

Etiqueta nutricional de fibra dietética y estrategia de marca verde para empresas lácteas

Dietary Fiber Nutrition Label and Green Brand Strategy for Dairy Companies

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Resumen

La tabla de composición de nutrientes en la etiqueta de nutrición está etiquetada con el nombre de la composición de nutrientes de los alimentos, el contenido y el valor de referencia de los nutrientes. La tabla de composición de nutrientes primero debe indicar los cuatro nutrientes principales, como energía y proteínas, grasas, carbohidratos y sodio. La nutrición de fibra dietética es particularmente importante para la salud humana. Este artículo analiza la etiqueta de nutrición de fibra dietética y la estrategia de marca verde de las compañías lácteas. Crear una marca de productos lácteos ecológicos y llevar a cabo una producción y operación diferenciadas tiene el papel de la demostración de la industria e impulsar el desarrollo de la cadena industrial. Cultive el conocimiento de la marca verde entre todos los empleados en las actividades de producción y operación de la empresa, establezca y mejore de manera efectiva el mecanismo operativo "verde" y haga que el concepto de marca verde sea realmente una guía de acción para la gestión.

Palabras clave: fibra dietética; Estrategia de marca verde; Alimentos orgánicos; Nutrición de amino ácidos

Abstract

The nutrient composition table on the nutrition label is labeled with the food nutrient composition name, content and reference value of nutrients. The nutrient composition table should first indicate the four core nutrients such as energy and protein, fat, carbohydrate and sodium. Dietary fiber nutrition is particularly important for human health. This article analyzes the dietary fiber nutrition label and the green brand strategy of dairy companies. Creating a green dairy product brand and carrying out differentiated production and operation have the role of industry demonstration and drive the development of the industrial chain. Cultivate green brand awareness among all employees in the production and operation activities of the enterprise, effectively establish and improve the "green" operating mechanism, and make the concept of green brand truly a guide to action for management.

Key words: Dietary fiber; Green brand strategy; Organic food; Amino acid nutrition

1. Introduction

Since 2008, the "Management Regulations on Food Nutrition Labelling" (hereinafter referred to as the "Regulations") will be officially implemented in China. This "Specification" was officially promulgated by the Ministry of Health of the People's Republic of China on January 11, 2008 after five years of in-depth discussion and repeated revision[1]. The "Specifications" stipulates the content and format of food nutrition labels, and requires that all pre-packaged foods sold within the territory of China should be labeled with nutrition labels in compliance with the regulations' management regulations. The promulgation and implementation of the "Food Nutrition Label Management Regulations" marked the official entry of food nutrition labels into the market and the lives of ordinary people in China. As an important part of food labeling-food nutritional ingredients, it is the main means to display the composition of foods, the nutritional characteristics and performance of foods, and to pass on food nutrition information to consumers[2]. It is the simplest and most direct way for consumers to obtain nutritional knowledge. Approaches are also important measures to ensure consumers' right to know, guide and promote healthy consumption.

With the sustained and rapid development of China's national economy and the improvement of people's living standards, in the process of building a well-off society in an all-round way, people's food structure has also changed. Healthy and nutritious food has gradually become the first choice for people, making the milk and dairy industry The production, sales, and economic efficiency of the country have been greatly improved. In 1997, the State Council listed the dairy industry as an industry encouraged and encouraged by the state, which

has fully demonstrated the importance of the dairy industry[3]. Therefore, this article interprets the nutritional content of organic foods, and uses dairy products in organic foods as an example to evaluate, analyze, and judge through the green dairy product brand evaluation system, and puts forward the development ideas for building green brands for food processing enterprises. In order to create a green dairy product brand with Chinese characteristics, China's dairy industry will be invincible in the competition of the world's dairy industry, and put forward corresponding countermeasures and suggestions in order to grasp the best opportunity for the evolution of the dairy industry and effectively promote the rapid and healthy development of the Chinese dairy industry. It is of great significance[4].

