

Developmental Strategies on the Agricultural Production of Geographical Indication in Xinxiang District in the Context of Supply-Side Structural Reform

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Abstract

Agricultural productions of geographical indications (GIs), which are as a gorgeous name card, represent the regional characteristic products and promote local economic development. In the present study, we aimed to provide countermeasures and suggestions on optimizing supply level and operating efficiency in the context of supply-side structural reform, based on the status of agricultural products of GIs in Xinxiang district. We analysed the type, distribution and status by the methods of data collection, case interview, field investigation, etc. The current problems of agricultural products in the context of supply-side structural reform were summed up as follows: low declaration of GIs, unbalance of regional development, weak awareness of brand protection, conflicting usage of GIs, incomplete industrial chain, lack of large-scale enterprise, and so on. In view of these existing problems, the corresponding countermeasures and developmental strategies are put forward to improve the agricultural products of GIs. These are: increasing the declaration of GIs, deep mining of regional characteristics of agricultural products, standardizing the agricultural production management system of GIs, actively setting up the center of brand cultivation and promotion, instilling the concept of green development, implementing the idea of high efficiency management, and so forth. The development and growth of agricultural products of GIs in Xinxiang district would benefit from these suggestions, which have strong practical significance and guidance.

Keywords

Xinxiang City, Supply-Side, Structural Reform, Geographical Indication, Agricultural Production, Strategies

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供给侧结构性改革背景下新乡市地理标志农产品发展策略

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摘 要

地理标志农产品是地域特色农产品的代表, 成为推动区域经济发展的靓丽名片。本文目的是调查新乡市地理标志农产品生产现状, 为“供给侧结构性改革”背景下优化供给水平与经营效率的提供对策与建议。我们采用资料收集、个案采访、实地调查等方式分析了新乡市地理标志农产品的种类、分布、生产状况, 从“供给侧结构性改革”角度归纳了新乡市地理标志农产品当前存在的问题, 如申报力度低、区域发展不平衡、品牌保护意识不强、地理标志名称使用不统一、产业链条不完整、大型企业规模小且少等。并针对存在的问题, 提出了提升新乡市地理标志农产品发展策略和建议, 如加大申报力度、深度挖掘地域特色农产品、规范地理标志农产品生产管理制度、积极组建品牌培育与推广中心, 贯彻绿色发展理念, 实施节本增效管理等。这些建议对新乡市地理标志农产品的发展壮大具有一定的现实意义与指导作用。

关键词

新乡市, 供给侧, 结构性改革, 地理标志, 农产品, 对策

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1. 引言

地理标志农产品是指标示农产品来源于特定地域, 其独特的产品品质、声誉、相关特征或特殊属性主要取决于自然生态环境和历史人文因素, 并通过国家部门审核批准的以地域名称冠名的特有农产品标志[1] [2] [3]。国内外学者针对地理标志农产品, 做了丰富的理论探索、实证分析与规范研究。如一些学者认为地理标志农产品应具备浓郁的地域特色, 并能够提供其来源地域、产品工艺、生产工序、品质特征等相关的综合信息, 从而契合消费者的需求、赢得消费者信赖[4] [5] [6] [7] [8]; 另一些学者认为地理标志农产品由于其原产地优势或垄断性竞争而获得品牌溢价[9] [10] [11] [12]。一些学者认为增强政府公共服务能力、加大企业投资融资力度和优化品牌经营模式是提升地理标志农产品社会影响力的重要途径[13] [14] [15] [16]; 另一些学者认为培育龙头企业、建立产品追溯体系、完善市场营销体系、加强品牌培育与维护是促进地理标志农产品产业链发展的主要方式与手段[17]-[24]。可见, 有效挖掘与开发地理标志农产品, 是推进产品质量化标准化生产、提升品牌知名度和产品市场经营水平、促进区域经济健康持续

