Strategy Research on Development of Green Food and Security Control in Heilongjiang Province

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Abstract

The keynote of the 2012 National “Third grade standard” Working Conference moved from development acceleration to quality supervision. This paper has deeply analyzed issues on development of green food in Heilongjiang Province. The corresponding solutions are also proposed. The control strategy, which is focus on existing issues about green food security in Heilongjiang Province, is ranged from the before, in and after the incident. Discussion on long-term mechanism of security control is proposed to ensure the sustained, sound development of green food industry in Heilongjiang Province.

Keywords: Heilongjiang Province; Development of green food; Security Control; Strategy

1. Introduction

The Republic is based on citizens. Food is the first necessity of the citizens. Therefore, the security of food is extremely important. The 21st century is era of green production, secure consumption and secure diet, in which the main agriculture and food is ecological agriculture and green food respectively. Development of green food in Heilongjiang Province is significant for protecting ecological environment, improving sound...
development of green food market, elevating economic profit of green industry, urging citizens in Heilongjiang Province to change consumption awareness.

2. Connotation of green food

Our government proposed the concept of green food in 1989. Green food means that the food is identified by professional institution to meet national health security food standard for permission to use the green food mark. Such food is made of agricultural products to be plant in pollution-free environment and processed standardly for strictly control for content of harmful substance.[1] Up to now, green food covers the seven categories and twenty-nine classification taxonomy of Chinese agriculture product, including grain and oil; fruit; vegetable; poultry, milk and eggs; aquatic and marine products; liquor and drink.

3. Current situation on development of green food in Heilongjiang Province and corresponding solutions

3.1. Lack of application of engineering technology and Improvement about application of high and new technology

So far, Heilongjiang extracts nutrition from fruit, skin and fiber of plant and no palatability animal products (rabbit meat, fry, hoof, intestine and so on). Enzymolysis low-value food resource to exact nutrition. It is the normal method among the food industry around the world. [2] But, our province has not realized engineering in technological concept.

It should begin from the basic nutrition standard of child, grown-up and older. Application of industrial technology is needed for solving issue about hard dissolving polypeptide. In the meantime, the enhancement of inter-provincial and international communication on food technology is necessary. The enhancement of development and utilization on absorption for natural aroma factor, polymerization of reinforcement for natural pigment, microelement in low mineral index and plant sweetener is needed. Technology can accelerate regional trade.

3.2. Absence of convenient nutrition study path and acceleration of development rate of convenient nutrition study green food industry

In 21st century, LongJiang citizens has faster pace of life, increasing working strength, more energy on educating child and more complex need for leisure. Convenient food becomes more and more popular. However, there is not much green convenient green food. The existing convenient foods are not green for lack of original nutrition and taste.

Aiming at the situation above, food industry should value the diet habit of existing citizen to meet need of consumer. It need to combining the food culture in the east and west to make the characteristic green convenient food, such as fast food with hot water, nutrient fermented soybean with addition of fungus and meat. Besides, we can raise the characteristic canned seafood brand basic on the specific seafood in Heilongjiang Province and build up specific industry by strengthening the publicity.

3.3. Shortage of domestic market need and raising up export-oriented green food industry

So far, development of green food is limited by per capita national income level, shortage of domestic market need in comparison to international market’s, shortage of intra-provincial market need in comparison
to the fifty big cities’. At this stage, per capita national income level of Heilongjiang Province ranks behind. According to the development law of green food, it begins from the developed countries to the developing countries.

Based on the situation above, it will be harmful to develop green food in introversion type, sticking to international standard regardless of the market situation outside Heilongjiang Province or the country. Oppositely, it will benefit for raising export-oriented green food industry because of wide market and high market share. Therefore, Heilongjiang Province should raise export-oriented green food industry and broaden the domestic and international markets, raise market share, raising reputation of Longjiang green food by characteristics brand.

3.4. Mussy brands to be integrated

At present, there are too many brands of milk, agaric, rice, persimmon. The various brands for the same product are equal in quality. It makes the single brand less powerful to fix price. Also, the increasing rate of profit is slow by the increasing of output. What’s more, many products survive difficultly.

Integration of brands is history of natural process, calling for much time. The government should propose plan by the practical condition of the products’ market competition. It should make advantageous factor to raise strong enterprise to list. Based on principle of leaded by government and enterprises voluntarily, group can be united to broaden the economies of scale. [3]

4. Connotation of food security

According to the explanation of W.H.O (World Health Organization), food security mean that it should not contain anything may do harm to human body by contracting the acute or chronic disease or hidden danger may hurt consumer and their offspring. [4]

5. Issues on food security control in Heilongjiang Province

The food security control system can be summarize by being led by province, charged by local government, coordinated by department, carried out all around.[5] According to the documents “Decision on Enhancing Food Security Work by the State Council” and “Notification on Ensuring Divide The Work About Food Security Control”, the present issue of food security control in Heilongjiang Province are as follow. Firstly, it lacks full plan before the event, defined organizational labor division, fund of partial cities, efficacious control system. Secondly, it lacks key points in the event, full production and marketing information chain, group of green food industry. Thirdly, it lacks powerful publicity, various education methods, and powerful guide of consumer.

