

Countermeasures of Brand Innovation and Development of Traditional Characteristic Agricultural Cluster in China and Its Influence on Alleviating Farmers' Inner Anxiety

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Abstract:

This paper conducts a field survey on typical traditional agricultural clusters in China, analyzes the problems existing in the brand development of traditional agricultural clusters in China, and points out the innovative development path of traditional agricultural clusters and the adjustment method of farmers' inner anxiety. The brand promotion process is affected by the weak competitiveness of agricultural products, hidden dangers of agricultural products quality and safety, and Inner anxiety of farmers. Under the strategy of rural revitalization and development, China's agricultural brand construction is facing innovation challenges. field research was carried out on the typical traditional agricultural clusters in China, such as Dounan flower cluster in Yunnan province, Jinxiang garlic cluster in Shandong Province and Turpan grape cluster in Xinjiang Province, to analyze the problems existing in the brand development of China's traditional agricultural clusters. On this basis, according to the theory of ecological model, this paper analyzes the linkage development mode of professional farmers as the basis, cooperatives as the center, and society as the guarantee, and discusses how to alleviate the Inner anxiety of farmers under the construction of cluster brand. This paper points out the innovative development path of traditional agricultural cluster in China and analyzes the supporting strategies to relieve the Inner anxiety of farmers. the innovative development path of traditional agricultural cluster in China is proposed from the aspects of brand development mode, product quality guarantee system, consumer identity and brand environment construction, and the supporting strategies to alleviate farmers' Inner anxiety are analyzed from the three levels of government, farmer cooperatives and individual farmers. it is of great practical significance to promote the transformation of China's traditional agricultural cluster economic growth from "resource consumption driven" to "brand innovation driven".

Keywords: *Traditional agricultural cluster, Agricultural brand, Innovative development, Inner anxiety, The development strategy.*

I. INTRODUCTION

The agglomeration phenomenon of characteristic agricultural clusters is very common in China, For example, flower cultivation in Dounan of Yunnan province accounts for 1/3 of the national market, garlic

production and sales in Jinxiang of Shandong province account for 1/4 of the national total output and 70% of exports respectively, and raisin production in Turpan of Xinjiang province accounts for more than 80% of the domestic raisin market. In terms of brand building, China's traditional agricultural clusters are facing huge pressure of survival and market risks. On the one hand, due to the lagging brand construction of agricultural products and weak brand competitiveness, traditional agricultural industrial clusters are affected to effectively capture value in the global value chain and upgrade along the global value chain. On the other hand, there is serious agricultural pollution in the agricultural production process, which leads to frequent quality and safety accidents of agricultural products, and intensifies consumers' distrust of agricultural products brands. In addition, the psychological capital base of new farmers is weak, and the psychological anxiety of farmers also affects the process of brand building. Agricultural brand construction is facing serious value crisis and innovation challenge. Modern agriculture has entered a new stage with brand construction as the focal point. Agricultural branding is not only an important means for China's agricultural products to participate in international competition, but also an important driving force for the transformation and upgrading of China's traditional agricultural clusters. In 2019, the No.1 Central document proposed to speed up the development of rural characteristic industries and attach importance to the protection of geographical indications and trademarks of agricultural products. In 2021, the No. 1 Document of the Central Government proposed to accelerate the development of rural industries, based on local characteristic resources, promote the development and expansion of rural industries, so that farmers can share more of the value-added benefits of the industry. From the perspective of green safety agricultural brand construction of China's traditional agricultural cluster brand development model, product quality assurance system, consumer identity, brand innovation and development of the specific discussion of environmental construction, to enhance the level of Chinese characteristic agricultural product quality, optimize the agricultural structure, improve agricultural economic benefits and competitiveness, promote the farmers' income, And promote the traditional agricultural cluster economic growth from "resource consumption driven" to "brand innovation driven" transformation have important practical significance.

II. MATERIALS AND METHODS

Agricultural brand construction in China is facing innovation challenges due to the weak competitiveness of agricultural brand, hidden dangers of agricultural product quality and safety, and anxiety among farmers.

This study analyzes the problems existing in the brand development of traditional characteristic agricultural clusters in China. Based on the theory of ecological model, it analyzes the trinity linkage development mode based on professional farmers, centered on cooperatives and guaranteed by society, and how to relieve the anxiety of farmers.

