

电商助力地标品牌发展

E-commerce Helps Geographical Indication Brand Development

地标助推乡村全面振兴

Geographical Indication Promotes All-round Rural Revitalization

Speech at Forum on Digital Commerce for Agricultural Development in CIFTIS 2022

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People's Congress of Sichuan Province and Secretary of Hanyuan  
County Party committee





Sichuan Pepper is a representative of Chinese traditional spices. It is a Chinese treasure integrating seasoning, spices and medicinal materials. It has the reputation of "the favorite of all peppers" since ancient times, implying health, prosperity and nobility.

# 基本情况 汉源

Basic  
Information









Excellent quality



## Red color

**Large grain  
& oily**

**Rich  
fragrance**

**Mellow  
& refreshing**



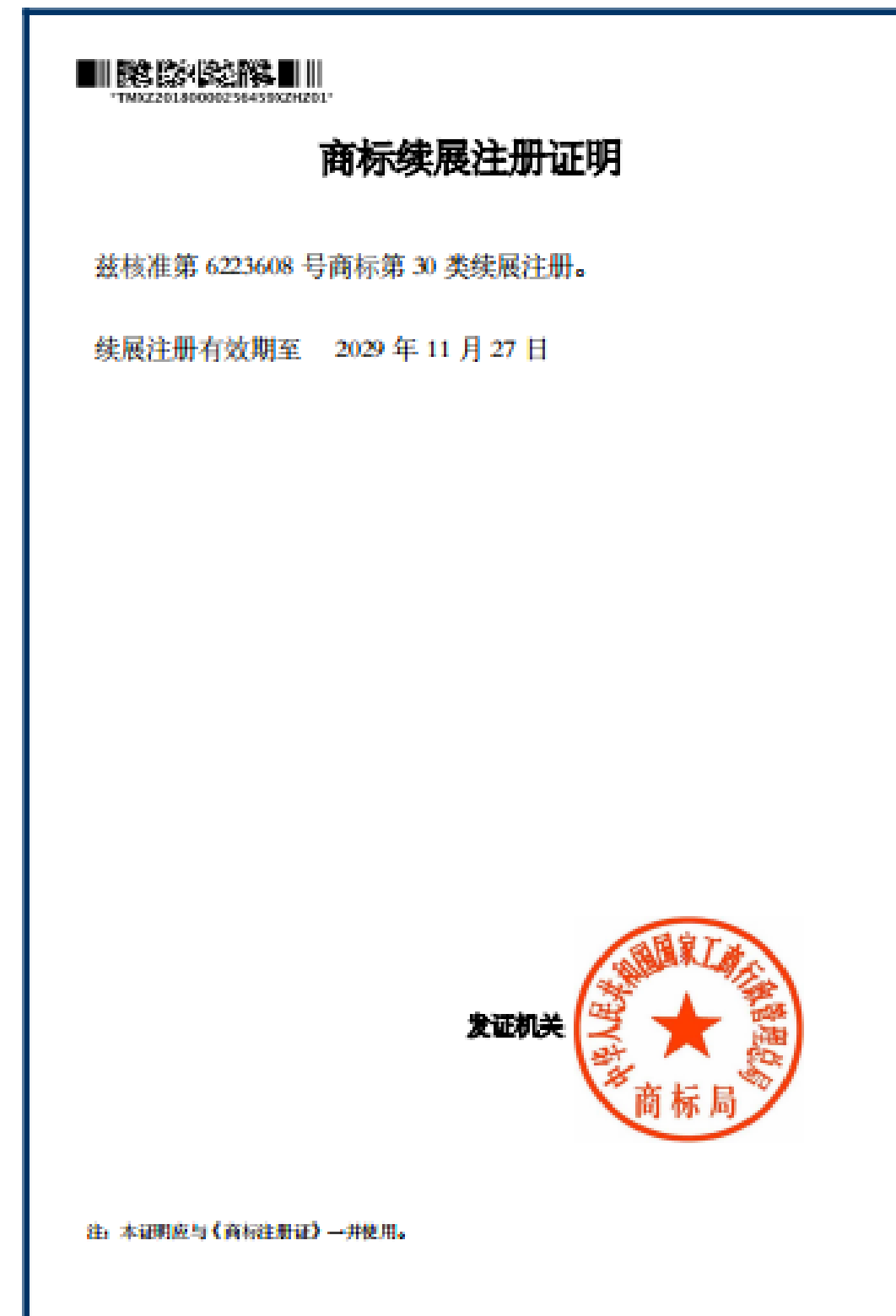


"Hanyuan Red Pepper " was listed as a **royal tribute** since the Yuanhe Year of the Tang Dynasty and had been so for **1097 years**.

 Thousand-year tribute



- In 2005, "Hanyuan Red Pepper" was recognized as a **national geographical indication protection product**.
- In 2009, "Hanyuan Red Pepper" registered as a **national geographical indication certification trademark**.
- In 2014, "Hanyuan Red Pepper oil" was recognized as a **national geographical indication protection product**.





- In 2018, "Hao" trademark in China
- In 2020, "Hao" list of the EU Geographical Indication



