

# Research on Collaborative Management Strategy of Regional Brand of Agricultural Products in New Period

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**ABSTRACT.** *Purpose* Study the cooperative management strategy of regional brand of agricultural products in new period. *Method* Firstly, the connotation, characteristics and necessity of regional agricultural product brand cooperative management are summarized. Secondly, the current situation and deficiency of regional agricultural product brands in China are analyzed. Finally, strategies for promoting regional agricultural product brand development are put forward. *Result* There are still some deficiencies in the development of regional brand of agricultural products in China. Therefore, it is necessary to strengthen the formulation and cluster development planning of the brand, strengthen the cultivation and development of the brand, and build a sound cooperative brand management mechanism. *Conclusion* Through coordinated management, the construction of regional brand of agricultural products in China can be promoted, thus promoting the development of rural economy in China.

**KEYWORDS:** *Agricultural products; Regional brands; The collaborative management*

## 1. Introduction

Under the role of regional brand of agricultural products, the characteristics of agricultural industrial cluster can not only be highlighted, but also further realize market expansion, thus promoting the sustainable development of this industrial cluster. Many enterprises based on an advantageous industry occupy the majority of the market together in the corresponding regions and form influential brands, that is, regional brands. Within the region, it can reflect the common behavior of industry, products, services, enterprises and brands. It means that its connotation includes regional, industrial characteristics and brand effect. The regional brand of agricultural products, naturally, is the sum of the goodwill of related brands with a relatively large market share and influence in a certain region, formed by agricultural large companies or peasant households with a certain scale and production capacity based on the field of agricultural products. The relevant production, operation and cooperator shall jointly develop a certain agricultural product, so that it will have a high reputation and reputation in the relevant regions. Thus, regional

brands of agricultural products can be formed and Shared by these related parties. Understanding the brand can start from the following two points. First, the uniqueness of resources and high quality, and this requires a certain period of precipitation and accumulation. Second, the foundation for the formation of the brand should be industrial aggregation. Only through the construction of industrial clusters can the scale and brand be achieved. Promoting the construction of regional brand of featured agricultural products not only contributes to the development of local agriculture and agricultural products industry, but also realizes the scale and brand of operation, so as to obtain higher profits for local farmers.

## **2. Overview of Regional Agricultural Product Brand Collaborative Management**

### ***2.1 Connotation and Characteristics of Regional Agricultural Product Brand Collaborative Management***

Enterprises collaborate based on relevant business modules, so that the overall value of the enterprise is higher than the sum of the value generated by the independent sector. This is called “collaboration”. The core elements of collaborative management mechanism include cooperative intention, common goal and information interaction. Weakening individual control and individual attribute is an important foundation for realizing cooperative intention. If there is no willingness to cooperate, it will be difficult to coordinate and unify many individual behaviors within the organization. The common goal is an important prerequisite for the individual's willingness to cooperate. If there is no common goal or many individuals have no corresponding interests, then these individuals have no independent coordination motivation. In order to form interest intersection and cooperation willingness, a large amount of information interaction must be based on, and only through communication can many individuals form an interconnected community. Regional agricultural product brand construction and management is undoubtedly a systematic project. The stakeholders involved in the brand construction and management include enterprises, farmers, governments and associations. If one of the subjects is not involved, then the brand is difficult to build. In these subjects, the peasant household belongs to the implementation and the participant, the enterprise belongs to the main body that promotes agricultural economy to develop, the government is the dominant leader, and the association is the maintainer and the coordinator.

### ***2.2 Necessity and Possibility of Collaborative Management of Agricultural Product Brands***

From the perspective of organizational system collaborative management and complex network system, cooperative management of regional agricultural product brands is very necessary. It is embodied in the following aspects. First, cooperative disorder. The collaboration between the industrial chains of agricultural products has the spontaneity, which is based on the self-selection without the influence of external

forces. Once the environment changes, it will be difficult for the synergy to adapt to the competitive incentive market. Second, the interests are not uniform. Many main bodies in the agricultural product industry chain do not have unified interest relations, they all have different interest demands. Combined with their weak risk awareness and ability to differ, they can easily lead to different problems. Finally, there is a lack of clear property rights. The construction of the brand and the subject of income, often can not achieve unity. Only by actively communicating and building a system of division of labor and cooperation, can regional brands of agricultural products be built and maintained better.

