

CIRCULARITY IN AGRICULTURE: MARKETING APPROACHES FOR SUSTAINABLE DEVELOPMENT

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Abstract: This paper examines the challenges facing the marketing development of ecological agricultural products in the context of China's agricultural modernization and high-quality economic development. With the concept of circular economy gaining increasing prominence, there is a need to transform the marketing and development strategies of ecological agricultural products to meet the demands of the new era. However, the current marketing landscape is characterized by a lack of brand awareness, professional marketing means, and public support. To address these challenges, this paper proposes a marketing development strategy that focuses on the creation of product marketing platforms, marketing services, and the optimization of public support mechanisms. By doing so, we can promote path innovation in the marketing of ecological agricultural products, and support the deep realization of circular economy and sustainable development.

Keywords: ecological agricultural products, circular economy, marketing development, high-quality economic development, brand marketing, public support, path innovation.

1. Introduction

With the deepening of the agricultural modernization and industrialization process and the sustainable development of the integration of urban and rural areas, the people's yearning for a better life is increasingly strong, while the public concept of the transformation at the same time, some traditional agricultural products both in the production scale and management mode, can not fit the theme of today's high-quality economic development and are more difficult to meet the broad masses of the people's needs for agricultural and sideline products. In the new era, the concept of circular economy advocates the production and management mode with high efficiency and low energy consumption. So it is necessary to creatively transform and develop the original system and mechanism of marketing and development of ecological agricultural products, and explore the scientific experience and operation principle suitable for the development of ecological agricultural products in the new era, providing a strong docking and integration basis for the deep realization of circular economy and ecological agricultural products marketing development.

2. Basic situation of ecological agricultural products marketing development in the new era

Nowadays, in the process of fully integrating into the development concept of circular economy, the marketing development of ecological agricultural products still needs to make considerable efforts on the level of theoretical perfection, reform and absorption. The marketing development of ecological agricultural products should be standardized, scientific and systematic in the management process and details, to ensure the organic penetration of the endogenous driving force of the development concept of circular economy and the marketing means of ecological agricultural products, so as to better reflect the diversified consumption demands of the public, which is conducive to highlighting the characteristics of high-quality products.^[1] It also provides guarantee

for the improvement of product marketing efficiency and increase of benefits and shows the intensification level and trend of ecological agricultural products marketing for the public. On the other hand, the organic integration of the marketing development of ecological agricultural products and the development of circular economy is not only reflected in the fit and intensive development trend, but also in the targeted play of unique resource advantages, providing the basis for the realization of the deep integration of resources and the improvement of resource utilization efficiency through sharing win-win cooperation opportunities. At present, the marketing development of ecological agricultural products also needs to further explore the local advantages and characteristics, with their own business development as a foothold, from a fundamental sense to accelerate the transformation of the economic development mode and the optimization and upgrading of the industrial structure, and in the process of overall coordination and organic allocation, the local resources is conducive to further income generation. In addition, in the various links of the development of ecological agricultural products marketing, the sensitivity to the consumer market and the radiation force of the industry influence are the key points. The marketing development of ecological agricultural products also needs to promote the profound reform of the market operation mode in the two-way interaction process of practice and theory. On the basis of checking the practical needs of the current mainstream consumer market, targeted principles and targets are adopted to create new marketing ideas and market modes. At the same time, we must fully implement the five new development concepts, comprehensively abandon the extensive economic development mode, deeply think about the more specialized and distinctive ecological agricultural products marketing mode, and enhance the influence and visibility in the market.

3. The problems of ecological agricultural products marketing development in the new period

At present, the marketing development of ecological agricultural products is still facing a series of problems to solve, including the lack of brand marketing awareness, the lack of professional highlights of marketing means, public support to be improved and other important aspects.

3.1. Brand marketing awareness is relatively lacking

Some operators of ecological agricultural products themselves have relatively big weaknesses in brand marketing consciousness, and lack a full understanding of the current concept of circular economy and sustainable development model, leading to a certain lag in the accurate grasp of the marketing direction and audience groups of ecological agricultural products. Nowadays, people are anxious for quick success and instant benefit. Short-term thinking is rife in the ecological agricultural products industry, and many business leaders generally hope that you can obtain higher profits with low costs. In the long run, although the speed and efficiency of product sales have been improved, the quality of the product itself has been greatly reduced, and it is difficult to truly form brand values of careful polish and management. Even at present, the advanced scientific concept represented by the concept of circular economy has been widely understood in the industry, but some managers still pay more attention to short-term benefits and their understanding of the new concept only stays on the surface, or just regard it as a new product concept, still with the main purpose of mass production, which makes it difficult to form a closed-loop brand value concept output. Therefore, this adverse phenomenon is not only unfavorable to the effective overall planning and scientific

allocation of various resources, but also hinders the optimization and upgrading of the ecological agricultural products industry. [2]

