

The Experience of Thai Rice Brand Strategy to Improve the Quality and Efficiency of China's Rice Industry

Qiang Zhu ^{1, a}, Yiling Lou ^{1, b}

Food Security and Strategy Research Center, Nanjing University of Finance & Economics, Nanjing
210023, China

^azhuqiang1130@163.com, ^bmylovezxq2@163.com

Abstract

With the continuous promotion and deepening of China's rural revitalization strategy, the development of agricultural products brand has become an inevitable trend. At present, China's agricultural development mode is changing from traditional agriculture to modern agriculture. This paper introduces the history and strategy of the development of Thai rice brand and analyzes the stages of its brand development. Then put forward the corresponding policy Suggestions for improving the quality and efficiency of food in our country.

Keywords

Rice brand; Thailand; Rural revitalization.

1. Introduction

At the 19th national congress of the CPC, it was proposed that socialism with Chinese characteristics has entered a new era. With the continuous improvement of Chinese residents' demand for food safety and quality, people's consumption concept has gradually changed from "eating well" to "eating healthily". China's food quality and safety issue has attracted unprecedented attention. The development of food brand is an important way to realize the transformation of China's food production from quantity to quality. To some extent, the development of food brand can promote the international competitiveness of China's food industry. Brand building is an important intangible asset for enterprises, and it is no exception for food brands. Only when food brands comprehensively apply factors such as quality, innovation, advertising, culture and image, can they have the opportunity to realize the sound operation of food brands.

In July 2015, general secretary xi jinping pointed out during his inspection of grain enterprises in jilin that "grain should also be branded, so that the benefits are good and the price is good". The no. 1 document of the CPC Central Committee also proposed for many times that we should pay attention to the development of agricultural products brands, steadily push forward the structural reform of agricultural supply side, give better play to the leading role of brand driven, and effectively promote the brand development of the grain industry.

At present, the development of China's food brand is faced with a great impact from the domestic and foreign markets. With a large number of safe and healthy food brands from abroad flooding into the domestic market, China's food brand has experienced unprecedented pressure. In terms of the development of rice brand, the establishment of foreign rice brand is earlier and has made some achievements in the creation, management and certification of brand rice. Among them, especially Thailand rice brand development is better. Thai rice has been the world's top rice exporter for many years due to its strict brand control strategy, surpassing the world's largest rice growers, China and India, and thus winning the honor of world rice warehouse

Table 1 annual export of Thai rice

Year	Export unit: tons	Export amount Unit: \$100 million	Export price (5%) Unit: usd/ton	Export price (25%) Unit: usd/ton
2013	551051	35.68	-	-

2014	914113	46.61	-	-
2015	816314	41.56	366.70	358.60
2016	888463	43.93	396.63	385.70
2017	-	-	398.06	383.93

Therefore, China should develop the grain food brand building, brand as a strategic resource to development, using the experience of the development of Thai rice brand, in order to integrate the national famous quality resources, create characteristic food brand, enhance market competitiveness, expand overseas markets, find a suitable for the development of China's agricultural modernization, the brand road, promote the improvement of farmers' income.

2. Background of rice brand development in Thailand

When it comes to the development strategy of rice brand in Thailand, we should first study the development of organic agriculture and organic validation in Thailand. Organic development in Thailand has received high attention from the government, ngos and agricultural groups.

2.1 Development of organic agriculture in Thailand

The development of organic agriculture in Thailand can be divided into alternative agriculture and organic verification agriculture. Alternative agriculture has its roots in rethinking the impact of the green revolution and industrial agriculture. In the 1970s, alternative agricultural law researchers from foreign countries and Thailand cooperated with each other to develop alternative agricultural development programs in northeast Thailand. At the same time, some non-governmental organizations have also formed cooperative alliances. In this way, the development of alternative agricultural law in Thailand began to develop and expand through the cooperation of various forces.

2.2 Thailand organic certification institutions and systems

Thailand's organic verification agencies are divided into three categories: Thai government verification agencies, domestic private organizations and foreign private organizations. In the case of the Thai government's certification agency, it has developed national standards for organic products in line with international standards. The standard was drafted in 1999 by Thailand Institute of Science and Technology Research (TISTR) and the Department of Export Promotion of the ministry of commerce. The final version was published in October 2000. In 2002, the Department of Agriculture (DOA) of Thailand established the Institute of Organic Crops as a national verification and operation organ and supported the research and development of Organic Crops. However, for now, the Thai government's organic certification seal can only be sold in the domestic market, not exported abroad. It is the only certification organization in Thailand that has been approved by the international and domestic organic certification organizations. The certified products can be sold in the organic market in Thailand or exported to the organic market abroad. As far as foreign private organizations are concerned, most of these validation organizations are from the European Union, such as BCS in Germany and Soil Association in the UK. The products verified by these organizations are mainly responsible for exporting to the organic market in Europe.

