Study on Brand Building of Grape Industry in Ningxia

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Abstract. Ningxia Helan mountain grape industry to its long industry development history, vast land resources, adequate human capital security, and grape industry gathering area for core platform for the development of the industry and create a world quality grape industry corridor as a starting point, through the industrial agglomeration, integration of resources "as the core strategy, vigorously develop the grape industry and its related culture and tourism economy, experience economy and exhibition economy, integrated industrial development”. By creating a cultural, ecological leading, industry to promote, realize the great leap forward development of the grape industry in Ningxia, to make the grape industry in Ningxia wall, the eastern foot of Helan Mountain built the world famous wine producing areas.

In recent years, a rapid increase in Ningxia grape base and the winery has become hot spots in the concern of the international wine world, Ningxia grape existing base of 61 million mu, of which 53 million mu of grape base, grape varieties up to more than 30; winery reached 184 (built in 99); comprehensive annual output value reached 166 million yuan. Initially formed as the core of the town of fort of Yinchuan region, in Gainesville, with the core of Qingtongxia area, to the pond in the circle as the core of Hongsipu region, Yuquanying, Huangyangchuan beach as the core of the Yongning region, to Jinshan is the core of the Helan area at the eastern foot of Helan mountain wine grape industry. The most urgent is the rise of national brands and strenuous, Ningxia region to become areas of China in the true sense of Chateau wine producing areas, standards and international standards, with the idea of the whole industry chain building in the region, shoulder the unshirkable responsibility.

The Necessity to Strengthen the Ningxia Helan Shandong Lu Wine Industry Brand Construction

To build a first-class brand, you can change the resource advantage into economic advantage. Areas adhere to the "small winery, producing" development mode, adhere to the path of internationalization, high-end, brand road, by holding, to participate in various exhibitions and promotion, tasting, brand construction made important achievements.

Producing unique environment, is the foundation for the development of the industry

Grape and other agricultural products, with obvious territorial nature. At the eastern foot of Helan mountain grape producing areas sunshine (2851-3106 hours), energy, mineral rich (> C 33 DEG C), the soil permeability good, big temperature difference between day and night, precipitation less (less than 200mm), Yellow River irrigation facilities. These unique terroir, grape producing areas with aroma development completely, pigment to form good and sugar acidity coordination, pest harm less etc. characteristics, has the foundation in the production of high quality grapes.

Supporting the introduction of policies and regulations and management measures, to provide legal protection for the development of the industry

Autonomous Region has issued the "China (Ningxia) the Helan Mountain Lu grape industry culture development corridor overall planning" (2011-2020), the column at the eastern foot of
Helan Mountain CRU assessment management approach "and the about strengthen Helan Mountain in Shandong wine quality supervision to protect the brand of regulating the market guidance" and so on a series of policies and regulations, for the development of the region provides policy support and legal protection.

**Science and technology capacity significantly improved, to provide technical support for the development of the industry**

Autonomous Region established Ningxia University Institute of wine and wine in Ningxia vocational and technical college, gathered more than 100 domestic and international wine industry's top experts to provide intellectual support for the development of the region, cultivate a group to promote the development of the whole industry chain of the compound talents, integrated generalize the shallow clear ditch, oblique shelves, deep fertilization, system anti rule and efficient water-saving irrigation and a large number of key technology.

**The production and operation of international standard and standard, improve the level of development of the winery**

From France, the introduction of high-quality wine grape seedlings and species, rich grape varieties, improve the purity of the vineyard, enhance the resistance, enhance the level of the base construction. Ningxia for four consecutive years in world grape and wine (OIV) conference, with China's first international organization of vine and wine (OIV) provincial government observers, telling the story of Ningxia region, passing the voice of Ningxia region.

"Small wineries, large areas" development model, the direction for industrial development

Wine is a luxury. According to statistics, there are 2 billion 200 million bottles of wine in the domestic market, in which only 200 million bottles of wine, Ningxia wine producing areas, the market space is large, in accordance with the quality and efficient way. Development of Chateau wine, is conducive to the protection and utilization at the eastern foot of Helan Mountain to this piece of rare resources, is conducive to give full play to the greatest benefit for this piece of treasure resources. "Small wineries, large areas" development model has been widely recognized by the International Wine Festival, Ningxia has become China's first real sense of the wine producing areas.