发展的可行之路[4] [10] [20]。

然而,国内外地理标志农产品存在着部分农产品产能过剩、农户经营规模小、资源要素流动不顺畅、供需结构错位、农用资源消耗过度、基础设施薄弱、产业链条较短、生态破坏和污染加重、科技支撑能力不强、补贴政策不完善等问题,暴露出供求的结构性矛盾与政策缺陷[2] [3] [4] [5] [18] [19] [20] [25] [26] [27] [28]。当前,地理标志农产品领域面临的情况与制造业、服务业非常相似,是供给侧结构性矛盾的集中显现。因此,稳步推进地理标志农产品供给侧改革必须在化解供给侧结构性矛盾上着力,其核心是围绕市场需求生产,转变发展方式,优化资源配置,扩大有效供给,增加农业产出效益,提高供给侧结构的适应性和灵活性。形成契合消费需求的优质高效可持续的地理标志农产品供给体系[4] [5] [7]-[13]。

可见,地理标志农产品的发展对推进农业供给侧结构性改革具有重要作用,是促进农业提质增效和农业现代化的重要举措,同时也是今后我国农业农村工作和乡村振兴战略的一项重要内容。本文通过调查研究新乡市地理标志农产品的分布与产业发展现状,分析地理标志农产品发展过程中存在的主要问题,并从“供给侧结构性改革”的视角提出了能有效促进新乡市地理标志农产品发展的建议与对策。

2. 研究内容

2.1. 研究对象

本文以新乡市已申请地理标志农产品和尚未申请地理标志的地域特色农产品为研究对象。

2.2. 研究方法

采用资料收集、个案采访、实地调查等多种方式调研供给侧结构性改革背景下新乡市地理标志农产品的种类、分布、生产状况,同时收集和调查尚未申请地理标志的地域特色农产品种类、分布、生产状况。

2.3. 研究目的

通过调研,为供给侧结构性改革背景下新乡市地理标志农产品可持续发展提供思路、策略和建议,同时为尚未申请地理标志的特色农产品健康发展提供借鉴意义。

3. 新乡市地理标志农产品基本概况

新乡市地理标志农产品资源比较丰富,截止2018年2月1日,在国家工商行政管理总局、国家质量监督检验检疫总局和农业部3个部门注册和登记的数量达到15件,主要有粮油、中药材、蔬菜、食品、饮料等种类。就区域分布而言,延津县5件,封丘县3件,获嘉县2件,辉县市2件,原阳县、卫辉市和凤泉区各1件,区域分布过于集中,处于极不均衡的状况,见表1。

4. 新乡市地理标志农产品产业中存在的主要问题

4.1. 地理标志农产品数量少, 申请力度较低

截止2018年2月,新乡市获得的3部门地理标志农产品中,农业部登记的共6件,占到40.0%;国家质量监督检验检疫总局认证为5件,占到33.3%;国家工商行政管理总局批准的有4件,占到26.7%;总体来说,新乡市通过3部门登记的地理标志农产品基本相等。然而,还有很多地域特色农产品没有申请认证,比如新乡县龙泉黄金梨、新乡县蒸菜、新乡县糊涂面条;卫滨区张门大葱;辉县香稻、辉县新香糯、辉县金小米、辉县开口杏核;卫辉空心面;获嘉饴饴条、获嘉故道家纺手工老粗布;封丘石榴、

Table 1. Xinxiang has applied for a summary of agricultural products**表 1.** 新乡市已申请地理标志农产品汇总表

