly increase consumers' sense of identity, goodwill and loyalty to the brand, and thus promote the growth of brand value. However, Pengshui Crystallized Potato Noodles faces many difficulties in the process of shaping brand image. First of all, Pengshui Crystallized Potato Noodles brand is facing fierce market competition pressure. Currently, Chongqing Wulong sweetpotato vermicelli has been recognised as a representative item of Chongqing Municipal Intangible Cultural Heritage, an honour that gives it rich cultural connotations. At the same time, through the wide dissemination of the mainstream media, Wulong Potage has successfully created the reputation of 'the home of hot pot potage', which has significantly enhanced its market awareness. This constitutes a competitive pressure on Pengshui Crystallized Potato Noodles, consumers may be familiar with Wulong potage, but the Pengshui Crystallized Potato Noodles to produce a sense of strangeness and doubt, which undoubtedly increases the difficulty of Pengshui Crystallized Potato Noodles to shape the brand image. Secondly, Pengshui Crystallized Potato Noodles brand also faces the dilemma of insufficient brand recognition in image shaping. Brand awareness is the key to brand building. However, Pengshui Crystallized Potato Noodles has relatively limited

investment in marketing and brand building, resulting in low consumer awareness. This makes the brand face difficulties in shaping its image.

### ***3.3.2. Branded products are relatively homogeneous***

Pengshui Crystallized Potato Noodles, as a unique agricultural product, appears to be relatively homogeneous in its current product range and lacks diversification. Mainly dry powder and its derivatives of hot and sour powder, this product structure in the transport and preservation of convenience, but at the same time limit the brand's market expansion potential and competitiveness. In order to occupy a wider market share, it is necessary for the Pengshui Crystallized Potato Noodles brand to actively research and develop new products and broaden its product line to meet the increasingly diversified consumer demand. For example, it can develop a variety of flavours of sweet potato vermicelli products and launch derivative products related to sweet potato vermicelli. In addition, Pengshui Crystallized Potato Noodles brand should also continue to invest in quality management and brand building, in order to enhance the added value of the product and market competitiveness, to ensure that in the fierce competition in the market invincible.

### ***3.3.3. Poor brand sales channels***

Sales channels play a crucial role in the development of a brand. Currently, the sales channels for Pengshui Crystallized Potato Noodles are mainly confined to traditional offline markets, such as supermarkets, farmers' markets and speciality shops. However, in light of the rapid changes in e-commerce and the shift in consumer shopping patterns, online sales channels have evolved into a key element for brands to broaden their markets and increase sales. Therefore, Pengshui Crystallized Potato Noodles brands need to take the initiative to adapt to the change, actively expand online sales channels, and establish a solid partnership with e-commerce platforms to enhance brand visibility and sales performance online. At the same time, strengthen the brand publicity and promotion work, enhance consumer awareness of the brand and trust, to achieve synergistic development and common prosperity of online and offline sales channels.<sup>[2]</sup>

## **4. Thoughts and Suggestions on the Branding Development of Pengshui Crystallized Potato Noodles**

### ***4.1. Strengthen brand image building***

Pengshui Crystallized Potato Noodles brand needs to establish a clear market positioning, in order to highlight its unique product qualities and deep cultural heritage. Through the construction of a unified visual identity system, well-designed brand slogan and appropriate image spokesman and other strategies to create a distinctive brand image. At the same time, increase brand promotion efforts to enhance brand awareness and reputation, and become the first choice of consumers.<sup>[3]</sup> Specifically, the brand can be widely publicised through diversified channels, such as social media, advertising, public relations activities, etc., to attract the attention and recognition of more consumers. In addition, the brand also needs to always focus on the quality of products and services to improve consumer satisfaction and loyalty, so as to establish a good brand image. In the highly competitive market, Pengshui Crystallized Potato Noodles brand should pay more attention to the differentiation of the brand image, integrating elements of local culture and distinctive traits, crafting a fresh brand identity to captivate increased consumer interest and affection, thus distinguishing oneself in the marketplace.

