

Analysis on the Path and Effectiveness of Agricultural Development and Brand-Driven Agriculture Construction in Zhaoqing City

Yi Wang^{1,a}, Liegui Chen^{1,b}, Yan Guo^{2,c,*}, Xiaowei Niu^{3,d}

¹Economics and Management College, Zhaoqing University, Zhaoqing, Guangdong, China

²Management College, Zhongkai University of Agriculture and Engineering, Guangzhou, Guangdong, China

³Committee of the Communist Youth League of Zhaoqing University, Zhaoqing University, Zhaoqing, Guangdong, China

^awangyi@zqu.edu.cn, ^b2733846273@qq.com, ^cguoyan@zhku.edu.cn, ^d2018019058@zqu.edu.cn

*Corresponding author

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Abstract: This paper analyzes the current status of agricultural development and the construction of brand-enhanced agriculture in Zhaoqing City under the background of rural revitalization and the "Hundred, Thousand, and Ten Thousand Project." The study indicates that Zhaoqing City has achieved steady growth in grain production, significant results in high-standard farmland and green, high-quality, and efficient demonstration bases, and robust support for the "vegetable basket" project. In terms of brand building, renowned brands such as Deqing tribute oranges and Sihui Shatang oranges have achieved outstanding results, and the competitiveness of agricultural products has been enhanced through the "Guangdong-branded" strategy. However, Zhaoqing's brand awareness, the completeness of the industrial chain, and the standardization of management need to be improved. Through SWOT analysis of strengths, weaknesses, opportunities, and threats, this paper proposes countermeasures and suggestions to provide a reference for the construction of agricultural brands and high-quality development in Zhaoqing City and across the country.

1. Introduction

In the agricultural sector, the construction of agricultural product brands is one of the crucial links, and accelerating the development of agricultural brand building is an essential measure to promote the development of modern agriculture. The construction of agricultural product brands has become a novel and significant research topic under the framework of the rural revitalization strategy (Li Min, 2024) [1]. It is not only an important symbol of modern agriculture, but also a necessary path for agriculture to achieve sustainable development under the guidance of the rural revitalization strategy (Li Zhuo, Li Tong, 2022) [2]. Strengthening agricultural brand building plays

a crucial role in promoting the development of Chinese agriculture, has a significant leading role in achieving high-quality agricultural development, and helps to enhance the overall competitiveness of Chinese agriculture (Wang Renxing et al., 2024) [3]. Brand effect is an important way to gain competitive advantage, and the brand building of agricultural products is a key path for agricultural development and the upgrading of the agricultural industry value chain under the background of the rural revitalization strategy (Hou Qiumei et al., 2024) [4]. Agricultural brands are important indicators of rural agricultural modernization, and under the background of the rural revitalization strategy, agricultural brand building is of great significance (Wang Renxing et al., 2024) [3]. Zhaoqing City, as an essential city in the Pearl River Delta region and a major agricultural city in Guangdong Province, has achieved remarkable achievements in agricultural development in recent years. Therefore, choosing Zhaoqing City as a case for in-depth analysis is not only due to its typicality in agricultural development and brand building, but also because the in-depth analysis of its agricultural development and brand building status can provide useful references and insights for continuously promoting the "hundreds to thousands" project of modern agriculture, comprehensively promoting rural revitalization, and promoting high-quality development of agriculture and rural areas. This study aims to deeply analyze the current status of agricultural development in Zhaoqing City, elaborate on its brand building strategies and practices, and explore the key factors that promote the progress of farmers, agriculture, and rural work, aiming to provide useful references and insights for broader agricultural work progress.

2. The Current Development and Industry Analysis of Agriculture in Zhaoqing

2.1. The Current Development of Agriculture in Zhaoqing

2.1.1. Grain Production

In terms of the scale and yield of grain production, the planting area of grain in Zhaoqing has remained stable in recent years, with a total area of 2.9996 million mu in 2023, ranking among the top in the province. Grain yield has also steadily increased, reaching 1.2253 million tons in 2023, with a bean planting area of 36,200 mu and an oilseed planting area of 433,400 mu (Zhaoqing Municipal Bureau of Statistics, 2024) [5]. This achievement not only successfully fulfilled the grain production task assigned by the province, but also contributed significantly to stabilizing grain production in the province.