名称	年份	类别	申请单位	批准单位
原阳大米	2003 年	粮食油料类	原阳县人民政府	国家质量监督检验检疫总局
延津胡萝卜	2009 年	蔬菜瓜果类	延津县贡参果蔬专业合作社	农业部
卫辉卫红花	2010 年	中草药材类	卫辉市鑫福林卫红花种植专业合作社	农业部
太山乡大白菜	2010 年	蔬菜瓜果类	获嘉县蔬丰蔬菜专业合作社	农业部
辉县山楂	2010 年	中草药材类	辉县市创新生态林果专业合作社	农业部
封丘金银花	2010 年	中草药材类	封丘县人民政府	国家质量监督检验检疫总局
封丘芹菜	2010 年	蔬菜瓜果类	封丘县贡芹种植专业合作社	农业部、国家工商行政管理总局
凤泉薄荷	2011 年	中草药材类	凤泉区翟记薄荷茶农民专业合作社	农业部
获嘉黑豆	2011 年	粮食油料类	获嘉县嘉禾农业合作社	农业部
延津黑豆	2012 年	粮食油料类	延津县贡参果蔬专业合作社	农业部
新乡小麦	2014 年	粮食油料类	新乡市种子管理站	农业部
辉县柿子醋	2014 年	加工食品类	辉县市人民政府	国家质量监督检验检疫总局
封丘树莓	2015 年	新鲜水果类	封丘县人民政府	国家质量监督检验检疫总局
延津小麦	2016 年	粮食油料类	延津县金粒小麦协会	国家工商行政管理总局
延津菠菜	2016 年	蔬菜瓜果类	延津县果蔬专业技术协会	国家工商行政管理总局

封丘卷尖、封丘县李金梅毛笔；延津“故道情”老粗布、延津县龙芽榉木、延津火烧、延津烩面、延津三菌汤；长垣霜打馍、长垣豆腐脑；原阳师寨黑米醋、原阳凉粉、原阳毛遂酒、原阳高村粉皮、原阳大果水晶梨、原阳大杏、原阳烩面、原阳黍米养生白酒等。可见，申请的新乡市地理标志农产品数量少，申请力度远远不够，有待地方政策的大力扶持。

4.2. 地理标志农产品种类少，亟需申报的多

从授权的新乡市地理标志农产品种类来看，粮食油料类、蔬菜瓜果类和中草药材类丰富，分别为 5 件、4 件和 4 件；其它类较少，如新鲜水果类和加工食品类仅各 1 件。新乡市是全国优质粮食生产、加工基地，然而与之相关的大批特色地域农产品如新乡牛忠喜烧饼、新乡县糊涂面条、辉县香稻、辉县新香糯、辉县金小米、卫辉空心面、获嘉饴饴条、封丘卷尖、延津火烧、延津烩面、长垣霜打馍、长垣豆腐脑、原阳凉粉、原阳高村粉皮、原阳烩面等尚未进行地理标志农产品申请工作；另外，新乡市也是有名的牛羊养殖基地，但目前尚未有 1 件畜禽蛋肉类地理标志农产品进行申请登记，然而与之相关的大批特色地域农产品如新乡罗锅肉、新乡罗锅酱肉、新乡香酥鸡、新乡烧鸡、新乡黄河鲤鱼、卫滨区桂花鸭、牧野区司马怀府鸡、辉县太行裘皮羊、卫辉杜记牛肉、长垣木桶水滑肉、长垣干锅肥肠、长垣余家猪杂、原阳下街杨记烧鸡、原阳扒羊肉、原阳曹记五香牛肉等亟需推进地理标志申报和注册工作。

4.3. 区域发展不平衡，地域农产品挖掘深度不够

从新乡市已注册的地理标志农产品区域分布来看，延津县 4 件，封丘县 3 件，辉县市和获嘉县均为 2 件，新乡市、卫辉市、原阳县和凤泉区均为 1 件，这表明目前新乡市申请的地理标志农产品区域分布不均衡，某些地方的地理标志申报和注册工作相对滞后，地域特色农产品挖掘深度不够，如新乡县、卫滨区、辉县市、获嘉县、延津县、长垣县和原阳县尚有许多地域特色农产品亟需申报和注册地理标志农产品。

4.4. 品牌保护意识薄弱，规范管理制度缺位

新乡市地理标志农产品的部分生产者 and 加工者缺乏知识产权意识或知识产权保护观念淡薄，这实际上是对地理标志保护性质认识上的偏差，存在着申请成功就以为大功告成的思想，在具体实践中出现了重申请、轻保护的现象；地理标志农产品“辉县山楂”部分农户或专业合作社缺乏长远发展目光，认为地理标志商标可有可无，看不到地理标志所蕴含的高附加值；地理标志农产品被侵权、假冒的现象时有发生，对新乡市地理标志产品的品牌信誉造成了严重的负面影响。