6. Analysis on strategy of green food security control in Heilongjiang Province

6.1. Control before event: Planed, organized, enough fund, sound system, talents

A. Making plan to develop green food industry

Each city in Heilongjiang Province should make plan to develop green food industry and adds it into the agriculture development of “The 12th Five-Year Plan”. We should keep up with the time, detail the work goal and working key points and try to advance the level of green food quality. [6]

B. Founding sound working structure
Each city in Heilongjiang Province should found relevant green food management organization and accelerate the development of green food quality security public management organization at village and township level. The villages lack corresponding organization should found one as soon as possible and send specially-assigned person to get in charge.

C. Strive for fund supporting

Each department in charge should strive for fund supporting positively from the local government, arranges green food development fund into local financial budget. Conditional cities should try to add the industries and farmers which are permitted by green food authentication into the local financial support and reward lists.

D. Set up system on scientific risk assessment and emergency response

It is necessary to enhance the control awareness of prediction of risk assessment and tries to deal with issues before they happen instead of fixing in and after the event. The emergence program to the major food safety accidents should be standard and the corresponding solutions should be proposed. [7]

E. Strengthen the train, import of talents

Based on principle of training inside and importing outside, it should strength the construction of green food security control talent pool, improve the fluent in the province and try to train the new-coming talents to meet the work need.

6.2. Supervise during the event: hold the task of the base, the detection, the producing and marketing as well as the construction of industrial cluster

A. Control the supervise of the base

Enhance the control of the planting base of sea-buckthorn which has its own feature in Changle Mountain in Sunwu, we should do as the following three requirements. Firstly, taking record everyday and manufacture according to the standard structure and establish the files of the planting and production. Secondly, we should detect the production equipment of timely. Thirdly, there should be the package label which has gained the authentication of pollution-free.

B. Control the link of inspection and detection

We should enhance the awareness of responsible person who is in charge of the production and management for the dairy products. Urging the enterprise to do the self-inspection and the entrustment-inspection strictly, increase the spot check of the key product, making rectification within a time limit after discovering the problems and firmly preventing any defective products outflows.

C. Control the connection of the productions and sales

On the basis of the successful control of the base and the detection, all the cities and the sub-urban of Heilongjiang Province should enhance the links of productions and sales inter-provincial and international, grasp the trade leads of the markets in and out of the country, make the line-audit and improvement focus on the qualify feedback of the demander as well as build the information communication regime between the regulator, the producer and the consumer effectively.

D. Control the promotion of industrial cluster

There are two aspects in the promotion of industrial cluster of the green-food in Heilongjiang Province. The one is the production promotion, the other is the ability in technological innovation promotion. [8] In the dynamic spiral lifting progressing of these two things which they benefit and promote each other, the promotion of the technological innovation, which is at the core leading enterprise individual micro level, can change into the cluster macro level via the industrial network and the social relationship network. While, the income of the production promotion can gather to the core enterprise which is in the dominant control status in the cluster, then they can accumulate the profits of the monopoly and innovation.
6.3. Supervise after the event: enhance the propaganda, the education and the consumption guide.

A. Enhance the propaganda of the media, increase the transparency of the supervision

All the cities and sub-urban in Heilongjiang Province should make a statement on the safety supervision of the green-food. We should do the media propaganda of the regulations, measures, results and the activities which are formed in the supervision. We should also make the public disclosure and announcement of exit to the enterprises which is unhonest or has unqualified products. Meanwhile preventing several medias’ negative speculation and enhancing the dynamic analysis of the public opinion. [9]

B. Enhance the education of the defective products and enterprises

Based on the principle of learning from the past mistakes to avoid future ones, we should educate the defective products and enterprises on the basis of accountability. During the meanwhile of fining, revoking licenses and calling to account, we should propose rectify advises and strive for forming the internal absorption in the method of brand integration and business combination.

C. Conduct the consumer when necessary

Due to the fact that the Food Safety is the market distorting which is result from the information asymmetry, the basic solution is to increase the information supplement. [10] We should establish the consumer preference principle at first to protect the consumer’s qualify grading and safety certificate who is in the information-weak position as well as complete the basic education of the consumer’s food safety. We should also pay attention to the demand of safety food and provide a series of services to relieve the food-safety market failure.

7. Conclusion

Green food in Heilongjiang Province should be on the way to apply industrial technology, convenient nutrition, enhance development of export-oriented green food industry to set up the cohesion of brands. In the final analysis, it should ensure the efficacious control of Heilongjiang Province Green Food Security. This security control includes five methods before the event, four methods in the event and three methods after the event.

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