### ***4.2. Expanding branded product lines***

In order to expand market share, Pengshui Crystallized Potato Noodles brand should actively carry out new product research and development, enrich the product line, provide diversified product choices to meet the individual needs of different consumers. Specifically, it can launch a variety of flavours such as pickled pepper, spicy, hot and sour, sweet and sour and other flavours of camphor products for different regional taste preferences. In addition, in order to further expand the product line, Pengshui Crystallized Potato Noodles brand can also consider the development of Potato flour pastries, potato flour noodles and other related derivative products. In the process of research and development of new products, Pengshui Crystallized Potato Noodles brand should always focus on quality management and brand building by rigorously monitoring product quality, ensuring that each item maintains a consistently high standard of taste and quality, thereby earning the trust and loyalty of consumers.

#### **4.3. Optimising branded sales channels**

Pengshui Crystallized Potato Noodles should actively seek to diversify its sales channels in order to expand the product's reach and market share. Establishing strong partnerships with retail channels such as supermarkets and convenience stores will help increase the market exposure and sales of the product. In addition, it is also important to actively utilise online channels such as e-commerce platforms and social media for product promotion. Specifically, strategic cooperation with e-commerce platforms can be established to open official flagship shops or participate in online promotions to reach a wider consumer base. At the same time, new promotion methods such as social media marketing and content marketing can be actively explored to increase brand awareness and influence. In the process of expanding online sales channels, it is important to focus on the integration and synergy of online and offline channels. Through online and offline interactive marketing, membership management and other strategies, online traffic is effectively converted into offline sales, forming a good mechanism for online and offline to promote each other and grow together.

#### **4.4. Focus on brand quality management**

Brand quality is the cornerstone of brand development, and its importance is self-evident for Pengshui Crystallized Potato Noodles. In order to ensure the stability and reliability of product quality, it is necessary to build a set of rigorous quality management system. By implementing state-of-the-art production technology and equipment, enhancing both production efficiency and product quality, while also reinforcing rigorous testing and supervision throughout the raw material sourcing, production processes, and final product stages, we ensure that our product quality meets relevant standards and exceeds consumer expectations.

In addition, regional branding is an important way to enhance regional awareness and influence, such as the successful case of 'Fengjie Navel Orange' regional public brand. Therefore, one of the key objectives of brand building is whether 'Pengshui Crystal Potato Noodles' can become Pengshui's business card. Overall, the development of the Pengshui Crystallized Potato Noodles brand is a complex and long-term process that requires the concerted efforts and support of the government, enterprises and society. By formulating scientific development strategies, strengthening brand building and management, and continuously improving product quality and service level, we believe that Pengshui Crystallized Potato Noodles brand will stand out in the fierce market competition and become one of the influential speciality agricultural brands.

### **5. Conclusions**

Through the systematic research on the brand strategy of county agriculture 'Pengshui Crystal Potato Noodles' in the perspective of rural revitalisation, we deeply analyse the development history of the branding of county agriculture in Pengshui Miao and Tujia Autonomous County, as well as the challenges it faces, and put forward targeted reflections and suggestions. Under the guidance of the rural revitalisation strategy, the importance of county speciality agriculture is undoubtedly highlighted, providing important support for local farmers' income, technological upgrading of agricultural industries and rural modernisation. Through the in-depth exploration of the branding of Pengshui Crystal Potato Noodles, we have emphasised the key elements of brand image building, product line enrichment and expansion, sales channel optimisation and quality management system improvement, and have pointed out the strategic direction and put forward specific suggestions for the sustainable development of Penghuang Crystal Potato Powder brand. Looking ahead, we expect that the government, enterprises and all sectors of society will work closely together to promote the 'Pengshui Crystal Potato Noodles' brand to grow continuously, make it a benchmark for rural revitalisation and the development of the county's speciality agricultural branding, and contribute more wisdom and strength to the prosperous development of the countryside economy and the overall progress of the society.

### **References**

- [1] Zhou Na. *Exploration of the path to achieve agricultural modernisation under the perspective of rural revitalisation*[J]. *Theory Exploration*,2022(2).
- [2] Nana Fan. *Research on the path of e-commerce assisting the development of speciality agriculture*

*under the strategy of rural revitalisation[J]. China market, 2023(3):16-18.*

[3] Wang Yanrong. *The path to achieve agricultural modernisation under the perspective of rural revitalisation: agricultural branding[J]. Rural economy and science and technology,2019,30(18).*