**Helan Shandong, Ningxia needs to solve two problems in the construction of mountain grape industry brand**

Ningxia Helan Mountain wine grape industry planting system, grape ecological corridor, specialty wineries cluster construction carried out step by step, however, is also facing a series of problems to be solved.

**Large industrial investment, serious shortage of funds**

The cultivation of wine grapes is a big investment, slow effect of the industry. A grape cultivation before three years no income but still need per mu about 6000 yuan, mostly artificial, water, fertilizer, rod, wire, etc. investment, income and investment but also, enterprise funds serious shortage. Two enterprises are often faced with building a winery, grape base and wine processing and sales and other aspects of investment, shortage of capital chain is serious, lack of development potential. Some wineries in order to maintain the normal production of grape base, occupied a large amount of money, leading enterprises in personnel training, brand promotion, product sales and other aspects to make ends meet, seriously affecting the continuous investment and development of enterprises. Three is the enterprise in the market cultivation and sales of a large number of capital investment, it is difficult to form a smooth sales network, market competitiveness is not strong, the share is not high. Four there are some wine grape planting base without the right to handle the forest right certificate or land use permit, the enterprise can not be in the bank for mortgage loans, to raise funds for development. In addition, there is a dispute over land ownership of individual enterprises,
enterprises have to worry about, can not be bold and assured to invest in the construction of the base.

**Wine sales channels are single, the lack of a sound marketing system**

At present, the region has a number of wine brands, but the market share of small enterprises, sales of small, large inventory. Standing in the perspective of international consumers, the brand influence and production areas in Ningxia region is not high enough, domestic and foreign consumers have not been widely recognized. Product sales market development lag, promotion and publicity is not enough, causing wine unsalable, the enterprise product backlog and unfavorable situation of lack of funds flow, wine grape acquired substantial reduction, price drop larger, changing the grape growers to replant other crop of ideas, for the future development of grape industry is very unfavorable. Wine sales tax rate is relatively low, has not formed a winery as the main industrial clusters, the overall economic efficiency of the industry has not been highlighted.

**Grape industry technology and talent security is not in place**

First, the lack of technical support for the grape industry. There is no uniform, norms, standards, covering the region of technical service system, just enterprises through various other channels to hire or some experts inside and outside the district appointment advisory guidance, resulting in limited range of technical services, technical level is uneven, standard specifications and different, exhibit the culture level is not high, anti disaster ability is weak, brewing level low. Two is the lack of professional strength. Grape growing and wine management technology can not catch up with the development of demand, the overall wine industry technical personnel is still lacking, planting technology lack of grape planting design, planting technology, pest control and other aspects of technical experts; management lack of winery management, management, promotion, sales, etiquette, reception of personnel and experts, even from the winery building on the lack of professional and technical. Production technology process is relatively rough, the winery is just a concept, did not reflect the characteristics and quality of the wine should be. Some of the winery operators lack of technical personnel in the recognition and attention, there is no professional growers and winemakers, also did not work perfect process, only for products with beautiful packaging, speculation mounted that the sell at high prices, is not conducive to the long-term development of the winery, but also not conducive to the sustainable development at the eastern foot of Mt. Helan grape industry.

**The development speed of grape base is too fast, the standard is not high**

Some wineries enterprise grape base area to grow too large, extensive management, standardization demonstration garden less, wine grape varieties update update slow, lower quality, serious impact on the wine quality improvement and high-end products to build. At the same time, with the increasing of the Guaguo area, grape production is bound to a substantial growth, sales and processing of grapes to bring greater pressure. Wineries in enterprises currently only have function of production, processing, sales, but also has not formed the leisure tourism, catering and entertainment industry chain, has not yet led to production industry chain development, contribution to the local finance income is limited.