In terms of high-standard farmland construction and the rehabilitation and replanting of abandoned farmland, Zhaoqing has continuously promoted the construction of high-standard farmland, completing 85,000 mu throughout the year, including 25,000 mu of new construction and 60,000 mu of transformation and upgrading, accumulating a total of 1.55 million mu of high-standard farmland (Zhaoqing Municipal Agriculture and Rural Bureau, 2024) [6]. Since 2021, it has continuously promoted the rehabilitation and replanting of 64,700 mu of farmland, effectively addressing the issue of "who will plant" on abandoned farmland.

In terms of the construction of green, high-quality, and efficient demonstration production bases, Zhaoqing has actively promoted the establishment of such bases, building 26 rice and corn green, high-quality, and efficient demonstration production bases with a "core area of over 1,000 mu, radiating and driving over 10,000 mu." These bases have played a crucial role in improving the quality of grain production and advancing agricultural modernization.

Overall, the grain production situation in Zhaoqing is good. Through measures such as promoting the construction of high-standard farmland, the rehabilitation and replanting of abandoned farmland, and the construction of green, high-quality, and efficient demonstration production bases, the grain production capacity and efficiency have been significantly improved,

fully demonstrating the role of agriculture as a "ballast stone."

2.1.2. Vegetable Production

As an important agricultural production area in Guangdong Province, Zhaoqing has attracted much attention in ensuring its "vegetable basket" supply. The vegetable planting area is extensive, the animal husbandry production is stable and growing, the supply of aquatic products is stable, and the supply level of various important agricultural products ranks among the best in the province. The position of the "big farm" in the bay area has been continuously consolidated (see Table 1).

Table 1: The production status of Zhaoqing's "vegetable basket" in 2023

	Year-on-year growth rate (%)
Total vegetable cultivation area throughout the year: 1.5126 million mu	5.0
Vegetable output: 3.3399 million tons	3.8
Number of pigs leaving farms: 3.2849 million heads	5.4
Number of poultry: 123 million birds	2.5%
Total meat production: 450,000 tons	3.0
Output value of animal husbandry: 16.48 billion yuan	4.2
Total aquatic product output: 529,300 tons	1.3
Total economic output value of the fishery industry: 9.865 billion yuan	2.9
Data source: Zhaoqing Municipal Bureau of Agriculture and Rural Affairs	

By strengthening the construction of the "vegetable basket" project, Zhaoqing City has improved the production capacity and quality of agricultural products, ensuring the stability and safety of food supply. Meanwhile, strengthening the "vegetable basket" security also helps to cope with challenges such as emergencies and natural disasters, ensuring that food supply is not affected in emergency situations (Fan Yu, 2018) [7].

Construction of Modern Agricultural Industry System First, policy guidance. The significance of agricultural policy guidance for the construction of modern agricultural industry system lies in its ability to not only promote the transformation of traditional agriculture into a modern industrial system that is efficient, green, and intelligent, optimize resource allocation, and enhance resource utilization efficiency, but also strengthen agricultural technological innovation and enhance the comprehensive competitiveness of the agricultural industry (Cui Hongzhi, Liu Jia, 2023) [8]. Zhaoqing City has taken the initiative to formulate the "1+5" Work Plan for the Implementation of the "Seven Major Projects" for High-quality Development of Modern Agriculture in Zhaoqing City over Three Years (2023-2025), planning to invest 210 million yuan to focus on 32 tasks in seven major projects. This policy system comprehensively covers all aspects of agricultural production, from food security to technological innovation, as well as brand building and green development, demonstrating Zhaoqing City's firm commitment to agricultural modernization and high-quality development.

