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RESEARCH ARTICLE

RESEARCH ON BRAND CONSTRUCTION AND DEVELOPMENT OF AGRICULTURAL PRODUCTS IN GUIZHOU

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ARTICLE DETAILS

ABSTRACT

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Brand in the current market cannot be ignored in agricultural trade competitiveness. Agricultural brand building for solving agricultural products "difficult to sell, low price," the problem, increase the incomes of agricultural industry practitioners, and promoting regional economic development and improving people's livelihood, help Guizhou Province operators in the agricultural and agro-agricultural market access to the entire community recognition. First of all, this paper reviews the theory of agricultural product brand building, analyzes the significance and Countermeasures of building agricultural product brand, and the specialty, diversity and externality of the brand of agricultural products. Second, the current situation of Guizhou Province agricultural product brand construction and development and problems that the current Guizhou Province agricultural product brand construction mainly has the brand building is not perfect, there is a brand of agricultural products uneven distribution, small scale and low brand value. Third, this paper analyzes the reasons for the lack of agricultural product brand construction and development in Guizhou Province, and points out that the quality of agricultural products is not high, and the brand protection mechanism is imperfect, etc., which delays or even hinders the process of brand building. Finally, this paper puts forward some suggestions for the construction of Guizhou Province agricultural products brand, brand construction of agricultural products according to the model constructed by the combination of Guizhou Province, the development of Industry Association, the role of government policy, play, product quality, and image promotion of regional agricultural products brand building and development in the "colorful Guizhou" tourism etc.

KEYWORDS

Guizhou Province, agricultural products, brand, countermeasures.

1. PROBLEM PROPOSITION

With the deepening of rural economic system reform, agricultural production has undergone tremendous changes and achieved worldwide achievements. The era of shortage of agricultural products has long since passed. In today's global environment as a large market, local agricultural product brands face fiercer from home and abroad products.

As an agricultural power, the total amount of primary agricultural products in China has been in the leading position in the world, but it is not a major agricultural product trading country, still less a large agricultural product brand country. The high-quality agricultural product brand management has higher sales prices and profit space than non-branded agricultural products. The current average market price of imported "New Zealand Orange" is 14 yuan / kg, while the average market price of ordinary oranges is only 4 yuan / kg. The specification of 280 grams / bottle of "Old Dry Mama-flavor chicken oil pepper" produced by Nanming Old Dry Mother in Guiyang, Guizhou Province, is priced at 13.5 yuan, while the usual bottled oil pepper of the same specification is 6.5 yuan, and the specification of "Old Dry Mama-flavor soybean meal" is 280 grams / bottle. The price is 9 yuan. Ordinary bottled flavor soybean meal of the same specification is 3.9 yuan. The brand effect of agricultural products is evident.

In recent years, Guizhou's agriculture and rural economy have developed rapidly, and farmers' income has also increased significantly. At present, agricultural products have become one of the main export commodities in

Guizhou Province. On the one hand, people's consumption preference for agricultural products has changed from low price to high quality, and the domestic and foreign markets have put forward higher requirements for the quality, nutrition and flavor of agricultural products. On the other hand, the competitive international agricultural market has always been the main area for countries to implement trade protection. Under this situation, strengthening the construction and protection of agricultural product brands in Guizhou province and creating high-quality agricultural product brands have become one of the effective ways to enhance the competitiveness of the agricultural product market in Guizhou.

However, the current situation of agriculture without brand or insufficient brand construction in Guizhou province makes the agricultural product market in the province less competitive, the sale of non-brand agricultural products is difficult, and the selling price is low, resulting in inefficient allocation of social resources, which is not conducive to the improvement of the income level of agricultural producers and operators.

What is the role of agricultural product brand construction? What are the reasons for the delay in hindering the construction of agricultural brands in the province? How to combine the situation of Guizhou province to carry on the brand construction of agricultural products? This paper will try to analyze these problems in order to make them have realistic reference significance and the value of theoretical research.

2. AIMS OF THE STUDY

First, from the macro point of view, how to combine the local provincial situation to carry out the brand construction of agricultural products in Guizhou Province. This paper combines the cooperation of the main body and the important construction link in the agricultural product brand construction into a whole and discusses the model of agricultural product brand construction from the macro level.