3.2. Marketing methods lack professional highlights

The marketing development of ecological agricultural products in the new era needs the support and guarantee of professional highlights and the lack of highlights will affect the characteristics of the novelty of marketing means to a certain extent, which is not conducive to the creation of new products or services in line with the development of the times. From the perspective of the concept of circular economy, the marketing development of ecological agricultural products must pay close attention to every node of market information and operation. To establish a complete marketing management system and mechanism put forward higher requirements. At present, the application of marketing means of ecological agricultural products still has the phenomenon of insensitivity to market information and asymmetry, and the drawbacks of information exchange lag between external investment investors and consumers, which will seriously affect the two-way interaction and benign coordination between the marketing development of ecological agricultural products and the mass market demand. At the same time, the innovation of marketing means must rely on the strong support of professional high-quality talents to think about the bright spots of marketing creativity popular with the public. However, the lack of innovative thinking of some ecological agricultural products enterprises is not conducive to the scientific and efficient construction of market dynamic diagnosis and analysis mechanism, and it is unable to truly and effectively grasp the first-hand dynamic market information. Finally, there will be a large gap between the expected revenue outlook and the actual revenue effect under the unfavorable situation that it is difficult to reflect the innovation point of the marketing means.

3.3. Public support needs to be improved

Public service has always been led by the government itself, which is the internal power to promote the development of ecological agricultural products marketing. But now, some rural local governments have many deficiencies in public financial support, the promulgation and implementation of tax policies, and the support and guarantee of agricultural product marketing. The marketing development of ecological agricultural products needs the timely implementation of public service policies. It is extremely important to grasp the market sensitivity and the first-hand grasp of financing information. The promulgation and implementation of public service policies also need to reflect better scientific and normative. On the other hand, the lack of public service support will also affect the enthusiasm, initiative and creativity of the producers, operators and marketers of agricultural products, and hinder the marketing innovation of ecological agricultural products under the circular economy model.

4. Innovative strategies for marketing development of ecological agricultural products in the new era

In the new era, the development of ecological agricultural products marketing needs to carry out deeper practical innovation, which can be explored from the aspects of creating product marketing platform, creating product marketing service, optimizing public support mechanism and so on.

4.1. To create a product marketing platform with cycle characteristics

Through strengthening the marketing awareness of ecological agricultural products brand, promoting the commercialization and branding of agricultural products is the most important link.

Various local policies need to give full play to the leading role, sufficiently understand circular economy concept of promoting the development of ecological agricultural products marketing on the basis of adjusting and optimizing the functions of various institutions and departments. On this basis, in order to meet the diverse needs of the public, high-tech new media such as the Internet, cloud computing, big data and artificial intelligence are taken as the main force of the marketing platform to continuously increase various market information about agricultural products and encourage numerous enterprises within the industry to share and exchange information. For the construction of online sales and offline interaction as one of the new marketing platform to lay a solid foundation. This is not only conducive to creating a more fresh consumption experience, but also to leading the new changes in consumption trends.

4.2. To create high-end customized product marketing services

The marketing development of ecological agricultural products in the new era needs the escort of high-quality and professional talents. The managers must involve the business scope to the high net worth customer group on the basis of meeting the needs of the public, and create high-end customized agricultural products services with innovative and creative professional highlights as an important feature. At the same time, they are to provide a solid foundation for the establishment of a new form of ecological agricultural products marketing development model on the basis of improving the management system and mechanism of ecological agricultural products, through scientific research and judgment of the current mainstream market demand. The organic construction of marketing development mode is conducive to directly promoting the improvement and development of a more standardized operation system. On the basis of further changing the service concept, the service supply mechanism of ecological agricultural products will be effectively combined with the green and low-carbon lifestyle, which to a certain extent promotes the marketing and service strategy of ecological agricultural products to be more intelligent and humanized. This dynamic transformation, fully manifested by high-end customized services as the characteristics, has attracted widespread attention of the mass consumer groups.^[3]

4.3. To improve public support mechanisms for shared development of industries

Optimizing the public support mechanism and building the circular cooperative marketing model are conducive to fully promoting the shared and win-win development of the industry. Through the establishment of a multi-party collaborative development mechanism led by local governments and the participation of enterprises and farmers, the existing financial support system, tax policy and exhibition and marketing management mode should be further improved, and the standardization of public services such as policy consultation, financing information and talent connection should be improved, so as to accelerate the formulation and implementation of ecological agricultural products processing and traceability standards. With circular economy as the development theme, the processing capacity of ecological agricultural products should be guided to gather in the direction of characteristic main producing areas, advantageous areas and logistics nodes. At the same time, on the basis of continuously strengthening the connection between ecological agricultural products and associated industries, the characteristics and imprints of environmental protection, health and cleanliness of the circular economy are highlighted, and the two-way interaction and virtuous cycle relationship of resource sharing and complementary advantages are firmly formed and

consolidated. It provides an effective guarantee for promoting the formation of a new pattern of multi-level, multi-dimensional and interactive development of agricultural products industry.

5. Conclusion

To sum up, the marketing development of ecological agricultural products must be organically integrated with the advanced scientific development concept, and the marketing model and management system and mechanism should be properly reformed in order to continuously improve the innovation of promoting the publicity methods and means of agricultural products. The focus should be market-oriented and meet the needs of the public. It lays a solid foundation for creating and forming a new ecology of ecological agricultural products marketing that fully demonstrates the new development concept.

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