本批复中的驰名商标认定系对请示中申请认定商标的

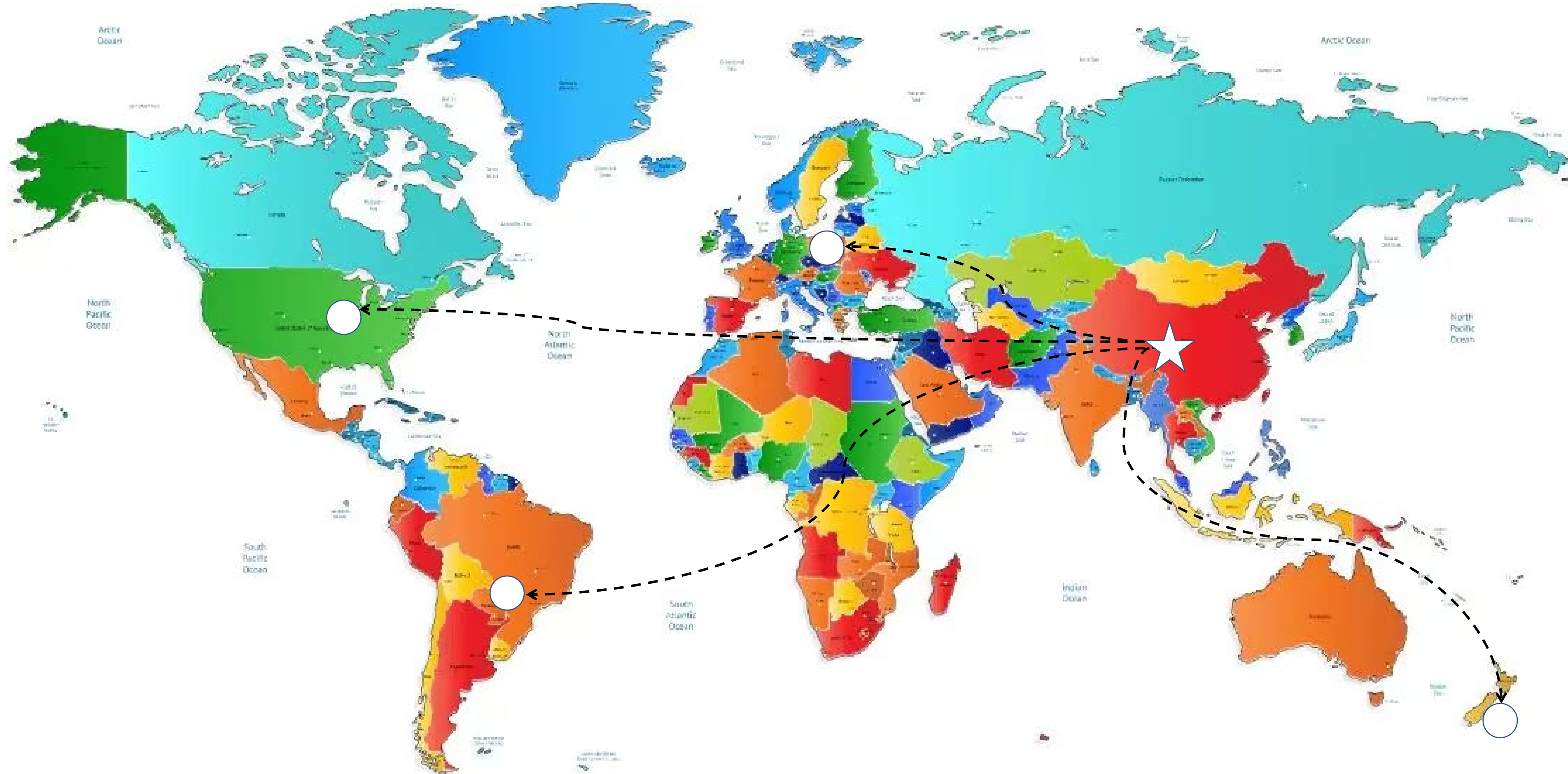


- In 2021, national geographical indication product protection & demonstration area was approved to be established.
- In 2021, it was included in the national geographical Indication application promotion key contact guidance directory.
- In 2022, "Hanyuan Gongjiao" geographical indication certification trademark was approved for registration.

阳光康养城 宜居新汉源



At present, “Hanyuan Red Pepper” has successfully registered the Madrid International Trademark in **56** countries, including the United States, New Zealand, Greece, Belarus and others.





In the process of promoting the development of "Hanyuan Red Pepper" geographical indication brand, we insist on taking E-commerce empowerment as an important starting point and seize the opportunity of **"Internet + agricultural products going out of the village and into the city"**.







Relying on the “**pilot county of the national postal preferential agricultural cooperation project**”

