The Mechanism of Transferring Quality and Safety Information About Chinese Herbal Medicine

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ABSTRACT

The mechanism of transferring quality and safety information about Chinese herbal medicine is a huge project. In the paper, we analyze three aspects: the demand for consumption market about Chinese herbal medicine, industrial development needs and government’s regulation. In these aspects, we found the influence for the mechanism of transferring quality and safety information about Chinese herbal medicine. At the same time, producers, consumers and the government who can influence the mechanism of transferring secure information are three main participants. And three interactive parties plays a role in transferring information, though improving the quality and safety system of transferring information about Chinese herbal medicine and the mechanism of tracing information, we can put forward the corresponding strategies to improve the efficiency of information.

INTRODUCTION

Transferring information has an effect on the market of Chinese herbal medicine, but the participants can prevent the progress of transferring information. Therefore, through designing a mechanism of transferring information about Chinese herbal medicine, we can ensure the safety of important information about Chinese herbal medicine.

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THE NECESSITY OF THE MECHANISM OF SAFETY INFORMATION ABOUT QUALITY IN CHINESE HERBAL MEDICINE

The analysis of market for Chinese herbal medicine

In recent years, the consciousness of people’s health is enhanced. People are influenced by the culture of Chinese medicine, most consumers recognized Chinese medicine plays a role in preventing disease and keeping health. The three aspects which we can learn: first, the number of services of Chinese medicine is increasing; The second is the popularity of health-care food which make people need more Chinese medicines. Finally, the combination of traditional Chinese medicine and Western medicine has also been recognized.

The analysis of the development of Chinese herbal medicine

The development of Chinese herbal medicine is based on the theory of sustainable development. The perspective of sustainable development which we can learn, we need focus on the productivity and yield to maintain the high level of Chinese herbal medicine. Sustainable features which can meet the requirements of Chinese herbal medicine. We require producers to guarantee the quality in the production process of Chinese herbal medicine.

The necessity of government regulation

In the supply chain of Chinese herbal medicine, the government needs to share and transmit the information. On the one hand, the government needs to disclose the relevant information about production for consumers and guarantees the transparency of information, which makes consumers understand the information related to the production. On the other hand, the government needs information to track the unqualified products.

THE MODEL AND MECHANISM OF TRANSFERRING QUALITY AND SAFETY INFORMATION ABOUT CHINESE HERBAL MEDICINE

The model of transferring quality and safety information about Chinese herbal medicine

Because the Chinese herbal medicine is a medicinal drug, through the process of information, Chinese herbal medicine is easy to be contaminated. It cannot improve the quality of Chinese herbal medicine. In addition, it is difficult to understand the information of Chinese herbal medicine which has natural
concealment and professionalism, especially the unsafe or poor quality products about Chinese herbal medicine.

With changing the patterns of consumption and improving the level of process, which can make the characteristics of experience goods and trust goods more obvious. Some signaling factors have a bad effect on the mechanism of information, which can exacerbate the degree of asymmetry of quality and safety information about Chinese herbal medicine among producers, processors, sellers and consumers. Therefore, it is the basic purpose of the system of quality and safety information about Chinese herbal medicine to eliminate the obstacles of information interaction among multiple subjects and to improve the quality and safety information of market about Chinese herbal medicine.

The model of transferring quality and safety information about Chinese herbal medicine and system of three party interaction

The mechanism of transferring quality and safety information about Chinese herbal medicine is a complex project which mainly involves producers, processors, consumer, third party (government) and other participants. The system of transferring quality and safety information about Chinese herbal medicine need exchange and share information among three parties, namely the process of seeking appropriate and standardized information carrier and means, it can improve producers which have more information to transfer information in order to improve the enthusiasm of transferring information.

Based on this, the system of transferring quality and safety information about Chinese herbal medicine should include: (1) The processing mechanism of safety products which can regulate the links of processing production, and provide the quality and safety information; (2) The system of transferring information about Chinese herbal medicine which can strengthen the guidance of consumption, supervision and feedback; (3) The traceable mechanism of improving the quality and safety information and the mechanism of establishing the government’s social supervision can regulate competition. Figure 1 is shown.

The operating mechanism of transferring quality and safety information about Chinese herbal medicine

The mechanism of transferring quality and safety information about Chinese herbal medicine is composed of quality and safety system about Chinese herbal medicine, traceable mechanism and credibility mechanism. Optimizing and improving the mechanism have an advantage of transferring information and sharing information. Establishing the safety and quality system of information is to share information among the three parties through the publishing platform. Through enhancing the transparency of information, the system can meet the need of information. Finally, we can establish the effective system among each participants.
The traceable mechanism of information is the basis of establishing the whole information. Its archives and identification about products provide consumers with a reverse query and traceable information. Through the products’ files and identification about products, we can clear main responsibility of each participant which can guarantee Chinese herbal medicine and its products. It can ensure the efficiency of transferring information. The credit mechanism can ease the asymmetry of information between participants. Through the incentive mechanism, you can force bad producers to release information and encourage good producers to pass information.

In the mechanism of transferring quality and safety information about Chinese herbal medicine, the producers have abundant information including the standard of production. People who have more information need transfer the information to the parties through the effective mechanism. It is difficult for the consumer to judge the quality of the product. It is difficult to determine the quality of products purchased for customers who have no information. If the chain has the problem of transferring information, customers can buy low-quality products. Therefore, consumers should improve their awareness to reduce the risk of unsafe products; the government who regulates market should provide an effective mechanism for market and safety information.

![Figure 1. The model of transferring safety and quality information about Chinese herbal medicine.](image)

**RUNNING SAFEGUARD MEASURES FOR THE QUALITY AND SAFETY INFORMATION TRANSMISSION MECHANISM OF CHINESE HERBAL MEDICINE**

**Improving the legal system of Chinese herbal medicine protection**

We should establish and improve the related legal policy and promote the parties to bear the responsibility. Through improving the basic laws of market
economy, we can create a legal environment of fair competition for all kinds of economic organizations and other participants. In order to ensure the mechanism of transferring quality and safety information about Chinese herbal medicine have an effect on market, we need to strict supervision.

**Identifying the relevant responsibilities of the government**

The government should improve the legal system of recalling productions and enhance the responsibility of transferring quality and safety information. At the same time, the government should establish the relevant legal policy and protect consumer’s rights. The government should strengthen the supply chain of supervision about Chinese herbal medicine. Through establishing the platform which the government can release information, the government can supervise information that producers can transfer product information to consumers.

**Strengthening the education of consumer**

Consumers are not only the ultimate beneficiaries of Chinese herbal medicine, but also supervisors. Therefore, we should make more consumers understand the relevant standards and regulations of products by propagating knowledge, so that they understand the norms of products’ labels and how to identify labels. It can help consumers to get their information about production and to exercise right.

**Improving the integrity awareness of producers**

The government should pay attention to imparting knowledge to producers. Producers should ensure the quality of products and publish information related to Chinese herbal medicine. Producers take the initiative to passing security information and become an indispensable action to achieve long-term interests.

**CONCLUSION**

The safety of Chinese herbal medicine is a major issue which related to people's health. It is not only a technical problem to ensure its the mechanism of transferring quality and safety information, but also a major social problem. It requires the participation of government, producers and consumers, to create a good market environment.

**ACKNOWLEDGEMENT**

This work is supported by: 1. National Philosophy and Social Science Foundation of China (No. 15AGL014). 2. Shandong Social Science Planning

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