Study on the Relationship Between Advantageous Agricultural Industrial Clusters and Agricultural Regional Brands

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Abstract. With the rapid development of global economy, the agricultural competition all over the world is also increasing. Countries around the world is committed to cultivate characteristic agriculture and create the agricultural industry cluster, and then build agricultural area brand , which become the important carrier of regional competitiveness. This article analyzes the domestic and foreign theory and practice of the construction of agricultural area brand. To provide new ideas for the characteristics of the agricultural industry and the characteristics of China's traditional agricultural cluster guiding characteristics of agricultural products' regional brand, nurturing and development of small and medium-sized brands.

Introduction

Domestic and foreign industrial cluster theory research is rich, but mostly focus on industrial clusters, agricultural research for the less. The discussion of agricultural industry cluster is only a long way to borrow the mature non-agricultural industrial cluster research. The purpose is to demonstrate the agricultural industry cluster is to improve the comprehensive agricultural productivity and competitive advantages of agricultural products in an effective form of organization. Then the type of agricultural clusters is preliminary studied. However, there are few studies on regional brands of agricultural clusters and agricultural products, and the research of this subject is expected to make up for this shortcoming.

The Advantages of Agricultural Industry Clusters and Agricultural Regional Brand Connotation

The advantages of agricultural industry cluster is based on the region's unique natural endowment (climate and soil, etc.) production of other areas is not easy to promote the production of agricultural products, in accordance with the market benchmark, reflecting the leading role of leading enterprises to make the retail space gathered in the formation of the scale of operation, The formation of the market leader, leading base, the base of the leading form of industrial organization. The aim is to enable regional producers of agricultural products to avoid market risks, reduce transaction costs and generate more profits. And to achieve this business purpose, you need a specific operating mechanism to protect. The industrialization of regional agricultural products as a way of innovation and management of agricultural management changes, its advanced nature and scientific nature, from its own characteristics can be fully reflected. Agricultural industry cluster to use its geographical location concentration and convenient information network for collaborative competition and interdependence, and then form a comparative advantage, and through cost reduction, technological innovation, production efficiency and fierce competition, so that the whole The competitiveness of industrial clusters has been improved, forming a cluster of core competitiveness[1].

The agricultural regional brand refers to a certain natural conditions, farmers rely on a unique natural endowment for a long time planting and breeding and related processing and other agricultural products production, and through the promotion and dissemination of the formation of a stable consumer groups, with a high society Recognition and influence of regional agricultural identity.
The Advantages of Industrial Clusters and Agricultural Regional Brand Relationship

The Prerequisite for the Formation of Agricultural Regional Brands is the Advantage of Industrial Clusters

Long cultural heritage and unique natural endowment and other factors is the prerequisite and basis for the formation of advantageous industrial clusters. Therefore, the agglomeration of agricultural products with unique resource advantages has led to the formation of advantageous industrial clusters.[2] In a certain area, farmers (agricultural cooperatives, etc.) interrelated institutions, relying on factors of production gathering, through collaborative competition, complement each other, the formation of a solid cluster and innovative ideas, and jointly promote the development of the region in the development process of agricultural industry cluster. Formed a solid marketing advantage. Consumers gradually understand and accept the agricultural industry cluster, and rooted in consumer thinking, which is conducive to the formation of agricultural regional brands.

Advantage of Industrial Clusters is the Development of Agricultural Regional Brand Umbrella

The advantages of industrial clusters in space to produce a strong agglomeration effect, the birth of a number of institutions, agricultural research institutions to help industrial clusters of enterprises and farmers to product innovation and reform to improve their output and efficiency; management to help them limit the opportunism Production and protection of agricultural regional brand reputation and image; industrial clusters within the farmers, enterprises to form a mutually cooperative relationship, is conducive to avoid free rider behavior.

Tangible assets on the basis of the intangible assets, in order to improve the market price, access to higher efficiency. Therefore, the advantages of industrial clusters in the agricultural region to give this brand of intangible assets in order to play its maximum value in order to obtain higher returns.

Advantage of Industrial Clusters is Conducive to Enhancing the Value of Agricultural Regional Brands

Advantages of industrial clusters with advanced production technology, a clear division of labor, efficient sharing of information systems and advanced warehousing and transportation systems, economies of scale to bring greater profits, these advantages form the agricultural regional brand competition source. Activities such as research activities, sales activities and storage and circulation for the production of services have played an important role in enhancing the value of agricultural regional brands.

Based on the advantages of industrial clusters of agricultural regional brand development mechanism

The Formation Mechanism of Advantageous Industry Cluster

Agricultural production enterprises (farmers, agricultural cooperatives, etc.) due to social division of labor, co-operation and so on in a region with a certain characteristics of resources, interdependence and common development, the formation of a resource and benefit sharing space collection. Within this cluster, leading enterprises play a leading role, all levels of government policy support and its standard development, in the cluster within the relevant service agencies (such as agricultural research organizations, logistics enterprises, etc.) driven by common development. The homogeneity and limited nature of the regional resource endowments are the conditions and material basis for the formation of the dominant industrial clusters. The demonstration of the leading enterprises drives the production of small and medium-sized agricultural production enterprises to be the focus of the formation of the dominant industrial clusters; the market demand is the vane of the dominant industrial clusters; (Government, scientific research institutions, etc.) is the driving force of the formation of the dominant industrial clusters. The mechanism of the industrial clusters is the driving
force of the formation of the dominant industrial clusters. The government is the catalyst for the formation of the dominant industrial clusters. [3]