Secondly, the article lists the brands of agricultural enterprises in the research and puts forward the feasible suggestions for the construction of the agricultural product brand system in Guizhou.

3. CURRENT SITUATION OF AGRICULTURAL PRODUCT CONSTRUCTION IN GUIZHOU PROVINCE

In recent years, based on the advantages of climate and resources, Guizhou has adjusted and optimized its agricultural structure, vigorously developed agricultural products featuring ecological animal husbandry, vegetables, tea, potatoes, fine fruits, and salamanders, and created a number of famous and excellent agricultural products with characteristics of agriculture in Guizhou's mountainous areas. Some of them have become major industries that have an important position in the country. According to statistics, at present, the province has a total of 1,044 pollution-free agricultural products certified and more than 4,240 agricultural products registered trademarks; The products of more than 400 enterprises and institutions have been awarded the titles of high-quality and famous agricultural products at or above the provincial level. In 2010, the total output value of the agricultural product processing industry above designated size in the province reached 37.6 billion yuan, the main business income was 30.9 billion yuan, the tax was 1.6 billion yuan, and the profit was 2.3 billion yuan. The processing of agricultural products has become an important part of the new industry in our province.

3.1 Lack of strong brand and smaller brand size

With the continuous development of ecological agriculture, the brand construction of specialty agricultural products in Guizhou has achieved great results and has produced some well-known brands with great influence. Such as "Pitan Cui Bud", "old dry mother", "Mao Gong rice", "Sama-brand vegetables", "Minong brand chicken" and so on. However, from a long-term perspective, there are still some problems in the development of regional brands of agricultural products in Guizhou. Most of the regional brands of agricultural products are still in an immature stage, and there are still certain gaps compared with some developed countries and regions.

3.2 Government support is relatively weak

In the construction of agricultural product brands, the government conducts policy guidance and support according to local conditions, cultivates and encourages the brand awareness of agricultural producers and operators, and realizes the promotion and promotion of agricultural product brands through the identification and selection of agricultural product brands.

3.2.1 Guiding and coordinating the construction of agricultural product brands.

The government attaches great importance to the brand construction of agricultural products, guides the brand construction of agricultural products at the macro level, and launches specific plans for the construction of agricultural brands. In the construction of agricultural product brands, the government has increased the protection of products originating in the region, continuously promoted special agricultural products, and devoted itself to improving the popularity and brand competitiveness of agricultural products brands.

3.2.2 Providing policy support for the construction of agricultural product brands.

In order to promote the improvement of the brand construction of

agricultural products, the government provides policy support in terms of credit support, tax incentives, ease of flow, and product promotion. For example, the government allows agricultural leading enterprises that meet specific conditions to temporarily exempt enterprise income tax, which increases the enthusiasm of agricultural leading enterprises for production and operation and is conducive to leading enterprises driving the development of the surrounding rural areas.

3.3 Weak Government support

Compared with foreign countries and other agricultural developed regions, the Guizhou provincial government's support for agricultural product brand construction is not enough. Taking Japan as an example, the Japanese government plays a leading role in agricultural product brand construction. The Japanese government established the "Agriculture, Forestry and Aquatic Products Export Promotion Agreement" and is responsible for negotiating with foreign governments to remove barriers to the import of agricultural products. The Japanese government has invested in the establishment of a trade revitalization agency, organized experts to conduct market research, provide analysis reports and specific suggestions in the world, and actively organized agricultural product exhibitions and sales promotion meetings, and invested a large amount of funds to strengthen the promotion of agricultural product brands. It also provided direct financial support for agricultural exports for export promotion and protection of new varieties. After entering the WTO, the market competition of agricultural products is more intense, and the cancellation of China's trade protection policy and the inadequacy of domestic agricultural support policies have greatly increased the difficulty of China's agricultural product brand construction. Compared with agricultural developed provinces such as the Northeast, the Guizhou provincial government cannot compare its policies, financial support and other aspects with agricultural developed provinces.