**Ningxia Helan Shandong Mountain Grape Industry Brand Construction Countermeasures**

In the face of the increasingly fierce international wine market and the development of China's wine industry from the shock to the strategic adjustment of the period. At the eastern foot of Helan Mountain world rare as the most development potential of the high-end one of the high-quality wine regions, face is a challenge, is an opportunity, and at the eastern foot of Helan mountain grape industry brand development should have focus on enhancing industry competition.
Promoting the winery enterprises to continuously improve the standards and management level of the base

One is to improve the threshold of the base construction. On the strength of the enterprises to invest in the construction of grape base, in for the scale to strictly control, promote the refinement, standardization, high-end development growing and winemaking. Two is to promote the standardization of cultivation. Improve grape raw material quality and the level of mechanization operation, so as to reduce the labor intensity of the field production, ease the growing tension in the employment problems, reduce labor costs, less investment. Three is to accelerate the pace of transformation and upgrading of low yielding garden. Actively strive for the implementation of Park transformation of grape yield and quality grape garden construction project, the existing low yield Grape Garden gradually technical innovation and quality and efficiency. At the same time, and actively guide the wine industry intends to invest in the enterprise and the existing weak base of the enterprise, the major docking, the acquisition of the base to upgrade. Four is to improve the level of disease prevention and control. Actively organize a certain technical strength, technical equipment of fruit cooperatives or companies, formation of plant diseases and insect pests through ruled against service company, strictly in accordance with the grape diseases and pests prevention and control standards, unified the existing grape base implementation of pest damage prevention and control work, effectively improve the grape base of plant diseases and insect pests prevention and control capacity.

To speed up the construction of technical support system

One is to strengthen technical services. From the breeding, cultivation, brewing, and pest damage prevention and control, quality inspection, marketing and so on of technical research, also to the society to promote the integration of a number of advanced and practical technology, set up a technical service team, regularly into the fields and enterprises to help solve the technical problems, vigorously support and encourage qualified enterprises to establish R & D center, carry out technical services and research and innovation. Two is the development of grape industry personnel training plan, the establishment of grape industry personnel. Relying on the Ningxia University, Ningxia wine vocational and technical college and domestic and foreign institutions to speed up the training of a group of cultivation, brewing, and other practical talents, and technology research and development, business management and marketing personnel, regular choose a group of professional and technical personnel to training in France, Australia and other countries, for technical personnel to protect the industrial development. Three is to optimize the enterprise investment environment. Solidly carry out the cleanup special action at the eastern foot of Helan mountain grape environment in the planning area, the grapes in the planning area of the city of unauthorized digging, Luanda to conduct a thorough clean-up rectification; of idle land use and development of check clearing, revitalize and improve land use rate. According to the enterprise's financial difficulties, actively coordinate and solve the disputes on ownership of land rights, base clear property right, and for land use certificate or certificate of forest rights, so that enterprises can apply for a mortgage loan in the bank, ease enterprise financing difficult problem. Strengthen service coordination between departments, shorten the cycle of completion, improve work efficiency, to urge the winery company as soon as possible for the construction, land clearance, the quality and quantity of to promote the progress of construction winery.

Promote the winery enterprises to strengthen product market development and external publicity

One is to increase the brand positioning. Top of the brand to do a good job in the design, a clear product positioning winery, based on the domestic market, the study of market consumption and consumer demand, optimize the product structure. Grasp appellation brand promotion, run all kinds of exhibitions, forums and wine promotion, the multi way, multi way, multi media publicity and promotion of region terroir, brand winery and wine of high quality. Two is to establish a market network system. The establishment of production Wine promotion center in a second tier city, build
areas and consumers with Wine platform, compensation incentives to award, incentive to expand the market out of the winery, a winery wine direct window, foster the introduction of Ningxia Wine professional dealers, to establish and perfect the Ningxia line and the quality of Wine marketing network, Helan Shandong Lu Wine culture gallery website promotion, Internet plus Ningxia winery + brand marketing mode. Three is to cultivate the market. Through expert lectures, media promotion, production of short films, personal experience and other forms of strong advocacy and the benefits of wine, more wine lovers, to further expand domestic demand.

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References