Development Status and Suggestions for Improvement of Red Heart Kiwi in Cangxi

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Abstract: The goals of the Cangxi government is to lead red heart kiwi into the world market and bring more benefits to Cangxi’s people. However, the market share of Cangxi’s red heart kiwi is almost zero by collecting network resources and analyzing data. Therefore, we must take some measures to make red heart kiwi of Cangxi go into the fruit market in the world. Firstly, we should strive to establish cooperative relations with national major chain supermarkets and enterprises. Secondly, it is necessary to establish formal, unified and comprehensive internet-sale channels by relying on large-scale online shopping mall and available resources of Guangyuan. Finally, the local government should further increase the degree of concern and formulate relevant policies.

Introduction

In China, the development of kiwi production first originated in 1978 and is considered to be an emerging industry in the fruit industry[1]. There has been a total of 66 species around the world with including 62 species originated in China[2]. Thus, China is considered to be the origin center of kiwi fruit. The unique superior environmental conditions of Cangxi county in Sichuan province is very suitable for the growth and production of kiwi fruit. Because of delicate flesh and sweet refreshing taste, red heart kiwi is called "magic delicious fruit". Kiwi fruit is praised as "fairy fruit of human", "the king of fruits" and "crown of vitamin C" with containing rich nutrition, rich vitamins, minerals and 18 kinds of amino acids. Meanwhile, kiwi has the most content of calcium trace element in all kinds of fruits.

As the first county of planting red heart kiwi in China, Cangxi is the origin of red heart kiwi with a long planting history[3]. Not only Cangxi is one of the earliest areas of artificial planting kiwi, but also it is the country of nurturing the most new varieties. Back in 1978, the national kiwi resources survey found that a large number of wild kiwi fruit distributed in the vast jungle in northern mountainous of Cangxi. The survey showed that Cangxi owned unique soil, water and climate making a radius of 255 square kilometers become a paradise for kiwi, and it was identified as the best suitable area for kiwi fruit. “Hongyang” and other fine kiwi varieties bred by kiwi fruit research base of Cangxi were unanimously recognized as the preferred variety of the third kiwi generation by domestic and foreign experts at Wuhan international kiwi symposium in 2001, which opened a new chapter for growing red heart kiwi fruit[4].

Investigating Findings

According to the investigation from internet, kiwi’s maximum sale volume of Taobao was 350.3 times that of jingdong mall and 36.83 times that of the No. 1 shop in October 2014. An analysis on the data from Taobao, Xuxiang kiwi’s sales volume was the largest, and was 19.02 times as red heart kiwi. The number of Taobao shops that sale Cangxi red heart kiwi on the net accounted for 0.175% of total search volume. The maximum sales of Cangxi red heart kiwi accounted for 0.116% of kiwi’s maximum sale volume. As we can see from the search results, the percentages of red heart kiwi’s search results from the three electricity supplier platforms and kiwi’s search results were respectively: Tobao 12.55%, Jingdong mall 6.58% and the No. 1 shop 8.61%. From the entire kiwi
industry, we can see that red heart kiwi owns a certain reputation and occupies a certain market share in the kiwi market.

The websites publicizing and selling Cangxi Red Heart Kiwi are so many and various. They mostly are small operation site, such as China Red Heart Kiwi Net (http://www.hxmht.cn) and the homegrown website named “Kiwi” Net (http://www.net169.org) which combine website promotion with Taobao shop. With the websites, we can know information about Cangxi red heart kiwi, including the honor, value and planting technology, but the information updates slowly. By buying entrance into taobao shop, we can see that the detail description of different commodities is too simple and the effect of commodities pictures are poor. The main reason why the website develops weakly might be lack of teamwork operation and website promotion. And some websites with local specialty to create brands are popularizing Cangxi Red Heart Kiwi, such as Sichuan-style Net (http://dwz.cn/DPDen), Xiangha Net (http://dwz.cn/DPDKH) and 85u8 Specialty Net (http://dwz.cn/DPHPe). In addition, the organizer of Cangxi Kiwi Industry Promotion Office established Cangxi Red Heart Kiwi promotion website.

The undesirable sales condition of Guangyuan Cangxi Red Heart Kiwi is shown by its near-zero net market share directly. Besides, China Cangxi Red Heart Kiwi Industry Net and Chengdu Pujiang County Xinyuan agricultural cooperatives both attempt to promote their products through Internet. The former is going to build a brand—Cangxi Red Heart Kiwi. However the latter intends to create a brand named Pujiang Kiwi. From the analysis of update progress, we find that the latter is better than the former in operation. From table 1, we can conclude that Cangxi Red Heart Kiwi is more popular than Pujiang Kiwi. Besides, we can find 12557 posts in baidu post bar. In table 3, we can know that the posts about red heart kiwi and Cangxi Red Heart Kiwi accounts for 3.47%, 0.57% respectively. And the result is similar to the result of three big electric business platform. The posts about Cangxi Red Heart Kiwi account for 16.28% of Red Heart Kiwi’s posts. The data illustrates that Cangxi Red Heart Kiwi is famous in Red Heart Kiwi. The trends show that the market share of Cangxi Red Heart Kiwi is close to zero. It is worth our consideration.