4. PROBLEMS EXISTING IN THE BRAND BUILDING OF AGRICULTURAL PRODUCTS IN GUIZHOU

4.1 The farmers' brand protection consciousness is weak

In recent years, livestock products, tea and pollution-free vegetables have been continuously promoted in Guizhou Province, and some achievements have been made in brand building and publicity of agricultural products. But the way of production and management in rural areas is mainly household contract management, the small-scale producers of agricultural products, dispersed management, low degree of organization of farmers cannot be ignored. In Guizhou, underdeveloped provinces, the peasant economy is still dominant, most of the farmers market awareness, brand protection consciousness, the concept of brand of agricultural products in the field of production and business areas has not attracted enough attention. At present, there are 2014 farmer cooperatives in the province, but the scale is small, and only about 500000 farmers are promoted. Membership education is low, the market competition consciousness, brand protection awareness is far from enough, and the mastery of professional technology is not in place, it is difficult to achieve modern scale production [1]. In addition, the disorderly competition among enterprises, the lack of agricultural products to undertake regional brand building an important task of the leading enterprises, which constitute the obstacles to the construction of regional brands of agricultural products.

4.2 The management mechanism of regional brand of agricultural products is imperfect, and the phenomenon of disorderly competition is serious

Regional brand of agricultural products should belong to the public goods in economics, and public goods have the characteristics of non-exclusive and noncompetitive. Then, any economic entity within this region, using the brand in that region, does not affect the use of others. At the same time, once the regional brand is created, no user can stop others from using the regional brand. In this case, any use of the regional brand users is not willing to pay the cost of operation and maintenance of the regional brand, will have a "free rider" mentality, waiting for others to run, so that eventually no one to the operation and management of regional brand of agricultural products. Because the management mechanism is not perfect, it will lead to disorderly competition in the region. For example, Guizhou

province tea brand, only Meitan county tea brand has dozens of, this kind of situation inevitably causes the disorderly competition between brands. In addition, the registration of agricultural products re registration, selection, ignoring the follow-up management of the phenomenon exists. In August last year the Guizhou Green Tea brand development promotion in Guizhou Province as an example, 150 tea enterprises to reach a consensus, unified use "Guizhou Green Tea" brand identity, which is the development of tea industry in Guizhou has made gratifying progress, but if the follow-up management is not in place, it will inevitably occur in charge, the "free rider", vicious competition the phenomenon of the product and damage the interests of the operators, have an adverse impact on the regional brand construction of agricultural products.

4.3 The quality standard of agricultural products is low, and the quality of products is uneven

In the process of building regional brand of agricultural products, the quality of products is one of the key factors that cannot be ignored. Therefore, the implementation of standardization of agricultural products is an important guarantee for brand building of agricultural products. But in reality, Guizhou agricultural product standardization management level is very low, on the one hand, the agricultural product quality standards, pollution-free agricultural products certification and other aspects of lag, its level is far behind other developed areas in China; on the other hand, the current Guizhou still exists only focus on standards, rather than on the standard the implementation of the phenomenon, the lack of unified scientific system of product quality in the production of agricultural products, processing and other aspects, and the lack of follow-up inspection, therefore, can easily lead to uneven product quality problems. This constitutes another major obstacle to the construction and development of regional brand of agricultural products [2].

4.4 The channel of agricultural product brand communication is unitary

There is still a large impact on the traditional concept of marketing of agricultural products, agricultural products marketing concept has not yet been formed under the background of agricultural products sales remained by the traditional pattern of "producer - wholesalers - retailers and consumers", brand communication channels, brand space. With the development of market economy, this kind of single marketing and brand communication channel cannot adapt to the construction and development of brand agricultural products [3].

5. GUIZHOU PROVINCE, AGRICULTURAL PRODUCTS, BRAND CONSTRUCTION, DEVELOPMENT COUNTERMEASURES

Through theory and a series of case studies, we can see that Guizhou has the advantages of brand building of agricultural products, but there are many disadvantages and threats. The latter seriously restricts the marketability of the agricultural products and the market competitiveness of the production and operation of agricultural products, and the brand construction is out of the question. Finally, it delays the development of agricultural economy and the growth of farmers' income. Under the guidance of the theory and the analysis of the actual case, this paper puts forward some countermeasures and suggestions for strengthening the construction and development of agricultural products brand in Guizhou province.

5.1 Enhancing brand awareness of agricultural products

One of the main reasons for the lack of brand of agricultural products in Guizhou province is that the brand awareness of agricultural production operators is relatively weak. Brand awareness of intellectual property rights should be formed in the construction of agricultural products brand. The brand building of agricultural products is not only the process of cultivating brands, but also the process of maintaining the brand.