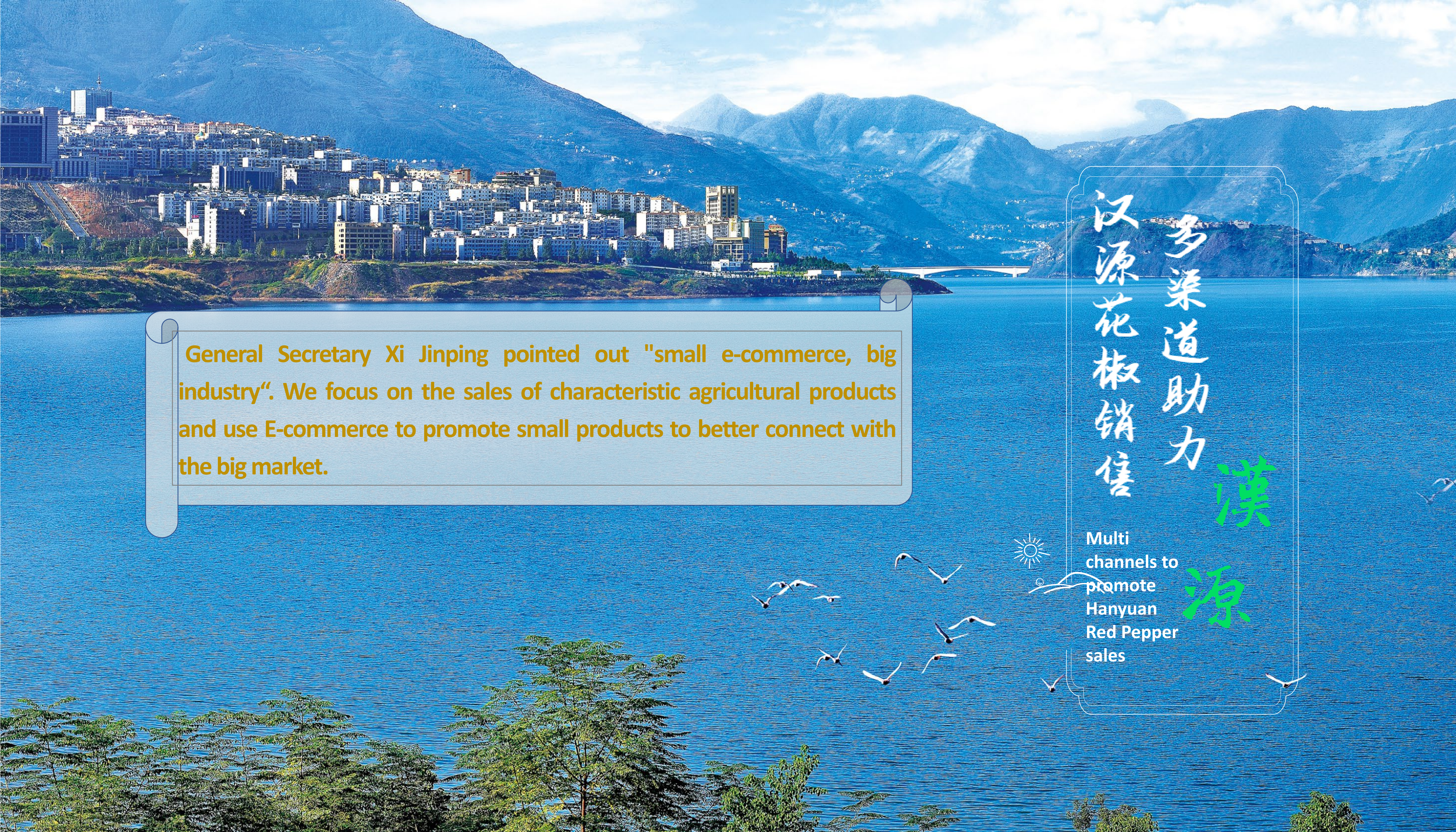




## Create “national E-commerce into rural area comprehensive demonstration county”







General Secretary Xi Jinping pointed out "small e-commerce, big industry". We focus on the sales of characteristic agricultural products and use E-commerce to promote small products to better connect with the big market.

多渠道助力  
汉源花椒销售

汉源



Multi  
channels to  
promote  
Hanyuan  
Red Pepper  
sales





Create featured  
"local pavilion"

- Optimize the online trading mode of Hanyuan Red Pepper, set up **an official flagship store of "Hanyuan Red Pepper" on Tmall.com** through Alibaba cloud, and create a **"10000-order level" poverty alleviation agricultural product** of Hanyuan Red Pepper oil through the postal platform;
- Carry out cross platform cooperation and introduce **E-commerce platforms** such as tyfo.com, fm946 and pinduoduo.



## Create terminal E-commerce villages

- ◆ Support and guide pepper processing enterprises and specialized cooperatives to jointly build **E-commerce platforms of "You & I Farming" and "Yuanzhi Well-being"**;
- ◆ Through the E-commerce special training held by postal enterprises for village Party secretaries, postal shopkeepers and villagers, **cultivate e-commerce talents** and improve farmers' online sales ability;
- ◆ The county has opened **372** village level agricultural product online stores and registered more than **12000** agricultural product e-commerce users.








Set up live  
broadcast room

- ◆ **Offline** product promotion meetings, news briefings and pepper picking festivals;
- ◆ Live broadcast of **online** sales, "Sep.19 E-commerce Festival", Shanyao video team and live broadcast platforms;
- ◆ Hanyuan Red Pepper E-commerce transaction volume exceeded **1 billion yuan**, and E-commerce transaction volume accounted for **more than 50%** of the total transaction volume.







General Secretary Xi Jinping pointed out "industrial revitalization is the top priority of rural revitalization", we not only focus on characteristic resources, but also pay more attention to market demand, and integrate and promote the whole industrial chain upgrade of Hanyuan Red Pepper.