Above 3 kinds of organization, have different collect fees means, also have different inspection standard. Relevant farmers need to determine which organization to entrust for organic validation according to their own needs and market positioning (see table 2). For example, DOA is a verification agency of the Thai government. Its verification service is free, but the verified products can only be sold in the domestic organic market. ACT, a private certification agency in Thailand, charges for its certification services and has the most organic certification programs in the country. For foreign private verification institutions, there is another set of fees and verification standards. The selection of an organic label involves the evaluation of the producer's production status and product market.

Table 2 Percentage of cultivated area of different organic validation (2009/2010).

Organic verification mechanism	Organic verified percentage of cultivated area
DOA (government agency of Thailand)	52%
ACT (private sector in Thailand)	21%
Foreign private institutions	27%

3. Policy Suggestions

3.1 Efforts to explore regional characteristics

China has a vast territory and abundant resources, and different regions have formed various food varieties with characteristics. Comparative advantage can be formed through regional characteristics, and products with regional characteristics can be transformed into market competitive advantage. In general, the development of regional food brands helps to protect and promote brand characteristics. So as to improve the regional quality of the whole industry and form the regional brand effect of China. The use of regional brand characteristics is also helpful to promote the development of featured rice and form a rural style with local characteristics.

3.2 Enrich brand cultural connotation

At present, consumers' purchasing behavior is more of a kind of cultural value identification, so digging the cultural connotation of the brand is also a very important link. For food brands, the cultural connotation of food brands should be enriched to create more resonance with consumers to a certain extent so as to obtain higher brand loyalty. Through historical and cultural resources, local folk customs, to promote the food brand's profound cultural heritage.

3.3 Focus on grain brand production

Strengthen customer's trust in products: improve consumer's trust in the safety and hygiene management mechanism of food products, comprehensively promote rice certification, pesticide residue detection and other safety standards and certification. Obtain registered trademark: actively strive for the geographical indication of agricultural products certification seal, clear regional food brand. Highlight the characteristics of food product packaging design: transparent packaging, so that consumers can clearly see the texture of the content.

4. Conclusion

To sum up, food product brands have a significant impact on consumers' perception of only hard-to-measure product quality, such as lifestyle products with design, while consumers' perception of simply measured product quality has a small impact, such as consumer goods or food. Therefore, the government's brand building policy should only focus on the brand building of products whose quality is difficult to measure. In addition, brand image should be actively established rather than a single region-wide brand for all products.

References

- [1]Wu rui. Research on agricultural product brand marketing path [J]. China agricultural resources and regionalization,2016,37(05):180-184.
- [2] li jing. Research on the development model and operational mechanism of agricultural products brand in Inner Mongolia [J]. China agricultural resources and regionalization,2016,37(01):202-206+212.
- [3] li jianjun. Research on agricultural product brand construction model based on agricultural industrial chain [J]. Journal of Shanghai university of international business and economics, 2015,22(05):14-23.
- [4] li meiyu, wang chengmin. Ways to cultivate agricultural product brands in hebei province [J]. China agricultural resources and regionalization,2014,35(06):150-158.
- [5] liu xuefei, hu shengde. Basic experience and enlightenment of brand building of foreign agricultural products [J]. World agriculture,2014(06):237+1-5.

- [6] ding yao. Study on countermeasures for transformation and development of grain circulation industry in heilongjiang province [D]. Harbin Institute of Technology,2014.
- [7] wang jun, li xin. A study on the government behavior of regional specific agricultural product brand integration -- a case study of ginseng brand in changbai mountain [J]. Agricultural economic issues,2014,35(05):21-26.
- [8] zhang xiaojuan. Research on the influence of brand communication mode of agricultural products on consumers' purchase intention -- from the perspective of ecological positioning of agricultural products brands [J]. Journal of China university of geosciences (social science edition), 2013,13(05):56-63+139.
- Sun wei. Research on establishing the brand image of food crops in jilin province [D]. Changchun university of technology,2013.
- [10] zhang kecheng, wang xiaoying. Analysis of brand building of agricultural products in China [J]. Agricultural economic issues,2009(02):22-24.