5.1.1 Trademarks and patents

Agricultural producers and operators should actively declare and register trademarks and patents. The relevant government departments shall also urge and guide the departments of production and marketing of agricultural products to complete the declaration and registration work.

5.1.2 Paying attention to the application and protection of geographical indications

The main body of geographical indications can be the leading enterprises, trade associations or government designated geographical indications products protection agencies. Regional agricultural products market has affected the province as much as possible the application of geographical indications, in strengthening the protection of geographical indications at the same time, should also improve the brand awareness of agricultural enterprises, agricultural enterprises so that the product can be subject to geographical indications' certification trademark law and double protection of registered trademark [4]. This is in the common maintenance of regional brands at the same time, construction of Agricultural Supervision, enterprise supervision, own brand process. Agricultural production operators should be fully aware of the important role of brand as a new competitive power in today's trade, so as to establish a new concept of agricultural development. With the continuous improvement of living standards and the strengthening of brand awareness, consumers will increasingly trust and tend to brand agricultural products, agricultural producers only implement brand strategy in order to survive and develop in the competition.

5.2 Consolidating the quality foundation of agricultural products

Quality is the foundation of brand building. Only when the quality of agricultural products pass the border can we talk about the problem of brand building of agricultural products. The output of many agricultural products in Guizhou is in the front row and even unique, but its actual competitiveness is not strong, which is very important to the quality of agricultural products in this province. In view of the problems of safety, flavor and nutrition in agricultural products, the author believes that the quality level of agricultural products should be improved from the following aspects.

5.2.1 Comprehensively improve the quality of agricultural products

Agricultural producers need to continue to learn advanced agricultural technology, manage agricultural production scientifically, realize the standardization of agricultural production, and lay a good foundation for the brand building of agricultural products. Agricultural enterprises to deal with the entire production process in the purchase of agricultural products, products from breeding, cultivation, disease prevention, pesticide use and storage quality monitoring and site acquisition, for failure to meet the standard of the product is not the acquisition of. Agricultural enterprises should also increase investment in research funds, actively introduce agricultural scientific and technological personnel, reform incentives, and promote technological innovation, so that agricultural products continue to extend to high value-added products [5]. Continuously improve the construction of agricultural product logistics infrastructure implementation, maintenance and ensure the realization of agriculture products quality.

5.2.2 Improve the quality and safety system of agricultural products

Improve the standardization system of agricultural products. The enterprise quality management model will be introduced into the agricultural field, and the quality of agricultural products will be guaranteed by standard and excellent production. Agriculture should gradually establish a series of standards of product quality standard, environmental standard, agricultural inputs, production standards of technical regulations and quality standards of agricultural products mainly, so that all aspects of agricultural production are standard. Production according to standards is an important means to improve the quality of agricultural products. It is also the technological basis for improving the quality of agricultural products and growing them into high-quality brands [6].

Maintain and implement traceability system for agricultural products quality and safety. The traceability system for agricultural products is conducive to determining the identity, history and sources of agricultural products and enhancing the ability to track products through production and marketing chains. It is one of the elements of the success of the quality and safety management system for agricultural products.

Strengthen the construction of agricultural products inspection and inspection system. We will give priority to the construction of infrastructure for agricultural quality inspection institutions, improve the inspection techniques and hardware facilities of the province, and improve the ability and level of inspection and testing of agricultural products.

5.3 Deepening the operation of agricultural industrialization

To carry out the construction of agricultural product brand, we need to produce around a certain product, and form a specialized production and management of planting and breeding, production and marketing, and service, so as to achieve the supervision and industrialization of each link. Producers of agricultural products should do their own work to integrate with each other and develop together, so as to cultivate superior industries and products with market competitiveness and realize the maximum value of agricultural products. Therefore, the construction of agricultural product brand urgently needs to implement the industrialization of agriculture and integrate the brand to form a resultant force [7].