由于我国历史上长期存在小农生产模式以及分田到户、包产到户的家庭生产模式，生产上缺乏组织化、规模化和标准化意识，生产和管理随意性短期难以克服；在生产过程中还存在生产技术规范落实到位和生产管理不科学的情况，致使同一个地理标志的不同生产者所生产的农产品在质量上存在一定差距，如地理标志农产品延津胡萝卜、封丘芹菜在根结线虫病的防治技术上存在着使用涕灭威、克百威等高毒、剧毒农药现象；地理标志农产品规范管理制度缺失，没有采用严格的采收分级标准和质量控制标准，保护工作存在弊端。

4.5. 产业链条不完整，带动辐射能力较差

从事新乡市地理标志农产品的生产者规模均较小，由于众多的小型加工企业竞争，没有合并形成大型企业和龙头企业，尚不具备促进区域优势、资源优势转化为经济优势的能力；缺乏大型和龙头企业，仅有“新乡小麦”、“原阳大米”、“封丘树莓”、“辉县山楂”等少数几个地理标志产品有大型企业，由于大型和龙头企业数目较少，地域经济的带动能力较差；地理标志农产品市场占有率较低，不能有效发挥地理标志农产品市场主导作用和区域经济辐射带动作用。“卫红花”、“封丘芹菜”、“延津胡萝卜”、“凤泉薄荷”等众多地理标志农产品都是小规模初级产品加工企业，市场营销影响力小。另外，与地理标志农产品相关的延伸产品如“芹菜汁”饮料、“胡萝卜醋”、“薄荷茶”等产品尚未得到消费者的认可、尚未形成区域性品牌。

5. 提升新乡市地理标志产品发展对策与建议

5.1. 加大地理标志产品申报力度，提升地理标志保护产品申报规模

新乡市地处河南省北部，属暖温带大陆性气候，区域特色产品资源丰富：历史文化厚重、粮油产品富含价值、蔬菜质优价廉、水果飘香四溢、珍稀中药材资源独特、畜禽养殖优质，具备申报地理标志的优越条件^{[29]-[36]}。在供给侧结构性改革、乡村振兴战略等政策的推动下，成立地理标志农产品管理部门，进行地理标志产品的申报、注册、登记与保护工作，推进地理标志农产品的申报进程。地理标志农产品命名规范可参考农业部农产品质量安全中心2009年出台的《农产品地理标志产品名称审查规范》，该规范强调要尊重历史和现实，保证原产地、生产方式和产品品质的一致性；名称由两部分组成：地理区域名称+产品名称。同时，还应注重提升新乡市地理标志保护农产品的申请数量，推进产品管理体系和质量监督体系在地理标志农产品中开展与实施，有力保障地理标志农产品质量营销的有序开展，进而提升新乡市地理标志农产品的质量档次与品牌溢价。

5.2. 深度挖掘地域特色产品，丰富地理标志农产品种类

新乡市地域特色农产品资源丰富，具备申报地理标志农产品标准的特色产品种类多、规模大、质量优，由于地域特色农产品挖掘力度不够以及地方部门的申请地理标志农产品的意识淡薄，形成了区域发展不平衡的局面。因此，建议各级政府和部门在国家政策的支持下，成为区域地理标志农产品的宏观管理者，出台并实施地理标志农产品开发的地方法规与政策措施，深度挖掘本区域极具特色、市场潜力大