2.1 The research background

China's traditional agricultural brand includes regional brand, company brand, product brand and other levels, the main body of brand construction is mainly composed of government agencies, agricultural

cooperatives, family farms, cluster smes and so on. The brand development of China's traditional agricultural clusters can be seen from four aspects:

2.1.1 Construction of "San pin yi biao" in China's traditional agricultural cluster and the quality and safety of agricultural products

On the whole, most of China's agricultural products are of high quality, safety and reliability, which has created a certain foundation and a good atmosphere for the strategic development of agricultural brands. But on the other hand, China has about 8,000 agricultural construction standards, while the EU has about 100,000 agricultural standards. It can be seen that the construction of agricultural standards in China is still lagging behind, and there is still an obvious gap between China and the EU in terms of quantity and technical support.

2.1.2 The quantity and quality of China's traditional agricultural brand construction

At present, the brand construction of agricultural products in China is still in its infancy. By November 2020, 3,090 geographical indications of agricultural products had been registered in China. The rapid rise of a number of agricultural regional public brands has played a significant role in industrial transformation and upgrading, cluster and enterprise competitiveness improvement. But at the same time, the overall construction foundation of agricultural products brand in China is weak. For example, there are more than 600 brands under the public brand of Wuchang rice in the region, and there are more than 130 brands under the public brand of Shouguang vegetables in the region. Due to the small and scattered scale of agricultural regional brands in China, the competitiveness of brands in the international market is weak. In addition, most brand construction is limited to local areas, and there are few trans-provincial brands, which has a big gap with international well-known brands ^{[1][2]}. For example, the annual sales volume of the tea brand of Lipton, a British company alone, exceeds the total annual export volume of Chinese tea, and the price of navel orange of Sunkist in the United States is several times higher than that of the navel orange in China. In recent years, the frequent occurrence of agricultural food safety accidents has adversely affected many agricultural brands and their brand images to varying degrees, which has intensified consumers' distrust of agricultural brands and led to serious loss of the value of agricultural products.

2.1.3 The brand contribution of China's traditional agricultural brands

Taking the food industry of agricultural product processing industry as an example, we analyze the value-added degree of agricultural product brand and its contribution to GNP (gross national Product), which is expressed by the ratio index of agricultural product processing and agricultural output value. At present, China's agricultural and food industry output value ratio is 1.3, the general level of countries is between 1:2-1:4, France, Britain, the United States are 5, 4, 2.8. It can be seen that the brand processing of agricultural products in China is still in the low-end rough processing stage, with weak in-depth processing ability, low added value of products and low brand contribution of agricultural products ^[3].

2.1.4 The construction of traditional agricultural brands in China is subject to *Inner* anxiety

In rural areas, the long-term dual structure of urban and rural areas has led to the insecurity of farmers in many aspects of production and life, such as legal status, political rights, social security, etc., while the

breakdown of rural social relations and the lack of basic public services have deepened this anxiety and anxiety. In the process of brand development of traditional agricultural clusters in China, With the rapid expansion of urban scale and the shift of labor force from rural to urban areas, not only the rupture of traditional social relations among rural left-behind people, but also the dislocation of a wide group of migrant workers in cities. The anxiety of farmers is mainly manifested in the anxiety of identity and lack of security. Being rejected by the society in all aspects is not able to meet the multiple needs of morality, security, belonging, respect and self-actualization. As the main body of new rural brand construction, farmers' life satisfaction and *Inner* harmony will affect the process of new rural brand construction.

2.2 Materials and Methodology

2.2.1 From the perspective of green and safe agricultural brand construction, this paper carried out field investigation and case study on typical traditional agricultural clusters in China, such as Dounan Flower cluster in Yunnan province, Jinxiang Garlic cluster in Shandong Province and Turpan grape cluster in Xinjiang Province, and analyzed the problems existing in the brand development of traditional agricultural clusters in China

The research group conducted three surveys from May 2020 to November 2021, In order to solve the problems in the brand construction of traditional agricultural clusters in China, such as low consumer brand recognition, agricultural product quality cooperation guarantee system has not been established, brand social influence is small, and environmental construction lags behind, more than 1500 questionnaires were distributed.