Collaborative management of regional brands is also possible, which is reflected in the following aspects. First of all, related subjects have corresponding willingness to cooperate. In fact, there is no essential conflict of interest among the regional related subjects. They just need to coordinate and clarify the intersections of interests, which can stimulate them to form synergy. Second, there is a common brand building goal. If the regional agricultural product brand is successfully constructed, both enterprises, governments and farmers can gain profits from it, which can lay a good foundation for them to form a common goal. Finally, good information interaction. Within the region, if many subjects want to form a common goal, they must resort to good interaction and define the leading, advocating and following roles of corresponding subjects.

### **3. Difficulties in Brand Development**

At present, there are many problems in the construction of regional agricultural product brand. First, because of the quasi-public nature of the brand, it is easy to cause the phenomenon of “free rider”. Because the establishment of regional brand of agricultural products, lack of clear property rights. If there is no perfect supervision and management mechanism, it is easy to be abused by criminals outside the region for their own improper benefits. As the quality of the products provided by these lawbreakers is relatively poor, or even fake and inferior products, this is bound to seriously reduce the value of regional brands. Second, regional brand has a pluralistic main body, lack of development impetus. Because the main body number of area brand of produce is more, they have corresponding brand right to use. It can easily lead to the abuse of the brand by these subjects themselves, and also lack the corresponding follow-up development and maintenance motivation. Third, produce “lemon market” effect, bad goods drive out good goods.

There are two reasons for this “lemon market” effect. First, relevant subjects extract the results in advance, and then cause negative impact. Finally, inferior products have a negative impact on the brand phenomenon. Fourth, lack of brand publicity and competitiveness. In the field of agricultural products, farmers and enterprises in the relevant regions are all small in scale, and without financial strength, it is difficult to bear high marketing costs, so it is difficult to become the core of the brand construction. In addition, this kind of brand has quasi-public character and lacks the clear subject to maintain the brand. If the government cannot actively support the integration of regional resources, it will be difficult to form regional brand synergy.

Fifth, lack of innovation, product quality is difficult to improve. At present, only some large leading enterprises are carrying out modern management mode, and most farmers only process the agricultural products. Such operations are difficult to improve the quality of agricultural products and lack the financial support for innovation. In the absence of external impetus, it is difficult to innovate.

#### **4. Strategies for Brand Development**

##### ***4.1 Develop Industrial Cluster Development Plan Around Regional Brands***

For those areas that have successfully built the regional brand of agricultural products, relevant government departments need to carry out scientific planning for the region. The scientific layout of production, sales, research and development and other links based on the brand will then create corresponding industrial clusters in the region and make them sustainable development. First, the planning must be based on the brand's resource advantages, highlight local characteristics, and avoid duplicating a certain industrial cluster model. In this region, it is necessary to avoid similar problems of the industry. Second, in the process of planning, it is necessary to break down administrative districts that restrict economic development and to build scientific coordination mechanisms among different regions and departments. Furthermore, it promotes scientific cooperation between related enterprises and makes good development and cooperation between different regions and departments possible. Third, in the planning process, if we want to promote the development of industrial clusters, we must take materials as the foundation. At the same time, it is also necessary to integrate the corresponding cultural resources, so as to make them have remarkable characteristics, so as to build a good local industrial atmosphere and core competitiveness. If a region does not have the corresponding regional brand of agricultural products, but has the corresponding geographical and resource advantages. As a government, it can guide the production, processing and marketing of superior agricultural products. They are planned scientifically to promote the standardized production of agricultural products and constantly improve the scale of production. Furthermore, it lays a good foundation for the construction of regional brand of agricultural products.