汉源花椒升级  
全链条促进

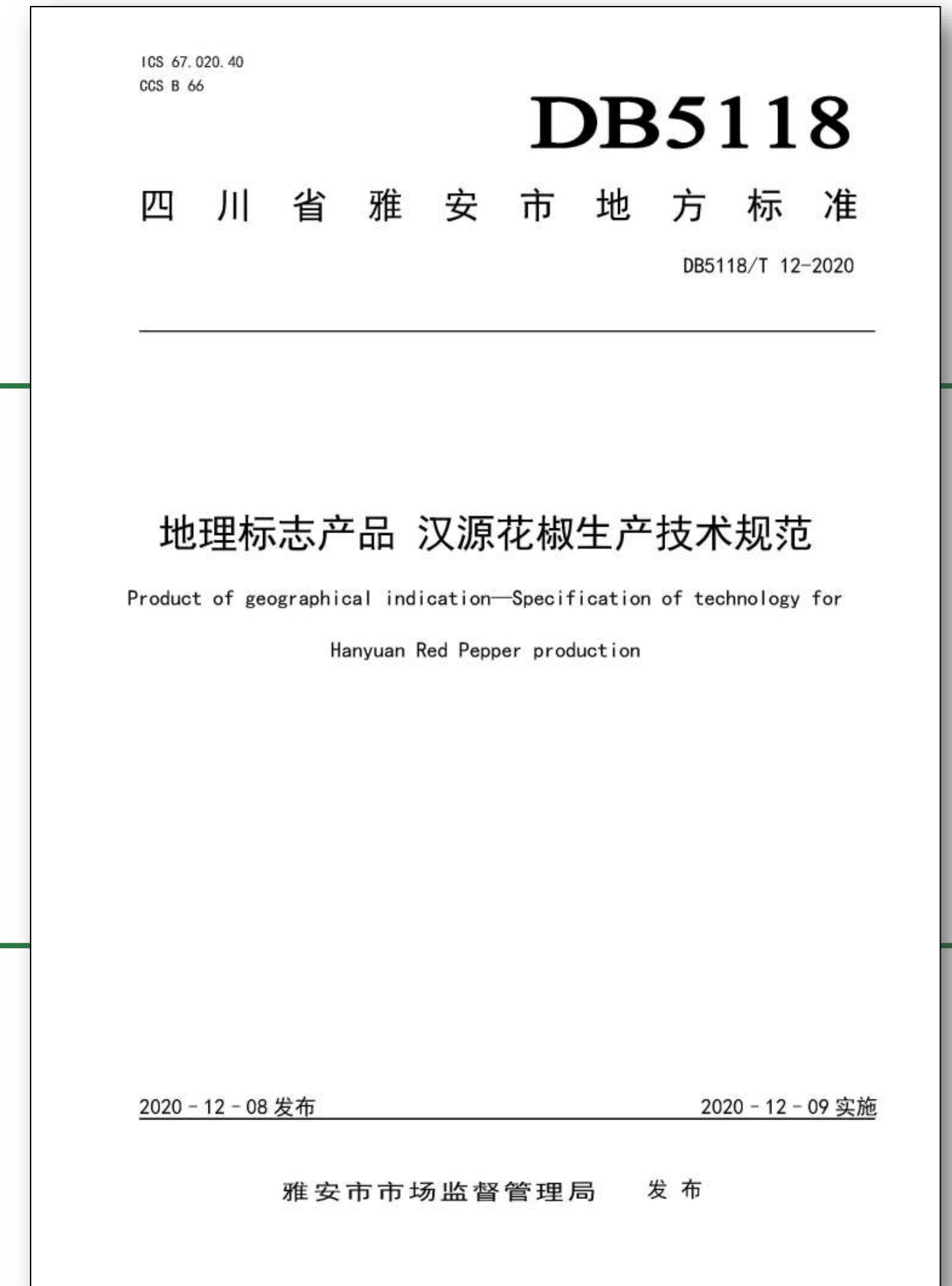
汉源

Whole industrial chain to promote Hanyuan Red Pepper upgrade



## 1. Quality control at the source

The cooperation mechanism of "government + enterprise + college" was established, 83 excellent pepper varieties at home and abroad were introduced, 7 fine varieties were cultivated, more than 10 sets of Hanyuan Red Pepper cultivation and management technical standards were promoted, and the coverage rate of Hanyuan Red Pepper improved varieties reached 100%.