5.3.1 Strengthening the construction of agricultural industrialization

To carry out the brand construction of agricultural products, we must carry out the industrialization of agriculture, form economies of scale, and implement the operation mechanism of combining agricultural enterprises, production bases and farmers. In production, the establishment of trade associations, the implementation of different levels of enterprise management and operation; with characteristic agriculture as the leader, gathered many scattered production units, and take large-scale and standardized road. In the market, the establishment of a characteristic brand products production market, high-quality agricultural products in the province focus on sales, and establish a stable sales channels, develop new business relations, promote the circulation of agricultural products. In terms of sales, the brand of agricultural products and product packaging, labels and agricultural enterprise visual image combination, enhance its brand image, using a variety of promotional tools to expand the scope of the awareness of agricultural products, increasing public awareness and reputation of the agricultural enterprise image, establish and maintain a high degree of brand loyalty. The current situation of disorderly production in agriculture needs to be changed, and the formation of brand competitiveness must be taken as the goal, and the integration of cultivation, cultivation, processing and sale of agricultural products will be realized.

5.3.2 Integrate brand and improve brand image

"One product, many cards", resulting in a variety of quality agricultural products, it is difficult to form a resultant force, which is in the market of many kinds of agricultural products in china. Agricultural products are of different grades, different quality standards, low quality and high price, low market awareness, low product competitiveness and small market share, which seriously hinder the brand building of agricultural products. Brand integration of agricultural products can be made by two-way selection and integration under the voluntary condition of agricultural enterprises and supervisors, and also by the relevant departments to apply for unified geographical indications. The geographical indications shall be used only by the agricultural producers and dealers after the inspection has been qualified. The process of brand integration of agricultural products should be based on the guarantee and improvement of the quality of agricultural products, which will help to enhance the brand image of agricultural products and enhance brand penetration. After the brand conformity, the agricultural product unified brand, the unified mark, the unified packing, the unified price (certain region scope), unified sale. In the process of agricultural product brand construction should adhere to the "brand share, sharing information, sharing of benefits, risk sharing" principle, the sharing of resources, brand integration and common development of agricultural enterprises mutual valley [8].

5.4 Strengthen the government's protection and support for brands

The brand building of agricultural products is rather special, and the construction of industrial brand is more complicated and slower. It is necessary for the government to give more support and protection to the agricultural products enterprises or agricultural cooperative organizations.

5.4.1 Increase financial input to agriculture

The government should vigorously promote agricultural scientific research innovation and scientific and technological popularization, increase public investment in agriculture, and provide technical support for the brand building of agricultural products. Science and technology is the first productivity, the agricultural research investment priority of public financial support, improve the proportion of agricultural science and technology investment in science and technology in agricultural scientific research units, clear public welfare innovation main body status, increase support for public finance. At the same time, the government will increase investment in agricultural research infrastructure construction.

5.4.2 Speed up the construction of service-oriented government

The government should fundamentally change the functions of the government, transform it into information providers and market services, and encourage orderly competition in the agricultural products market. The government is not only the maker of the market rules, the maintenance of the market order, but also the regulator and participant in the process of economic operation. The government should not only provide public products and services to the community, but also formulate long-term and guiding development strategies for economic development in order to avoid and overcome the short-sighted behavior that the market may bring. The brand construction of agricultural products has externalities and the problem of asymmetric information. The market has limited ability to regulate it, so it needs government intervention.

5.4.3 We will strengthen the promotion and publicity of agricultural products

The government should be concerned about the dynamics of the international and domestic markets. The brand effect of agricultural products has its external characteristics, similar to a quasi public product, so the promotion of brands needs the support of the government. The government should fully tap and utilize the media resources, push the brand culture of the agricultural products to the masses, and carry out the regional national characteristic culture. The use of cultural penetration in the minds of consumers, establish a good brand of agricultural products. At the same time, the government should actively utilize the opportunities of domestic and international exchanges, such as exhibitions and forums, recommend and publicize the agricultural products in this province, and exchange views with local governments and enterprises.

5.4.4 Resort to travel hotspots

According to the characteristics of tourism, tourist source distribution of a wide range of characteristics, seize the Guizhou province wide push "colorful Guizhou", ethnic customs, red tourism image promotion opportunity, "singing culture, economic stage" slogan, the actual use of specific to the publicity and promotion of the brand of agricultural products in our province. Catch the "shuttle bus" of tourism, make the unique products of the province, the rich national cultural connotation, products and agricultural brands have been widely spread.