<table>
<thead>
<tr>
<th>Taobao</th>
<th>Baidu Post Bar</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Keyword</strong></td>
<td><strong>Number of stores</strong></td>
</tr>
<tr>
<td>Cangxi Heart Red kiwi</td>
<td>105</td>
</tr>
<tr>
<td>Pujiang kivi</td>
<td>45</td>
</tr>
</tbody>
</table>

(Data Acquisition Date: October 26, 2014)

Besides, many farmers begin to produce and sell by themselves with the development of Taobao. But they are not proficient in electric commercial and they do not treat reputation as the best way to survive. Through the analysis of the net-stores, we can find that some problems still exist in commodity description, image processing and so on. Moreover, there are 24 moderate comments and 14 bad evaluations among 254 comments in some farmers’ stores. So the percentage of moderate comments and bad evaluations is 11.81% (http://www.dwz.cn/DOqwj). The farmers do not make any explanations and deal with customers’ problems which reflect sales service exist serious problem. These not only affect their development, but also damage the brand image of Cangxi Red Heart Kiwi.

**Improving Strategy**

Cangxi Red Heart kiwi development is not only addition to the lack of high-quality professionals, but also it is the lack of a group of college students as the backbone[5]. Main productions of Cangxi Red Heart kiwi are some of the small size and scattered farmers, however, they generally lack of planting kiwi expertise. Government introduces high-quality professionals and technical guidance
for farmers to do the planting, which can reduce cultivation of blindness and increase the yield and quality.

Government should increase investment of resources to develop their own competitive industries of the city. Government actively guides and fosters cooperative economic organization to maintain the best choice for the farmers’ legal rights, in order to improve the organization of farms. For local conditions and actively guide and supporting cooperatives or professional associations, it can achieve an organized, planned market-oriented and developed production into circulation goals. In addition, the government can set up special funds to support the front line staff to carry out agricultural technology integration innovation of Red Heart kiwi production[^5]. Demonstration, villages, households’ guidance and training campaign to make agricultural extension team provide strong scientific support for local development Red Heart kiwi industry[^6,^7].

In the twentieth century, city dwellers are increasingly inseparable from the supermarket which offers convenience services. With the population gradual increasing in the urban, fruit consumption is also increasing. According to Red Heart kiwi industry network from China, we know that the Carrefour Group, Taiwan Ruentex Group, as well as Pepsi has been Guangyuan Cangxi Red Heart kiwi friendly Fair in 2013. Where Cangxi Red Heart kiwi Guangyuan to go must rely on the major supermarket chains, it is especially critical to strive for cooperation with the country's major supermarket chains.

Farmers will contain homegrown brand development of Cangxi Red Heart kiwi for homegrown; meanwhile, the survival of the fittest change rule may make Cangxi Red Heart kiwi’s unique advantage and disappear stagnation. Currently, among the domestic and international new line Red Heart kiwi research is being tested, the next generation of competitive Red Heart kiwi will see the outcome early in the next two or three years. Inevitably, Cangxi Red Heart kiwi fruit industry faces industrial core elements competition. If the domestic red meat kiwi even international market demand gap was preempted by other better varieties of red meat, having serious impact on the Cangxi Red Heart kiwi fruit industry, opportunity fleeting[^7]. Therefore, the healthy development of Cangxi Red Heart kiwi businesses requires more powerful backing. Under the leadership of the enterprise, the development prospects of Cangxi Red Heart kiwi may be broad.

Guangyuan is a relatively poverty city in all aspects in China. Whether it is a human resource or economic level has to be developed or improved. However, the logistics system is not perfect. The Government and enterprises should rely on the Internet to establish formal, unified, comprehensive Internet sales channels. Currently, the airport opened in Guangyuan fly to Beijing, Shanghai, Guangzhou, Shenzhen and Hangzhou flights, as well as Cangxi Lan-Yu Railway is also under construction. Governments and enterprises making use of these resources have Cangxi Red Heart kiwi sales channels opened to more cities, relying on the overall strength of the city in the form of surface covering all other cities, the Internet sales channel can be built.

Summary

At present, the most of cultivated kiwifruit is still the traditional yellow-flesh peach and yellow-flesh peach, the red-flesh peach do not exist in the market. Therefore, in accordance with the idea "all-round development of harmless agricultural products, outstanding development of green food, preferred development of organic food, positive striving for famous trademarks". we should cooperate with the government and enterprises. Cangxi Red Heart kiwi fruit is bound to become the popular fruit for mass consumption under the leadership of the government and enterprises.

Acknowledgement

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References