## 2. Focus on product extension

Adhering to the market orientation and customer demand classification positioning, the company has established the Pepper Industry Research Institute, established cooperation with 14 scientific research institutes, and featured the research and development of **more than 50 kinds of refined and deep processed products** such as pepper beer, pepper facial mask, pepper essential oil, spicy pepper sauce series condiments and others.





## 2. Focus on product extension

  
"Hanyuan Shuangjiao"  
IP image



More than 60 cultural and creative products such as "Hanyuan Shuangjiao" IP image have been developed, effectively extending the pepper industrial chain.




### 3. Focus on industrial integration

- ◆ Adhere to the principle of **"extending one, connecting two and linking three"** to focus on industrial integration, deeply promote the integrated development of agriculture, industry and tourism, and build Hanyuan Red Pepper Deep Processing Park, China Pepper Expo Park, Hanyuan Red Pepper Industrial Park and tourist reception center;
- ◆ Cultivated **14** pepper processing enterprises, including **1** national leading enterprise and **3** provincial leading enterprises;
- ◆ The comprehensive output value of Hanyuan Red Pepper exceeded **4.2 billion yuan**.







General Secretary Xi Jinping pointed out "it is necessary to make a brand, so that the price and benefit are good." We strive to increase the brand building of Hanyuan Red Pepper and promote the small pepper tree to become a big industry for getting rich.

汉源花椒品牌  
深层次赋能

Deeply  
empower  
the brand  
of Hanyuan  
Red Pepper

源



## 1. Digital IOT empowerment



- ◆ In depth cooperation with Alibaba cloud to establish **China's first digital economy demonstration park of pepper industry** ;

- ◆ Launched **A Niu Farming APP** to promote the implementation of standardized technology through real-time data analysis and visual information platform;



- ◆ **50000 mu** of standardized characteristic industrial bases that have realized digital management.





## 2. Service platform empowerment



- ◆ Solidly promote the construction of the **"Five Ones"** project, and build a county E-commerce public service platform integrating E-commerce management and operation, warehousing and logistics;
- ◆ At present, **23** "contactless" intelligent distribution centers and **3** agricultural product logistics parks have been built.



### 3. Marketing promotion empowerment

Continuously appear in the "Decoding Chinese GI" column and promote Hanyuan Red Pepper through **more than 20 bilingual websites of domestic and foreign media**; actively participate in various exhibitions and other activities to comprehensively improve the brand awareness and reputation of Hanyuan Red Pepper. At present, the brand value of "Hanyuan Red Pepper" has reached **4.965 billion yuan**.





Dear leaders, experts and guests,

Geographical indications are important strategic resources to help rural industries revitalize and the "golden key" to develop local economy. The dividend of Hanyuan geographical indication products has appeared, but the brand development has a long way to go.

In the next step, we will further take advantage of the unique advantages of E-commerce in connecting online and offline, production and consumption, urban and rural areas, and at home and abroad, promote new development with new momentum, fully promote the application of geographical indications promotion project, promote GI products to become an important support for rural revitalization and high-quality economic development, and promote Hanyuan Red Pepper to transform from China's spice to the world's spice, contributing China's delicious food to the world.



Hanyuan Lake





At present, a large number of Hanyuan Red Pepper are being harvested and going to market. We sincerely invite you to Hanyuan to personally experience the infinite charm of Hanyuan Red Pepper's Sichuan flavor!





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## 欢迎您 | Welcome to Hanyuan