5.5 Strengthen the management of agricultural brand

The brand construction of agricultural products should proceed from the concept of "whole product". If quality products are the foundation of brand building, then brand positioning and cultural upgrading is the foothold and spiritual connotation of brand building.

5.5.1 Looking for the right brand positioning

There are two ways of brand positioning, one is focused on consumers, and two is concentrated on competitors. These two methods are needed

to meet the target customer interests of the brand, the former according to the target customer expectation interests to establish favorable brand image, the latter by the difference between the competitor brand to obtain target customers unique understanding of the brand. Therefore, the producers and traders of agricultural products should make use of all kinds of resources, excavate them from different channels and levels, effectively distinguish the originality, and refine the brand positioning [9].

5.5.2 Pays attention to and strengthens the brand culture construction

Brand agricultural products should not only meet the material needs of consumers, but also satisfy the spiritual needs of consumers. For the processing of agricultural products, the competition between agricultural enterprises in the era of knowledge economy is more represented by the competition of corporate culture.

5.6 Strengthen the introduction and training of talents

The new era of market competition, the competition has become the core personnel oriented, development of modern agriculture, agricultural industry personnel training and the introduction of the development and growth of the entire industry has a decisive role of the core. In the province, we should develop specialized agricultural colleges and universities, train professional and high-level talents, and build a systematic composite system of agricultural application human resources. The establishment and upgrading of agricultural specialties in universities should be strengthened so as to develop agricultural science and technology research. Government departments in the training and introduction of personnel to increase the degree of vision, policy support and financial incentives to increase investment in scientific research, the introduction of self training and at the same time, as far as possible to avoid brain drain.

5.7 We should strengthen the organization and guidance of trade associations

Trade associations can play a big role in brand building of agricultural products. First of all, the industry association should be a large number of small-scale producers of agricultural products to organize, guide the regional agricultural product structure optimization development, improve the ability of farmers to participate in market competition, standardized production, the development of the brand of agricultural products to create conditions. Secondly, the industry association should provide a platform for communication and exchange of agricultural enterprises, to enable enterprises to share information about the production situation, price and technical updates and other information within the association, which will be conducive to agricultural production enterprises to cope with the market risk and updating production technology. Third, industry associations should actively promote and maintain the brand of agricultural products in the industry, through the selection of the appraisal of agricultural products promote outstanding enterprises and famous brands, to help enterprises to obtain consumer brand trust products.

When there is a crisis of confidence in the agricultural product brand, the industry association often has more ability and higher credibility in crisis management than single enterprise. Fourth, industry associations should play a regulatory function, constraint between member enterprises blindly and vicious competition, especially in the current consumer attention to the quality of agricultural products and the lack of supervision mechanism, industry associations can partially replace the government supervision function, prevent enterprises destroy fair competition in the market by means of adulteration of polarity, cause the brand of agricultural products especially agricultural regional brand losses. Fifth, industry associations should increase the intensity of training for farmers. The production of agricultural products scattered on producers mostly lack the advanced farming technology, the yield of unstable and low quality, the industry association should actively organize experts and technical personnel to carry out planned training, help to improve the technology of small producers of flat water.

5.8 Agricultural product brand construction and development model

The agricultural product brand construction is a complicated system engineering, it relates to the improvement of farmers, agricultural enterprises, industry associations, government brands such as the construction of the main and the industrialization of agriculture, quality related aspects of traceability system, quality standard system, logistics system, e-commerce infrastructure and other agricultural products brand building. There is a close relationship between farmers, leading enterprises, trade associations and government. It involves every link of brand building of agricultural products. The brand building model of agricultural products see Figure 1, The analysis can be summed up as follows:

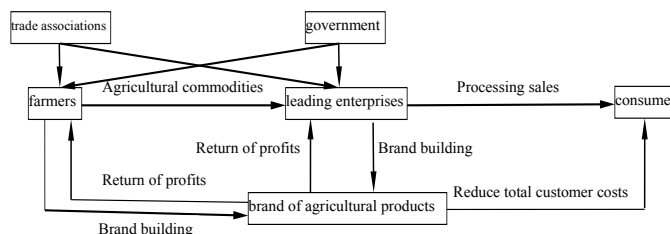


Figure 1: Agricultural brand construction and development model

Farmers or agricultural cooperatives in strict accordance with the good manufacturing practice work, provided from primary products quality, actively cooperate with the leading enterprises to cultivate and maintain the brand of agricultural products; the acquisition of leading enterprises to achieve the quality level of primary agricultural products with high price, through processing and packaging of agricultural products and give the brand culture to increase the added value of agricultural products agricultural products, enhance brand image, make full use of e-commerce infrastructure, to build a strong brand of agricultural products. Between farmers or agricultural cooperatives and leading enterprises to build the perfect benefit sharing mechanism, namely, processing and sales of leading enterprises will profit from the fair return to the farmers, the farmers and leading enterprises Douyinnong products brand building Yan benefit. Such as "old godmother" in the Zunyi area and pepper farmers reached by the "company + farmers" benefit and results sharing model, led by leading enterprises, to create the "pepper industry's first brand", "old godmother."

Industry associations with high representation and coverage provide assistance and guidance. The industry association of agricultural enterprises and farmers to provide communication and exchange platform, promote transparency of agricultural products related information: to achieve self-discipline, strengthen self-discipline within the industry, resisting unfair competition; new technology organization to provide professional production and processing of agricultural product for farmers and agricultural enterprises, promote agricultural products competition. Comprehensive advantages to help agricultural producers to consumers of the brand of agricultural transfer.

The system supply, law enforcement and coordination of the government. The government should improve the quality traceability system, quality standards system and other key aspects of brand building of agricultural products, guide agricultural production operators to carry out agricultural industrialization construction, and realize the bigger and stronger brand of agricultural products. The government plays an important role in strengthening R & D, supporting the brand of agricultural products, attracting investment, developing the brand of agricultural products and publicizing and promoting the brand of agricultural products [10].

The brand of agricultural products is an effective signal of product differentiation, which enables consumers to quickly obtain the information of agricultural products and reduce the total cost of customers. Consumer loyalty to the brand of agricultural products helps to strengthen the brand status of agricultural products, and thus enhance the competitiveness of brand agricultural products. Make use of all kinds

of perfect infrastructures. In the construction of agricultural products brand, the use of modern agricultural products logistics system to ensure the quality of agricultural products after the birth of stability; the use of e-commerce infrastructure to promote and promote agricultural brand, to provide convenient network services.

6. CONCLUSION

First, the regional brand and enterprise brand covered by the agricultural product brand mainly exist in the aspects of the brand main body, brand culture, brand dependence on the carrier and brand protection mode. The particularity of agricultural product brand mainly is the regionality of brand, the pluralism of brand main body and the externality of brand effect. The use of theoretical analysis on the brand of agricultural products, agricultural products that the brand will help consumers get more customer delivered value, is conducive to solve information asymmetry in agricultural products market: stuffy is beneficial for producers to increase profits of air break, to avoid market risks; is conducive to promoting the development of agriculture and rural economy.

Second, there is little or no brand support for agricultural products trade in Guizhou province. The rapid growth of pollution-free, green and organic food certification is conducive to the branding of agriculture. The problems of agricultural product brand construction mainly include uneven distribution of agricultural products brand, small scale of agricultural product brand, low value and short life cycle of agricultural product brand.

Third, the brand building of agricultural products shortage has multiple causes, including the comprehensive quality level of agricultural products brand consciousness, agricultural products, low agricultural quality standard system is not perfect, the construction of agricultural industrialization is not thorough, the intellectual property protection system is not perfect and the electronic commerce foundation is weak. The quality of agricultural products is the foundation of the brand building of agricultural products, agricultural products to help improve the quality of construction of ability of agricultural scientific research and production, strengthen inspection and logistics facilities; the brand building of agricultural products other than the brand construction need more policy support of the government; the brand building of agricultural products based on the industrialization, is conducive to the realization of farmers and agricultural enterprise win-win.

Fourth, the brand building of agricultural products in Guizhou province need to strengthen brand awareness of agricultural products, agricultural products to improve the comprehensive quality level, deepen the

industrialization of agriculture, agricultural products to strengthen brand awareness, improve the comprehensive quality of agricultural products, deepen the industrialization of agriculture, strengthen the protection and support of the government and industry associations and other aspects of joint efforts continue to improve all aspects of the brand building of agricultural products.

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