Second, the growth of agricultural business entities. Zhaoqing City attaches great importance to strengthening the cultivation of agricultural business entities (see Table 2). They can not only promote agricultural production towards specialization and scale, optimize resource allocation, enhance agricultural production efficiency and product quality, but also effectively promote the adjustment of rural industrial structure, promote the integrated development of primary, secondary, and tertiary industries, and increase farmers' income. In addition, the capabilities of agricultural business entities in areas such as technological innovation and brand building will also promote the

overall competitiveness of agriculture.

Table 2: Cultivation status of agricultural operating entities in Zhaoqing City in 2023

	Number (entities)
I. Newly Recognized Municipal-level Agricultural Leading Enterprises	52
Among them: Recommended for National-level Agricultural Leading Enterprises	2
Recommended for Provincial-level Agricultural Leading Enterprises	46
II. Total Number of Cultivated Agricultural Leading Enterprises above the Municipal Level	193
Among them: National-level	1
Provincial-level	62
Municipal-level	130
III. Total Number of Cultivated Farmer Cooperatives	3800
Among them: National Demonstration Farmer Cooperatives	15
Provincial Demonstration Farmer Cooperatives	65
IV. Family Farms	10174
Among them: Provincial Demonstration Family Farms	58
V. New Farmers as Operating Entities	470
Data Source: Zhaoqing City Agriculture and Rural Bureau	

Table 3: Investment attraction

Project	Investment Amount (in RMB billion)
High-end beverage and food production project of Guangdong Dali Food Co., Ltd.	1.8
A batch of agriculture-related projects including Fengkai County Yuehongkang Central Kitchen Project	1.0
300MW fishery-photovoltaic complementary project in Xiamao Town, Sihui City	16.5
Guangdong (Zhaoqing) Special Agricultural Products Base for Shenzhen and Hong Kong and Cold Chain Distribution Center Project	4.5
A batch of agriculture-related projects including the Intelligent Pig Breeding Farm Construction Project of Zhaoqing Xingtai Animal Husbandry Co., Ltd.	4.3
Data source: Zhaoqing Municipal Agriculture and Rural Bureau	

Third, investment promotion drives development. Firstly, by attracting external investment, agriculture can obtain more sufficient financial support, effectively promoting the construction of agricultural infrastructure and the upgrading of production equipment, thus improving the efficiency and quality of agricultural production. Secondly, the cutting-edge technologies and management experience introduced through investment promotion are conducive to modernizing and scientizing agricultural production, enhancing the value-added services of agricultural products and their competitiveness in the market. Finally, investment promotion can also help optimize and adjust the agricultural industrial structure, promote the deep integration of the primary, secondary, and tertiary industries in rural areas, increase farmers' income, and achieve the goal of sustainable agricultural development. Zhaoqing City has vigorously strengthened agricultural investment promotion by focusing on the weak links in the processing of major agricultural products and "local specialties" in

the city. A total of 133 agricultural-related projects were signed, started, and put into operation throughout the year, with a total investment of 24.668 billion yuan and a cumulative available capital of 8.923 billion yuan. Among them, 90 newly introduced and signed projects had an investment of 14.325 billion yuan. Moreover, some significant projects have become new "growth poles" driving agricultural development (see Table 3).

Fourth, promoting brand building through awards. In the past year, Zhaoqing City has won 12 "national-level" honors in agricultural and rural work (see Table 4). These honors have greatly increased the brand value and market competitiveness of agricultural products, making it easier for agricultural products to enter the national and even international markets. The acquisition of honors has promoted the innovation of agricultural technology and the optimization and upgrading of management models, accelerating the process of agricultural modernization and improving the efficiency of agricultural production and the quality of products (Zhang Min, 2021) [9]. These honors have also driven the growth of farmers' income, inspired farmers' initiative to engage in agricultural production, and provided a solid guarantee for the sustainable development of agriculture. These positive impacts not only demonstrate the remarkable achievements of Zhaoqing City in agricultural and rural development, but also lay a solid foundation for future agricultural progress.