##### ***4.2 Pay Attention to the Cultivation and Development of Regional Brands of Agricultural Products***

In the development process of agricultural industry cluster, the corresponding regional brand role is very important. Therefore, while developing agricultural industrial clusters, it is also necessary to actively cultivate and develop regional brands of agricultural products. In particular, the development of regional brand of agricultural products needs to start from the two aspects of "quantity" and "quality". First, from the perspective of "quantity". At present, this brand has significant geographical attributes. Therefore, the key to building regional brand of agricultural products should be declared based on geographical indications of agricultural

products. As such, it is necessary to analyze the resources of relevant regions and then carry out a series of work based on the application requirements of geographical indications of agricultural products. If relevant materials are sorted out and filed, experts are invited for preliminary examination and the declared brand must have significant regional characteristics, and at the same time, it also needs to contain rich connotation of human resources. After the declaration is successful, it will be regarded as a public brand, and a series of publicity, promotion, management and other work will be carried out, so as to finally shape the regional brand of agricultural products. From the perspective of “quality”, to cultivate and develop the regional brand, we must improve the construction of agricultural product quality system and strengthen quality supervision. And from the processing and the production process aspect carries on the technical innovation, enhances the agricultural product science and technology content, the quality and the additional value.

#### ***4.3 Establish the Regional Brand Collaborative Management Mechanism***

First, improve the quality standards cooperative management mechanism. The key to agricultural product brand competition is quality competition. The core of brand value is quality, while the key to measure quality is product standard. If the standard is higher, the quality will be higher. In order to effectively solve the negative problems caused by different interests of related subjects of the brand, it is necessary to unify these subjects. Therefore, as the government needs to strengthen management, build a unified quality standard, and design corresponding trademarks. As a farmer, we should not only strengthen the awareness of brand and constantly improve quality. At the same time, it is also necessary to plant corresponding agricultural products in appropriate geographical areas in strict accordance with the government's plan, so that the quality of these products can be basically consistent, and the overall image of products can be significantly improved. And the enterprise, it is the intermediary main body that sells agricultural product, when it is buying agricultural product, need to do good product quality, the product of inferior quality is excluded. And trade association, need to exert oneself to coordinate function, aggrandizement is executed to produce standard supervise. For those agricultural products that have been strictly managed according to the cultivation, and the product quality meets the standard, unified packaging and sales are conducted according to the unified brand.

Secondly, improve the cooperative management mechanism of sales channels. As a government, the circulation channel needs scientific management. Specific requirements are given to farmers and enterprises to classify the agricultural products according to the grades, and then the corresponding access mechanism is clearly established in the agricultural trade or wholesale market. As a proper channel for farmers to choose, high quality agricultural products should be sold through enterprises or other sales organizations. And those produce of low quality, can undertake deep processing, cannot enter terminal market directly. This can not only fully explore the value of agricultural products, but also enhance the product brand image. As a distribution organization, they need to do a good coordination work,

they can not match the price, to combine the product level and added value to access to the market. For example, selling fake products and selling inferior products will bring serious negative impact on brand phenomenon. And trade association, need to give full play to oneself to coordinate function, carry on conformity of sale channel, undertake sale according to region, avoid vicious competition.

Finally, improve the technology innovation collaborative management mechanism. To improve the quality of agricultural products, production and processing techniques must be constantly improved. In the first, middle and last three stages of production, the scientific and technological level is constantly improved, and then the final quality of products is significantly improved. In the process of technological innovation, these four main bodies also need to actively participate in the collaborative integration. In this process, the government has the main function of providing public goods. Accordingly need formulates corresponding support policy, develop agrosience and technology actively. Farmers, on the other hand, are the users of science and technology. In the process of applying relevant technologies, they need to pay corresponding upgrading costs. For example, learning time cost and equipment improvement cost. Therefore, it is necessary to let farmers start from the overall situation and actively encourage them to use innovative technologies through corresponding supportive policies, so as to realize the maximization of many main interests. Enterprises, on the other hand, can vigorously develop the integration mode of “enterprise - peasant household - base” and cooperate with peasant households to build corresponding agricultural base, thus creating a community of interests. And the enterprise can lead the farmer to adopt the advanced science and technology, and send the corresponding science and technology to instruct the farmer to carry on the operation and production according to the related standard. Trade associations also play a coordinating role in the development of agricultural science and technology. For example, relevant agricultural product experts at home and abroad and professionals in the industry can be regularly invited for experience exchange, and the scientific and technological innovation ability and brand management level of relevant subjects can be constantly improved.

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