

摘 要

农业品牌化是农业市场化和现代化的必然趋势，也是改变农业发展模式的关键体现。自 2015 年以来，中央政府多次强调要加强农产品品牌建设，各地方政府积极响应国家政策，促进农产品区域公用品牌的发展。农产品区域公用品牌也是推进乡村振兴的重要载体，农产品区域公共品牌的发展促进“产业兴旺”，产业兴旺助力乡村振兴。本文以政府与市场互动关系为视角，从区域公共品牌这一“准公共品”着手，以此研究“丽水山耕”农产品区域公共品牌培育策略，对于推进农产品区域公共品牌的发展，实现兴农、助农的国家战略，有着现实意义。

本文研究思路：参考国内外农产品区域公共品牌相关研究成果，弥补现有商业视角研究成果研究视野的不足，上升至政府与市场互动关系视角下品牌兴农、乡村振兴战略来研究，首先对农产品区域公共品牌进行概念界定，从“公地悲剧”理论和政府与市场互动关系理论两个方面进行论述，为本研究奠定理论基础。其次，文章选取丽水市农产品区域公共品牌“丽水山耕”为研究对象，采取文献研究、访谈、座谈方法，分别从“丽水山耕”现状调查、存在问题及成因、对策建议三个维度展开研究分析。

调研发现，丽水市政府积极主导“丽水山耕”品牌培育，从规划引领、企业运营、标准认证、溯源监管、整合营销体系、完善考核等六个方面，推动“丽水山耕”品牌建设，取得品牌影响力不断扩大的卓越成效。另一方面，调研发现，“丽水山耕”品牌培育工作中存在主体模式冲突、母子品牌融合难、“丽水山耕”品牌辨识度低、龙头企业参与度不够、品牌宣传不够的问题，相应的成因是政府与市场角色错位、“公地悲剧”凸显母子品牌融合难、全品类“丽水山耕”模糊品牌内涵、全品类“丽水山耕”稀释龙头企业子品牌价值、全品类“丽水山耕”导致品牌宣传缺乏指向性。

基于此，今后可采取五方面措施予以优化，实现“丽水山耕”品牌兴农，推动乡村振兴。第一，“构建四元主体合作模式、构建品牌建设的 4M 模式”的品牌载体强化策略消弭主体模式冲突；第二，“明确母子品牌互动模式、对母子品牌实行精准定位”的品牌特色强化策略以促进母子品牌融合；第三，“从需求端驱动品牌的核心价值、提升‘丽水山耕’品牌文化内涵”的品牌价值提升策略以强化全品类品牌辨识度；第四，“乡村振兴背景下政府‘强引擎’扶持龙头企业、适当使用背书品牌模式”的品牌产业升级策略以提升龙头企业参与度；第五，“拓宽宣传渠道以强化品牌特色、梳理品牌内涵统一品牌认知”的品牌宣传策略以提升消费者的认知度。

关键词：区域公共品牌；乡村振兴；丽水山耕；政府与市场互动；品牌培育

Abstract

Agricultural branding is an inevitable phenomenon of agricultural marketization and modernization, and an important manifestation of transforming Since 2015, the No. 1 central document has consistently suggested augmenting the cultivation of agricultural product brands as a form of development in agriculture. Local governments are actively responding to national regulations to foster regional public brands of agricultural products, which are also a significant means of advancing rural revival. From the perspective of a "quasi public good" of regional public brands, this article examines how Lishui Mountain Farming cultivates these brands for agricultural products. The growth of such brands can foster industrial prosperity and rural revitalization; thus, taking into account the interaction between government and market as an essential factor. This is important in advancing the establishment of regional public brands for agricultural products and achieving the national goal of supporting agriculture.

This article's research methodology involves examining research findings on regional public brands of agricultural products both domestically and internationally. It aims to fill the gaps in existing commercial perspectives and transition the research towards exploring brand revitalization and rural revitalization strategies within the dynamic relationship between the government and the market. The initial focus is on defining the concept of regional public brands for agricultural products. is defined, and the theory of tragedy of the commons and the theory of interaction between the government and the market are discussed, To lay the theoretical foundation for this study. In addition, the article focuses on the regional public brand "Lishui Shangeng" of agricultural products in Lishui City for its research, utilizing literature review, interviews, and discussions to analyze the current status, identify issues and root causes, and propose solutions and recommendations.

Research has found that the Lishui Municipal Government actively leads the cultivation of the "Lishui Shangeng" brand, promoting the construction of the "Lishui Shangeng" brand from six aspects: planning guidance, enterprise operation, standard certification, traceability supervision, integrated marketing system, and improved assessment, achieving excellent results in continuously expanding brand influence. On the other hand, research has found that there are problems in the cultivation of the "Lishui Shangeng" brand, such as conflicts in the main body model, difficulty in integrating mother and child brands, low recognition of the

"Lishui Shangeng" brand, insufficient participation of leading enterprises, and insufficient brand promotion. The corresponding causes are the mismatch between government and market roles, the "tragedy of the commons" highlighting the difficulty in integrating mother and child brands, the blurring of brand connotations in the entire category of "Lishui Shangeng", the dilution of sub brand values in the entire category of "Lishui Shangeng", and the lack of directional brand promotion in the entire category of "Lishui Shangeng".

Based on this, five measures can be taken in the future to optimize the "Lishui shan geng" brand and promote rural revitalization. Firstly, the brand carrier strengthening strategy of "building a four element main body cooperation model and building a 4M model for brand building" eliminates the conflict of main body model; Secondly, the brand characteristic strengthening strategy of "clarifying the interaction mode between mother and child brands and implementing precise positioning of mother and child brands" is adopted to promote the integration of mother and child brands; Thirdly, the brand value enhancement strategy of "driving the core values of the brand from the demand side and enhancing the cultural connotation of the "Lishui Shangeng" brand" is adopted to strengthen the brand recognition of the entire category; Fourthly, the brand industry upgrading strategy of "strong engine support for leading enterprises and appropriate use of endorsement brand models" by the government in the context of rural revitalization is adopted to enhance the participation of leading enterprises; Fifth, the brand promotion strategy of "expanding promotional channels to strengthen brand characteristics, sorting out brand connotations and unifying brand awareness" is used to enhance consumer awareness.

Key Words: Regional Public Brand; Rural revitalization; Lishui Mountain Farming; Government and Market; Brand Cultivation

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