Agricultural Regional Brand Formation and Growth Mechanism

There are four stages in the formation and growth of agricultural regional brands: cultivation period, embryo period, growth period and maturity stage. Cultivation period is mainly the dominant industry as the main features of the formation of a unique regional resources to form a characteristic of agriculture, in a certain period of time to form a unique advantage of the industry; the embryonic period is the dominant characteristics of industrial clusters as the main features, the advantages of agricultural industry in The growth of the main business is the main features of the leading enterprises, the agricultural industry cluster through the brand communication, the formation of brand reputation, and promote the leading brand of enterprises Formation and stability; maturity is mainly the formation of agricultural regional brand characteristics, leading enterprises to lead the demonstration, leading to the formation of agricultural regional brands.
Based on the Advantages of Industrial Clusters of Agricultural Regional Brand Core Competitiveness Mechanism

The advantages of industrial clusters through the information sharing platform to publish relevant information, government departments, agricultural production enterprises and service agencies to obtain relevant information, service departments of agricultural research institutions for agricultural production enterprises to develop and improve new products, so that the production of products more satisfied Consumer material and spiritual needs; government regulatory standards system to prevent free rider behavior, and develop a strict quality control system so that the production of products more secure, so that consumers at ease; and then the formation of brand cohesion, formed A wide range of reputation, the final agricultural regional brand competitiveness has been improved.

The Agricultural Regional Brand Development Problems

First, the implementation of agricultural products brand strategy of the main, brand awareness is low, promotional measures adverse. The main body of the implementation of agricultural brand strategy is mainly at all levels of government departments. In general, the level of government authorities at all levels of the brand awareness than before the reform and opening up to improve, but compared with the developed countries, there is still a big gap. The main problem is: First, heavy production, light brand. Brand is not just the product' name, it can reflect the quality of the product, the quality of the producers, business philosophy, and many other aspects. The implementation of agricultural brand strategy is to shape the provinces, around the well-known brands of agricultural products. Second, the brand operation is simple.

Second, the power of leading enterprises is weak. In the process of agricultural brand strategy, leading enterprises and agricultural industry associations, farmers associations play a very important role. Due to the weak power, it is difficult to play the agricultural brand strategy construction task. The number of small enterprises leads radiation driven poor ability. In 2014, Henan Province, a total of more than 30 countries identified agricultural industrialization leading enterprises, driving tens of thousands of households, is not conducive to the growth of agricultural brands.

Three is good and bad, did not highlight the advantages of industrial clusters of agricultural regional brand of special advantages. Agricultural regional brand is a public product, not exclusive and competitive. For the enterprises within the cluster, it is easy to form a free ride behavior. Those small and medium enterprises in order to obtain higher profits to sacrifice the quality of the product at the expense of such as "ShuangHui ham-Clenbuterol" event, damage the image of agricultural regional brands, reducing the brand's reputation and competitiveness, serious damage The brand's image, affecting the brand's intangible asset value.[4]
Based on the Advantages of Industrial Clusters of Agricultural Regional Brand Development Strategy

In the face of fierce market competition, it is necessary to increase the income of peasants, and should rely on local special climate types and soil composition to form in other areas should not promote the cultivation of native products - regional agricultural products, and actively carry out industrial management, the formation of production, Sales of organic integration and mutual promotion mechanism to enhance the value and image, to the commercialization, professional production changes. Relying on the advantages of resources to implement the brand strategy approach, to give full play to regional agricultural resources advantages, to achieve sustainable development of agriculture and rural economy is of great significance.

First, Regional agricultural products to implement brand strategy has a certain degree of objective necessity. With the increase of income level and quality of life of urban and rural residents, the new requirements for the supply structure and supply quality of agricultural products have been put forward. The agricultural products produced by diversified farmers have a wide variety of agricultural products, high production cost, small sales volume and high sales cost, poor market competitiveness. In the absence of organizational circumstances, it is difficult to enter the market and prevent risks, leading to slowing the growth of farmers' income, some areas even stagnant, widening the income gap between urban and rural residents.

Second, Promote regional agricultural brands. We must take the existing brand enterprises to promote the industrialization of regional agricultural products; two to the traditional regional famous agricultural products, registered certification marks, the formation of regional brands, promote the industrialization of regional agricultural products; three to establish a sense of quality, to develop competitive quality standards; Agricultural enterprises in the processing of agricultural products, should strengthen management, improve the quality level, to ensure that the quality of agricultural products in the processing sector to meet consumer demand. Each link should be in accordance with the standards prescribed by the enterprise production, sample survey to ensure that the product qualified. In the production of continuous improvement of the management system, chaotic management system, leading to the production of low efficiency and low quality products, increase the hidden costs.

Three, Increase the government's protection of agricultural brands. The government should actively promote, encourage and promote the protection of agricultural brands, implement the protection of intellectual property rights and create an ecological environment conducive to the protection of agricultural brands in the formulation of policies and regulations. In addition, some unscrupulous operators use OEM behavior, fake brand-name products, to deceive consumers at the same time also damage the interests of production enterprises, undermining the agricultural brand image. Therefore, the Government should increase its efforts to implement the responsibility and comprehensively protect the agricultural brand. Promote the regional agricultural production scale and standardization, for the regional agricultural brands continue to upgrade to lay a good foundation.

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