2.2.2 On this basis, according to the theory of ecological model, we analyze the linkage development mode of the trinity, which is based on professional farmers, centered on cooperatives and guaranteed by the society, and discusses how to alleviate the psychological anxiety of farmers under the construction of cluster brand and its function support

Ecological model is one of the theoretical configurations of the exploitation of psychological capital. we argue that in the branding development of traditional characteristic agricultural cluster in China, the new type farmers set up specialized farmer cooperatives, whose psychological capital ecosystem can be divided into two environments: near and far. The remote environment is mainly composed of the organization or ideology of social institutions. The near environment is the reality that professional farmers directly face and come into contact with, and it has a more important influence on the development of farmer professional cooperatives, such as economic status, training and education, and peer relationship^[4]. According to the theory of ecological model, in the innovative development of cluster brand construction, the establishment of a trinity linkage development model(Figure 1), which is based on professional farmers, centered on cooperatives and guaranteed by the society, can promote the improvement of the psychological capital of new farmers' cooperatives and effectively relieve the psychological anxiety of farmers.

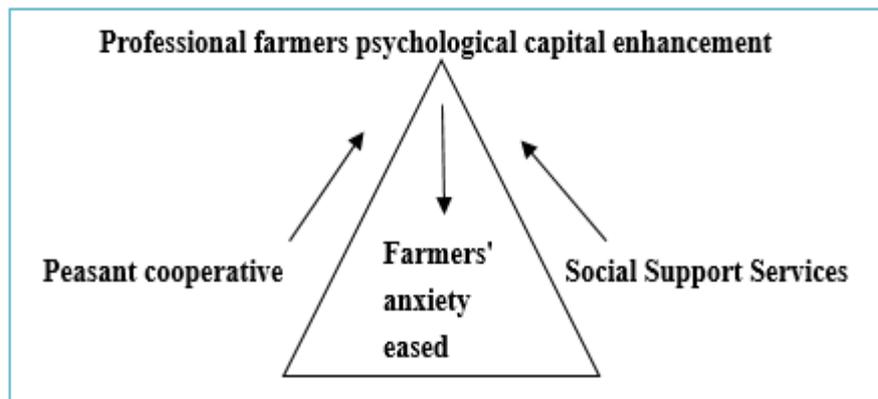


Figure 1: Trinity linkage development ecological model

2.3 Research Results

2.3.1 The main problems in the brand development of traditional characteristic agricultural cluster in China

Firstly, the use of traditional characteristic culture to guide consumers to green is not enough, consumers do not have high brand identity. On the one side, traditional brand construction focuses on simply consuming regional historical and cultural reputation, and lacks the use of new elements such as fashion and innovation to create unique differentiated brand image and establish its modern market reputation. It makes agricultural brands tend to be homogenized and easy to be imitated. The phenomenon of shoddy products is common in the market of origin brands. On the other hand, they do not pay attention to the full use of modern three-dimensional marketing mode, lack of effective interaction with consumers through regional cultural marketing, and the versatility of agricultural products brands has not yet been brought into play. Consumers have little user experience, and consumers' perception of quality and quality of high-quality agricultural products is not enough to trigger emotional resonance. This affects consumers' recognition of brand quality and cultural identity. Secondly, It is difficult to break through the scale and technological bottlenecks of agricultural enterprises, and a cooperative guarantee system for the quality of agricultural products has not yet been established. First, the scale bottleneck. Due to the lack of trust as the core of the cooperation foundation, the traditional agricultural cluster leads to poor division of labor and cooperation efficiency between cluster subjects, and disjointed agricultural production and circulation links, thus affecting farmers, leading enterprises and industry associations to form a joint brand. The decentralized mode of production and circulation leads to the failure of standardized operations in planting, processing and logistics of the cluster supply chain system. The product quality stability is poor, the quality level is not guaranteed, resulting in brand quality and trust problems. And this causes the "bullwhip effect", further causes the sales end user experience distrust and insecurity. Second, technical bottlenecks. The technical bottleneck of developing green and safe brand products is mainly reflected in product quality, insurance and logistics, processing technology and testing technology. At present, the majority of agricultural brands adopt the low-cost development mode, product deep processing technology, storage technology lags behind, product added value is low. At the same time, due to the lagging construction of standards related to products and logistics, many of China's agricultural products are limited by green