Table 4: National-level Honors

1. Zhaoqing City was awarded the title of National "Safe Agricultural Machinery" Demonstration City, becoming the first in the province to receive this honor.
2. Gaoyao District of Zhaoqing City was awarded the regional special brand title of "Hometown of Chinese Macrobrachium Rosenbergii Pre-made Meals Industry".
3. The Modern Agricultural Industrial Park in Gaoyao District was selected for the 2023 National Modern Agricultural Industrial Park Creation List, achieving a "zero" breakthrough.
4. Shapu Town in Dinghu District was selected for the National 2023 Agricultural Industry Strong Town Creation List.
5. The Rural Industry Integration Development Demonstration Park in Gaoyao District was included in the fourth batch of National Rural Industry Integration Development Demonstration Park Creation List.
6. Gaoyao District successfully made the list of the second batch of National Rural Revitalization Demonstration Counties.
7. Gaoyao District was successfully included in the fourth batch of National Agricultural Green Development Pilot Areas.
8. Gaoyao District was successfully selected as a national aquatic healthy and ecological aquaculture demonstration area.
9. Gulou Village in Tanbu Town, Guangning County, Zhaoqing City, was selected for the 12th batch of National "One Village, One Product" Demonstration Villages and Towns announced by the Ministry of Agriculture and Rural Affairs.
10. Our city's "Yuanxiang Lingnan Countryside Scenery Tour in Sihui City" was selected as a featured scenic spot route for the 2023 China Beautiful Rural Leisure Tourism (Autumn).
11. Five new nationally renowned and superior agricultural products were added, including Dinghu bullfrog, Muge passion fruit, Deqing Australian macadamia nut, Deqing dragon fruit, and Deqing Simiao rice.
12. Huaiji County, Zhaoqing City, was awarded the honorary title of "Hometown of Lingnan Vegetables" by the China Vegetable Circulation Association.
Source: Zhaoqing City Agriculture and Rural Bureau

2.2. Industry Development Analysis

Based on a comprehensive analysis of the current agricultural development status in Zhaoqing, this study delves into the influencing factors of agricultural development and agricultural brand building in Zhaoqing.

Political Factors Policy Support: Government Role: The Zhaoqing government attaches great importance to agricultural work and has issued a series of policies to strengthen agriculture and benefit farmers, such as the "Three-Year Action Plan for Implementing the 'Seven Major Projects' for High-Quality Development of Modern Agriculture in Zhaoqing." These policies clearly establish the goals and pathways for agricultural development, providing policy guarantees for agricultural modernization and brand building. Honors and Incentives: Zhaoqing has won numerous national-level honors in agricultural and rural work. These honors not only enhance the brand value and market competitiveness of agricultural products, but also further inspire farmers' enthusiasm for agricultural production, laying a solid foundation for sustainable agricultural development.

Economic Factors Agricultural Investment: Zhaoqing has increased its investment in agriculture, planning to invest 210 million yuan to implement the "Seven Major Projects" for high-quality development of modern agriculture. Investment Attraction: Zhaoqing attracts external investment through investment attraction. Numerous agricultural-related projects have been signed, started, and put into operation throughout the year, with a total investment of up to 24.668 billion yuan, injecting new momentum into agricultural development. Market Demand: With the upgrading of consumption and the intensification of market competition, consumer demand for high-quality agricultural products continues to rise. Through brand building, Zhaoqing enhances the market competitiveness of agricultural products, meets market demand, and promotes the development of the agricultural economy.

Sociocultural Factors Consumption Concept: With the improvement of people's living standards and the change in consumption concepts, consumers have become increasingly stringent in their requirements for food safety, quality, and brands. Zhaoqing strengthens agricultural product brand building to improve product quality and credibility, meeting consumer needs. Cultural Inheritance: Agricultural brands in Zhaoqing, such as Deqing Gonggan and Sihui Shatang orange, have profound historical and cultural backgrounds. Through brand building, local culture can be further inherited and promoted, enhancing the cultural connotation and attractiveness of the brand.