的地理标志农产品,并为地理标志农产品供应链成员中的龙头企业、行业协会、农户提供全方位的支持[5][14][25][34][36][37][38][39]。同时,与地理标志农产品“新乡小麦”、“原阳大米”等相关的烧饼、糊涂面条、空心面、饴烙条、卷尖、火烧、烩面、馍、凉粉、粉皮等产品尚未进行地理标志农产品申请工作,应不断挖掘这些地域特色产品的品牌价值,积极获得地理标志农产品认证,丰富新乡市地理标志农产品的种类与规模,形成区域地理标志农产品的协同效应。

5.3. 增强地理标志农产品保护意识,强化规范管理制度

地理标志农产品的申报与批准是地理标志产品发展的基础,地理标志农产品的保护和开发是发展地理标志农产品经济的核心[4][5][7][8][10][11][16][17][20][21]。地理标志农产品发展过程中最关键的工作是保证其独有品质而获得市场认可,经营主体应提升地理标志农产品商标与品牌保护意识,严厉打击商标侵权、假冒仿冒等不法行为[4][17][22][24][40]。同时,为推进地理标志农产品开发与品牌创建的有序进行,地方部门要推行市场准入制度,建立统一的地理标志农产品名称,建立规范的地理标志农产品生产、加工、包装标准,规定各经营主体按照技术规范和相关标准出售地理标志农产品[7][8][11][12][13]。另外,各地工商、物价、质检、环保等政府机构应构建联合部门,完善地理标志农产品的生产和产销监督体系,健全投诉渠道,全方位维护消费者的合法权益[10][14][16][20][41]。最后,构建由社会公众、消费者、行业协会组成的评价制度,防范有对地理标志产品品牌伤害的行为,保障地理标志农产品的品牌美誉度与知名度[7][16][42][43]。

5.4. 大力培育龙头企业,积极组建品牌培育与推广中心

龙头企业是连接生产与市场、种植户和消费者的纽带与桥梁,是带动广大种植户增产增收增效的关键力量,是推动地理标志农产品区域经济形成的重要依托,是促进地理标志农产品产业集群发展的核心引擎[5][10][28][40][44]。因此,有针对性选择地域经济综合实力和竞争力强的企业并实施大企业大集团大产业战略,是地方政府促进地域经济发展的一项重要内容;还要为这些经营主体提供融资、税收等优惠政策,大力引进和培育地理标志农产品经营与管理人才,稳步推动地理标志农产品龙头企业市场化规模化发展。同时,各级政府和部门采取“产学研”相结合的方式,积极培育品牌、组建营销推广中心,不断提升地理标志农产品的品牌效应[14][15][16][20][45],打造一批像“新乡小麦”、“原阳大米”、“辉县山楂”、“封丘树莓”等极具品牌价值和市场知名度的地理标志农产品。由中国品牌建设促进会、经济日报社等单位联合举办的“2016年中国品牌价值评价信息发布会”,“新乡小麦”品牌强度700,品牌价值97.21亿元。

5.5. 贯彻绿色发展理念,实施节本增效管理

从事地理标志农产品的生产者、经营者不仅仅是地理标志农产品的提供者,尤为重要的还是地理标志农产品安静有序的顺产、生活环境建设者,和谐、绿色的生态园区守护者。因此,地理标志农产品应走可持续、绿色发展之路,在生产中普及应用种植新技术[46]、节水灌溉技术[47][48]、化学肥料减量增效技术[49][50]、农药减量增效技术[51][52][53]、节能减排技术[54][55]等。同时,健全和完善土地流转制度机制,促进土地合理流转,降低生产成本;普及机械化种植技术,提升机械化种植水平,降低地理标志农产品生产过程中人工投入和生产投入,实现经济效益最大化[56][57][58][59]。

6. 总结

新乡市已成功申请地理标志农产品的比较多,尚未申请地理标志的有潜在价值的地域特色农产品也很多。本文采用资料收集、个案采访、实地调查等方式调研了新乡市地理标志农产品生产现状,从“供

给侧结构性改革”角度提出了相关发展策略和建议,这些发展策略和建议对新乡市地理标志农产品以及有潜在价值的地域特色农产品的发展壮大具有一定的现实意义与指导作用。

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