technical barriers in the European Union, Japan and other developed markets, and their ability to adapt to changes in the international market is poor ^[5]. Take Quzhou tangerine as an example, under the strict control of eu quality standards, the qualified rate of its fruit export is only 60%. Thirdly, Traditional agricultural brands are weak in ecological awareness and social responsibility fulfillment, and have little social influence. At present, most of the traditional agricultural cluster brand construction in China focuses on the short-term economic benefits of the brand, and pays little attention to the long-term benefits of the brand, such as ecological environment protection. The awareness of building brand credibility is weak, the brand's social welfare image building ability is not high, and the social influence is weak. It is urgent to change the development mode, develop green and high-quality agricultural brands, promote the multi-functional development of agricultural ecology, and improve the brand's ability to fulfill public social responsibility. The fourth, the psychological anxiety of farmers affects the process of brand promotion. According to statistics, China's urbanization process is accelerating significantly. By 2020, the urban coverage rate will reach 60%, and the permanent urban population will reach 850 million. The urbanization rate of registered population will increase from the current 35.7% to 45%, which means that hundreds of millions of farmers will become urban residents. Psychological capital promotes individual farmers to make decisions and create value through labor behavior, and then promote farmers to increase their income and get rid of poverty, which is the overall mechanism of farmers' psychological capital affecting their income and the gap between the rich and the poor. There are three main indicators to measure whether the psychological situation of farmers is correct and scientific: first, whether they are independent and confident, whether they can clearly grasp their present situation and future; Two is rational, can objectively view and deal with external things; Thirdly, whether it has a new public consciousness and can grasp the whole collective from a global perspective ^[6]. As the construction of farmers' psychological capital is weak, it affects the promotion and construction of cluster brand.

At last, Environmental construction lags behind, restricting the development of traditional agricultural brand. It includes the following aspects. First, brand development is lack of good production environment. Agricultural products regional brand base construction and industry standardization construction relatively lag behind. It is mainly manifested in the backward construction of supporting facilities such as transportation, producing area environment and quality inspection of agricultural products, as well as inadequate control of plant accelerants, additives and drug residues. Agricultural clusters need to establish efficient agricultural brand cultivation mechanism of farmers with bases and bases as soon as possible, and improve the construction level of industry standardization. Second, from the perspective of policy environment, the diversified protection and management mode of government management has affected the growth of traditional agricultural brands. There are multiple management modes within the cluster, and local governments lack overall planning for geographic brands. Cooperative supervision and anti-counterfeiting and rights protection are not favorable, and fake brands are often used. At the same time, the government has not yet transformed its functions, delegating social, public welfare and service functions to agricultural associations and other intermediary organizations, so that they can play their due roles in technology promotion, standard setting and industry self-discipline. Third, the construction of cluster public service system is weak and the service environment is poor. Related auxiliary institutions, such as consulting and planning, technical standards drafting, market circulation services and other

professional agencies are missing; There is a lack of social credit evaluation mechanism for brands. Comprehensive enterprise credit evaluation mechanism led by government administrative management information sharing mechanism, market platform and professional enterprise credit evaluation mechanism led by third party institutions have not been established, which lacks human resources support for the construction of social credit system. Fourth, brand agricultural finance comprehensive service professional platform to be established. The amount of financial funds and channels for brand building are limited, and there is little support for agricultural products, leading enterprise cooperatives, cold chain logistics and other links in existing competitive regions, lacking financial support to promote brand development.

2.3.2 Innovative development path of China's traditional characteristic agricultural cluster

In the context of agricultural supply-side structural reform, brand cultivation of agricultural clusters has evolved into a community involving brand ontology, brand environment and consumers, integrating brand risk credit and value creation. To draw lessons from traditional agricultural brand construction concept of industrialization development, on the basis of industrial agglomeration, to green food and organic food production base, science and technology as the carrier, in a standardized, modern marketing support, green culture, financial support and agricultural brand as the core feature, establish a market-oriented, enterprise main body, government system, the social participation brand development. Need from agricultural cluster value chain brand synergy development mode innovation, agricultural product quality security system building, leading the consumer brand trust and brand culture subject and environment coordinated development, and other key aspects to build brand, to be able to increase agricultural brand brand effectiveness, enhance brand recognition and brand support, enhance the brand value creation level of traditional agricultural industrial cluster. The collaborative development model of cluster value chain brand based on "social network + innovation network + production network" should be established to improve the scale, specialization and value creation ability of traditional agricultural brand construction. First of all, attention should be paid to the agglomeration effect of agricultural clusters, and efforts should be made to cultivate superior agricultural planting industrial belts and processing and export industrial zones, so as to lay regional advantages for the establishment of cluster value chain brand collaborative development model. Secondly, in the cluster value chain brand collaborative development model integrating "social network + innovation network + production network", the cluster social network composed of government, association and intermediary service institutions mainly provides policy guidance and service innovation, and provides institutional support and service platform support for brand building. The knowledge network composed of scientific research institutions and universities is responsible for technological innovation and service, providing innovation sources for technology and knowledge as geographical brand advantages; The production network expands the scale of brand construction and realizes the scale economy of brand through the intensive base based on the standardization construction of specialized farmer cooperatives and the supply chain alliance with leading enterprises as the core. In short, "social network - innovation - production network" the coordinated development of cluster brand value chain model^[7], production and product research and development, the consumer will demand an effective connection, developing agricultural brand economies of scale, improve the level of the standardization of agricultural products, to improve their ability of technology innovation and brand value creativity. We will build a quality assurance system for agricultural products and lay a solid foundation for the development of traditional agricultural brands.