Technological Factors Technological Innovation: Zhaoqing promotes agricultural technological innovation projects, strengthens research and promotion of agricultural technology, and improves agricultural production efficiency and product quality. Green and Efficient: Zhaoqing promotes the construction of green, high-quality, and efficient demonstration production bases, improving the quality and efficiency of agricultural production through scientific planting, green prevention and control, and other technological means. The green and efficient agricultural production model helps enhance the recognition and reputation of agricultural product brands in the market. In summary, through PEST analysis, it is clear that Zhaoqing faces numerous favorable conditions and opportunities in agricultural development and brand building. Zhaoqing should continue to strengthen policy guidance, increase economic investment, obtain social support, and promote technological innovation to promote high-quality agricultural development, enhance the influence of agricultural brands, and contribute to rural revitalization and agricultural and rural modernization.

3. Status and Analysis of Brand-Oriented Agriculture Construction in Zhaoqing

3.1. Achievements in Agricultural Product Branding in Zhaoqing

Rural revitalization relies on industries, and the revitalization of industries depends on branding. Implementing a brand-oriented agriculture strategy is a crucial measure to achieve rural revitalization and undoubtedly a necessary path for the development of modern agriculture. Brand-oriented agriculture requires a focus on strengthening the construction of regional public agricultural product brands. A quality brand can have a significant impact on local economic development and play a vital role in promoting rural revitalization (Yu Xiaoyan, Li Feng, 2020) [10]. Zhaoqing Six nationally famous, unique, excellent, and new agricultural products, nine green food products, and nine organic food products were newly certified throughout the year, bringing the cumulative number of nationally famous, unique, excellent, and new agricultural products to 58, which ranks among the top in the province. In the 2023 "Guangdong Brand" agricultural brand directory, there are nine listed regional public brands (see Table 5) and five brand demonstration bases (see Table 6), bringing the cumulative number of "Guangdong Brand" agricultural products to 76.

Table 5: List of regional public brands in the 2023 "Guangdong-branded" agricultural brands directory in Zhaoqing City

Number	Brand Name	Declaring Unit
1	Deqing Gonggan	Agricultural and Rural Bureau of Deqing County
2	Gaoyao Luo's Shrimp	Agricultural and Rural Bureau of Gaoyao District
3	Fengkai Xinghua Chicken	Xinghua Chicken Breeding Center of Fengkai County
4	Guangning Bamboo Shoots	Agricultural Bureau of Guangning County
5	Sihui Shatangju	Agricultural Bureau of Sihui City
6	Deqing Polygonum multiflorum Thunb	Agricultural and Rural Bureau of Deqing County
7	Deqing Baji	Agricultural and Rural Bureau of Deqing County
8	Fengkai Oil Chestnut	Fruit Tree Research Institute of Fengkai County
9	Qiaotou Stone Goat	Qiaotou Town People's Government

Table 6: List of demonstration bases of "Guangdong-branded" agricultural brands in Zhaoqing City for 2023

Number	Type	Name of Base	Declaring Unit
1	Guangdong Mandarin Orange	Guangdong Mandarin Orange Cuitian Demonstration Base	Sihui Cuitian Agricultural Technology Co., Ltd.
2		Guangdong Mandarin Orange Tenglong Fruit Demonstration Base	Deqing County Tenglong Fruit Farmers' Professional Cooperative
3		Guangdong Mandarin Orange Dingfeng Demonstration Base	Sihui Dingfeng Mandarin Orange Planting Professional Cooperative
4		Guangdong Mandarin Orange Dongpu Demonstration Base	Deqing Dongpu Ecological Agriculture Co., Ltd.
5	Guangdong Tea	Guangdong Tea Gaoshanqing Demonstration Base	Huaiji Gaoshanqing Agricultural Products Co., Ltd.

3.2. Current Status of "Zhao Nong You Pin" in the Region

Brand construction has significantly enhanced the market competitiveness of agricultural products, and some brands with strong local characteristics have become the outstanding name cards of Zhaoqing's agricultural products.

Deqing Gonggan. The cultivation history of Deqing Gonggan can be traced back to the Kaiyuan period of the Tang Dynasty, spanning nearly 1,300 years. During the Shaoxing period of the Southern Song Dynasty, Emperor Gaozong tasted the local oranges from Deqing Prefecture and praised them highly, making Deqing oranges a royal tribute, thus earning the name "Gonggan." In 2022, the planting area of Gonggan oranges in Deqing County reached 40,500 mu (1 mu = 0.0667 hectares), and the yield of high-quality fruits was approximately 115 million jin (1 jin = 0.5 kg). The total output of Deqing Gonggan oranges in 2023 is about 126 million jin, demonstrating strong production capacity and industrial scale. In terms of quality, Deqing Gonggan oranges have obtained numerous certifications and honors, including China Green Food A-grade Product Certification, China Productivity Science Achievement Award, National Geographical Indication Protection Product, and National Famous, Unique, High-quality, and New Agricultural Products (Wang Xiutian et al., 2023) [11]. The government of Deqing County pays close attention to the development of the Gonggan industry and has issued a series of policy measures, such as the "2023 Deqing Gonggan Expansion Subsidy General Plan," to support its development. At the same time, Deqing County has also actively promoted the development of the Gonggan deep-processing industry by developing new products and exploring new market areas to expand the development space of the Gonggan industry. Nowadays, Deqing Gonggan has become one of the well-known brands in China's citrus industry.

Sihui Shatangju. Shatangju, originally known as October Orange, gradually gained its name due to its sweetness that resembled granulated sugar. As a subtropical fruit, it originated from Huangtian Town, Sihui City, and its cultivation began in the late Ming and early Qing dynasties. Sihui is renowned as "the hometown of Chinese oranges," and Sihui Shatangju has successively been awarded titles such as "Chinese Famous and Quality Fruit" and "Chinese Famous Fruit." In 2019, Sihui Shatangju was named one of the "Top Ten Famous and Quality Agricultural Products," and in 2020, it was recognized as a "National Famous, Unique, Excellent, and New Agricultural Product." (Wu Bihua, 2022) [12]. The current orange cultivation area in Sihui is 107,100 mu, and the output in 2023 reached 127,700 tons. Meanwhile, Sihui City actively promotes the development of the Shatangju deep-processing industry. Deep-processed products such as Shatangju soda and juice are selling well in the market, and the orange scenic spot has become a popular tourist destination, with remarkable achievements in the development of the entire industry chain. The comprehensive output value of the Shatangju industry has reached over 2 billion yuan. Sihui City combines the Shatangju industry with leisure agriculture and rural tourism, creating a batch of tourism projects with local characteristics. These tourism projects not only attract a large number of tourists to visit, pick, and taste Shatangju, but also provide new promotion channels and market space for brand building.

3.3. Analysis of the Current Situation of Brand-oriented Agriculture Development in Zhaoqing City

The construction of agricultural brand is a crucial direction for the development of modern agriculture and a key measure for rural revitalization. As a major agricultural city in Guangdong Province, Zhaoqing boasts rich agricultural resources and significant industrial advantages. This paper analyzes the agricultural brand construction in Zhaoqing City based on the SWOT analysis method.

3.3.1. Strengths

Abundant agricultural resources. Located in the central-western part of Guangdong Province, Zhaoqing enjoys a suitable climate and fertile land, providing exceptional conditions for agricultural production. These rich agricultural resources provide a solid material foundation for the construction of agricultural product brands. Excellent quantity and quality of brands. In recent years, Zhaoqing City has attached great importance to the construction of agricultural product brands, achieving remarkable results. Up to now, 34 agricultural products in Zhaoqing have been selected into the national catalog of famous, special, high-quality, and novel agricultural products, ranking first in the province. Policy and financial support. The Zhaoqing government has actively responded to the national rural revitalization strategy, introducing a series of policies to strengthen agriculture and benefit farmers, and investing a large amount of funds in agricultural infrastructure construction, technological innovation, and brand building. These policies and financial support provide strong guarantees for the construction of agricultural product brands.