The key is to carry out organizational innovation, accelerate the cultivation of family farms, farmers' professional cooperation, leading enterprises and other new agricultural business entities, with the brand as the link, the implementation of the whole industry chain supervision and quality traceability model, the establishment of traditional agricultural cluster brand quality assurance system. First, based on the concept of benefit sharing, professional large households, family farms and farmers' professional cooperatives should be cultivated into strong brand agricultural operation cooperatives. Implementation of "farmers + company + farmer cooperatives" cooperation mode of operation, vigorously promote the development of professional cooperatives "order agriculture", effectively organize production, the construction of pollution-free agricultural products, green food and organic food production base, improve quality and edible safety of agricultural products, improve the quality of the broad masses of farmers brand awareness. Secondly, rely on leading enterprises to cultivate agricultural brands. Support leading enterprises to restructure through capital operation and industrial extension, promote standardized implementation of production processes, and improve the processing quality of featured agricultural products; And through standard innovation, the traditional process and technical know-how of Chinese characteristic agricultural products are integrated into international standards, highlighting the green environmental characteristics of the origin, and meeting and creating market demand. In addition, still should pay attention to characteristic agricultural product quality safety attestation work. Third, the marketing link should pay attention to the implementation of electronic commerce of agricultural products, ensure the smooth sales channels of agricultural products. Not only to use the advantages of the Internet to establish e-commerce platform, the implementation of unified logistics distribution. Through logistics companies to unify raw material procurement, sales and distribution, improve the logistics efficiency of brand products, reduce the transaction cost of agricultural products. We should also actively promote the cooperation of e-commerce platforms and improve the search and tracing mechanism of famous and excellent agricultural products. Only then can we guarantee the quality of agricultural products and constantly improve the quality and reputation of traditional characteristic agricultural products. Based on the perspective of consumers, based on the concept of ecology, tourism and health preservation, through the guidance of characteristic culture to achieve the economic benefits, social benefits and ecological benefits of traditional agricultural brands. From the current the serious situation of food safety and consumer demand for green, organic food growing situation, agricultural products brand development should pay attention to emphasize nationality and regionality, culture, realize the brand of emotional value and symbolic value, and through the establishment of green, organic food to build high-end brand of agricultural products, promote comprehensive agricultural brand value. First, brand positioning of agricultural products. On the basis of ensuring the inheritance of traditional culture, we should focus on the safety, health and convenience of consumers. Relying on featured natural resources, we should conduct brand positioning from the natural attribute level, and construct the values and consumption concept of "people-oriented", ecology, health and harmony. Lead the brand with green and organic, and create the traditional agricultural brand image of "ecology, health, safety and quality". Secondly, use brand culture to improve consumers' brand identity. We should pay attention to the differentiation of competition strategy, brand and the concept of origin closely related to establish distinctive cultural characteristics of green, organic food brand, strive to create more brand economic value; With the help of consumer experience and other marketing means, we provide "green ecological tour projects" to tourists to increase customer participation. At the same time, organic

agriculture will be closely combined with agricultural tourism, village development, environmental protection. Establish the image of social responsibility of the brand, win the lasting recognition of the agricultural brand from consumers and the public with the overall image of the cluster, and then harvest the ecological and social value of the brand^[8-9]. Optimize brand building environment and obtain resource support for the development of traditional agricultural brand. Optimizing the brand environment and realizing the coordinated development between the main body of agricultural brand construction and the regional environment is beneficial to get more agricultural resources to invest in brand construction. The first is government support. The importance of government support is determined by the basic position, weakness and externality of brand construction of agriculture. At the policy level, the government should take the development of brand strategy as an opportunity to strengthen the top-level design of agricultural brand classification and stratified development of scientific planning, cultivate agricultural brand main body, strengthen the construction of laws and regulations and market supervision. Emphasis should be placed on improving the standardization system, implementation system, certification and product quality traceability system of agricultural product brand value, and promoting the application of agricultural iot in agricultural production, safety supervision, e-commerce and other links. At the economic level, through fiscal, financial and trade policies, effectively promote the integration of agriculture with the second and third industries, lengthen the agricultural industry chain, and promote the continuous development of brand industries and enterprises. Second, establish a socialized service innovation mechanism for agriculture. First of all, all levels, especially grass-roots non-profit agricultural technology extension agencies, should be taken as the main channel of agricultural services, and their positive role should be paid attention to, so as to implement the "three-in-one" comprehensive service functions of technology extension, epidemic prevention and treatment, and quality supervision. Secondly, strengthen the support of industry associations. Industry associations should play a certain role in policy research, technology promotion, standard formulation, industry self-discipline and so on, and make an important supplement to government management and market regulation. In addition, it is necessary to strengthen the "industry-university-research" integration cooperation between enterprises and relevant research institutes. Thirdly, standardize the development of industry credit rating market, establish enterprise environmental behavior credit evaluation system. It mainly carries out dynamic classification management to cluster enterprise organizations, and gives corresponding encouragement, warning or punishment according to the credit rating of enterprises. We will establish an online credit blacklist system, notify and publicly expose it, and crack down on violations of brand property rights and the production and sale of fake and shoddy goods. Improve the training environment for credit management professionals. The Fourth, financial support. A comprehensive service platform for agricultural financial innovation should be built as soon as possible to provide space for fine cultivation of agricultural brand development. Centering on the two core agricultural development elements of technology and capital, in-depth exploration and cooperation will be carried out in enterprise merger and reorganization, transfer of scientific and technological achievements, land transfer and brand building, so as to promote the development of brand agriculture combining high and new technology and financial capital.

2.3.3 Strategies for alleviating farmers' psychological anxiety based on ecological model

In the innovative development of cluster brand construction, based on the theory of ecological model,

the establishment of a trinity linkage development model based on professional farmers, cooperatives as the center, and social security can promote the improvement of the psychological capital of the new farmers' cooperatives, and effectively relieve the psychological anxiety of farmers. Specific strategies include: Building an environment of equity, justice and common prosperity. Farmers' group psychology is essentially influenced and restricted by internal and external environment, in which there are many factors that affect farmers. Fairness, justice and common prosperity are the key to farmers' psychological balance. Therefore, building a fair and just common prosperity environment is a powerful guarantee to adjust farmers' psychological problems. The government can develop and improve the psychological capital of farmer entrepreneurs through farmer cooperatives. The various dimensions of psychological capital, such as creativity, resilience, optimism, hope, self-efficacy and so on, are the individual characteristics of the state class, and these positive psychological abilities can be developed and improved. Although many dimensions of psychological capital are inherent to the individual, how each dimension is developed is not known to the individual. The government can organize psychological training programs for farmers' entrepreneurs through farmers' cooperatives, so that farmers can understand and learn the methods and skills to develop and improve their psychological capital, so as to develop and improve the psychological capital of farmers' entrepreneurs and create favorable conditions for the smooth progress of farmers' entrepreneurship. In view of the psychological problems of farmers to establish a help mechanism to improve their own psychological adjustment ability .In view of the psychological problems of farmers at all levels, we can establish a help mechanism, try to open their closed mind, heal the broken emotions, ease the pain of trauma, and try to provide them with spiritual needs to meet. We should set up special funds for rural mental health care and increase the input to rural mental health education and consultation service system. Social workers and non-governmental organizations are encouraged to carry out publicity and education of mental health knowledge and free diagnosis and treatment of mental diseases in rural areas. At the same time, in the process of building harmonious countryside, such as cultivating farmers' happiness, satisfaction, sense of shame, sense of gratitude and other psychological feelings, to help farmers to pursue self-comprehensive development and value realization, and truly realize the perfection of personality, personality and psychological perfection. Psychologically harmonious new farmers are good at adjusting their own psychology, and get along well with others and society. Only in this way can they play a positive and active role in the construction of the new countryside and become the builders of the new countryside.