3.3.2. Weaknesses

Limited brand popularity. Although Zhaoqing has a large number of agricultural product brands, some of them still lack popularity nationwide. This is related to insufficient brand promotion and marketing efforts. Incomplete industrial chain. Some agricultural product chains in Zhaoqing are not yet complete, lacking deep-processing enterprises and high-end products, resulting in low product value-added. Additionally, deficiencies in logistics, warehousing, and other aspects also affect the market competitiveness of agricultural product brands. Irregular brand management. Some agricultural product producers and operators exhibit irregularities in brand management, such as inconsistent brand logos and non-standard packaging. These issues hinder the formation and enhancement of brand images, necessitating stronger brand management and standardization efforts.

3.3.3. Opportunities

Market demand brought by consumption upgrading. With the improvement of people's living standards and the upgrading of consumption structure, consumers' demand for high-quality and pollution-free agricultural products is constantly increasing. This provides a vast market space and development opportunities for the construction of agricultural product brands in Zhaoqing City. Policy support and capital investment. The implementation of the national rural revitalization strategy and the promotion of the "Hundred Million Project" in Guangdong Province have provided strong policy support and capital investment for the agricultural development of Zhaoqing City. The geographical advantage of the Guangdong-Hong Kong-Macao Greater Bay Area. As an important node city in the Guangdong-Hong Kong-Macao Greater Bay Area, Zhaoqing City enjoys unique geographical advantages and convenient transportation conditions. This is conducive to the promotion and market expansion of agricultural product brands in Zhaoqing City, enhancing brand influence and market competitiveness.

3.3.4. Threats

Intense market competition. With the acceleration of the branding process in the agricultural sector, market competition has become increasingly fierce. Natural disasters such as pests and diseases. Natural disasters such as pests and diseases have a serious impact on agricultural production, which may lead to a decline in agricultural product yields and a decrease in quality. Changes in the international trade environment.

In summary, while Zhaoqing City enjoys advantages such as rich agricultural resources, excellent brand quantity and quality, policy and financial support in the construction of agricultural product brands, it also faces disadvantages such as low brand awareness, imperfect industrial chains, and irregular brand management. Meanwhile, it also has opportunities brought by consumption upgrading, policy support and capital investment, as well as the geographical advantage of the Guangdong-Hong Kong-Macao Greater Bay Area. However, it also needs to respond to threats such as fierce market competition, natural disasters like pests and diseases.

4. Conclusion

This paper has conducted a comprehensive analysis of the current status of agricultural development and the achievements of brand-building in Zhaoqing City. As a major agricultural city in Guangdong Province, Zhaoqing City has achieved stable growth in grain production through a series of effective measures. It has made remarkable achievements in the construction of high-standard farmland and green, high-quality, and efficient demonstration production bases. The "vegetable basket" project has effectively guaranteed market supply, and the modern agricultural industry system has been gradually constructed and improved. In terms of strengthening agriculture through branding, Zhaoqing City has successfully created several well-known brands such as Deqing tribute mandarin and Sihui Shatangju (a type of mandarin orange) by relying on its rich agricultural resources and profound historical and cultural heritage. These brands have not only enhanced the market competitiveness of Zhaoqing's agricultural products but also further increased the added value of the agricultural industry. Through the implementation of the "Guangdong Brand" agricultural brand strategy, Zhaoqing City has achieved remarkable results in agricultural product brand building, injecting new vitality into local economic development.

However, Zhaoqing City still faces some challenges in the construction of brand-building, such as the need to improve the popularity of some brands, the incomplete industrial chain, and the need to standardize brand management. In response to these issues, this paper proposes countermeasures such as strengthening brand promotion and marketing, improving the construction of the industrial chain, standardizing brand management, and enhancing technological innovation and talent cultivation. These measures aim to further enhance the competitiveness and market influence of Zhaoqing's agricultural product brands.

In conclusion, Zhaoqing City has achieved remarkable achievements in agricultural development and brand-building. However, it still needs to continue to work hard, promote high-quality development of the agricultural industry through continuous innovation and optimization of strategies, and contribute to the in-depth implementation of the rural revitalization strategy. Meanwhile, Zhaoqing's successful experience also provides useful reference and inspiration for other regions.

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