III. CONCLUSION

Typical traditional agricultural cluster in our country, for example, from the perspective of green safety agricultural brand construction put forward China's traditional agricultural cluster brand development model, product quality assurance system, consumer identity, brand environment construction of innovation and development path, and from the government, farmers cooperatives, farmers, individual three aspects analyzes the ease farmers psychological anxiety support strategy, It includes constructing an environment of fairness, justice and common prosperity, developing and improving the psychological capital of peasant entrepreneurs through farmer cooperatives, establishing a helping mechanism and improving the psychological adjustment ability of peasants themselves, etc. To promote the development of rural

revitalization strategy, enhance the level of Chinese characteristic agricultural product quality, optimize the agricultural industrial structure, improve agricultural economic benefits and competitiveness, promote the farmers' income, and promote traditional agriculture cluster in our country economic growth from "resource consumption driven" to "innovation driven" brand all has the important practical significance.

The main problems in the brand development of traditional characteristic agricultural cluster in China. The use of traditional characteristic culture to guide consumers to green is not enough, consumers do not have high brand identity; Traditional agricultural brands are weak in ecological awareness and social responsibility fulfillment, and have little social influence; The psychological anxiety of farmers affects the process of brand promotion; Environmental construction lags behind, restricting the development of traditional agricultural brand.

Innovative development path of China's traditional characteristic agricultural cluster. In the context of agricultural supply-side structural reform, brand cultivation of agricultural clusters has evolved into a community involving brand ontology, brand environment and consumers, integrating brand risk credit and value creation. To draw lessons from traditional agricultural brand construction concept of industrialization development, on the basis of industrial agglomeration, to green food and organic food production base, science and technology as the carrier, in a standardized, modern marketing support, green culture, financial support and agricultural brand as the core feature, establish a market-oriented, enterprise main body, government system, the social participation brand development. Need from agricultural cluster value chain brand synergy development mode innovation, agricultural product quality security system building, leading the consumer brand trust and brand culture subject and environment coordinated development, and other key aspects to build brand, to be able to increase agricultural brand effectiveness, enhance brand recognition and brand support, enhance the brand value creation level of traditional agricultural industrial cluster.

The collaborative development model of cluster value chain brand based on "social network + innovation network + production network" should be established to improve the scale, specialization and value creation ability of traditional agricultural brand construction. We will build a quality assurance system for agricultural products and lay a solid foundation for the development of traditional agricultural brands. Based on the perspective of consumers, based on the concept of ecology, tourism and health preservation, through the guidance of characteristic culture to achieve the economic benefits, social benefits and ecological benefits of traditional agricultural brands. Optimize brand building environment and obtain resource support for the development of traditional agricultural brand.

Strategies for alleviating farmers' psychological anxiety based on ecological model

In the innovative development of cluster brand construction, based on the theory of ecological model, the establishment of a trinity linkage development model based on professional farmers, cooperatives as the center, and social security can promote the improvement of the psychological capital of the new farmers' cooperatives, and effectively relieve the psychological anxiety of farmers. Specific strategies include: Build an environment of equity, justice and common prosperity. The environment of justice and

common prosperity is a powerful guarantee for the adjustment of peasants' psychological problems. Through farmer cooperatives, the government can develop and improve the psychological capital of farmer entrepreneurs. The government can organize psychological training programs for farmers' entrepreneurs through farmers' cooperatives, so that farmers can understand and learn the methods and skills to develop and improve their psychological capital, so as to develop and improve the psychological capital of farmers' entrepreneurs and create favorable conditions for the smooth progress of farmers' entrepreneurship.

Establish a help mechanism for farmers' psychological problems and improve their psychological adjustment ability. In view of the psychological problems of farmers at all levels, a helping mechanism can be established, special funds for farmers' mental health care should be set up, and investment in rural mental health education and consultation service system should be increased. At the same time, in the process of building harmonious countryside, such as cultivating farmers' happiness, satisfaction, sense of shame, sense of gratitude and other psychological feelings, to help farmers to pursue self-comprehensive development and value realization, and truly realize the perfection of personality, personality and psychological perfection. Psychologically harmonious new farmers are good at adjusting their own psychology, and get along well with others and society. Only in this way can they play a positive and active role in the construction of the new countryside and become the builders of the new countryside.

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