2. Interpretation of the nutritional content label of organic food

2.1 Nutrition facts table

The nutrient composition table on the nutrition label is a table labeled with the nutritional ingredient name, content and percentage of the Nutrient Reference Value (NRV) of the food. The nutritional components that can be marked in the table include energy, nutrients, moisture and dietary fiber. The content of nutrient content is indicated by using 100 grams (g), 100 milliliters (ml) of food or per serving as the unit. The content of nutrient content is expressed by specific values. It is also indicated that the content of the nutrient content accounts for the NRV percentage.

The nutrient composition table should first indicate the four core nutrients such as energy and protein, fat, carbohydrate and sodium. Because energy and these four core nutrients are the most public health nutrients in China[5]. For example, lack of energy can cause malnutrition, affect the growth and development and health of children and adolescents, and excess can lead to the development of obesity and chronic diseases; for example, the intake of sodium in China is much higher than the recommended amount (6g / d), leading to hypertension. And other diseases are increasing.

NRV is called the nutrient reference value, which is the reference value of the daily requirements of various nutrients. It can generally meet the nutritional needs of normal people (regardless of men and women, age), but does not include people at special physiological stages, such as children under 3 years old, pregnant women, Nursing mother, etc. It is specially used in food nutrition labels, and can be used as a reference standard for comparing the nutritional content of foods on food nutrition labels. It is also a nutrition reference standard when consumers choose foods.

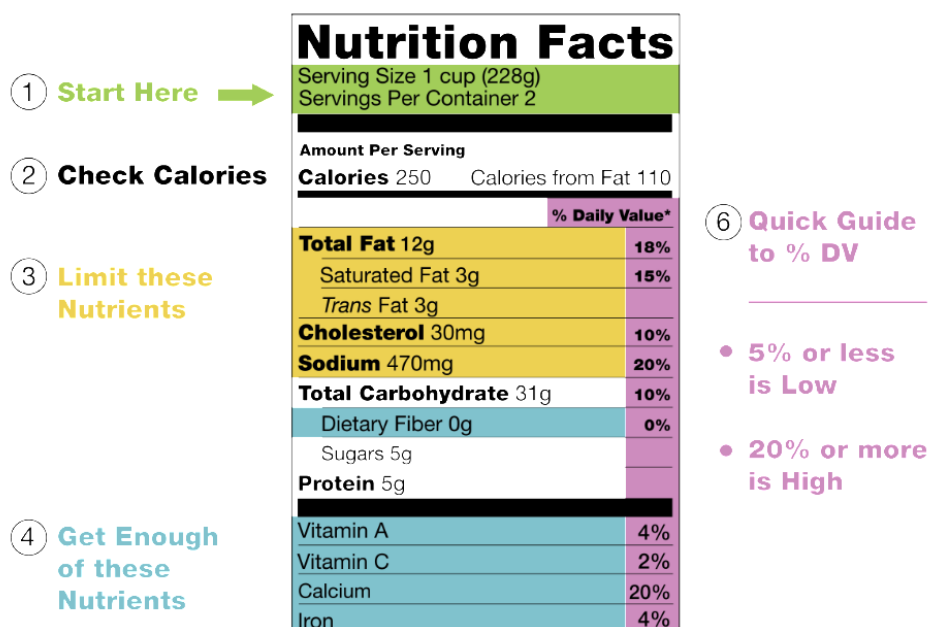


Figure 1. Nutrition labelling

3. Factors influencing the implementation of green dairy brand strategy

According to the influencing factors on the development of green brand in dairy enterprises at home and abroad, this paper thinks that the factors affecting the sustainable development and green brand development of dairy enterprises can be analyzed from the following five aspects:

3.1 Green brand strategic planning of enterprises

The innovation ability of enterprise's green brand product is the key to determine whether the dairy enterprise and dairy market can achieve sustainable development, which is also the ultimate driving force. The industry without innovation is the industry without development prospect, and the same is true for the development of the market[6]. The sustainable and healthy development of dairy market is also constrained by the enterprise's own strategic management, which is forward-looking. It can take into account the overall situation of the enterprise's own important factors. It includes: the enterprise's green brand strategic planning, green consumer market communication (through the outer packaging related green, quality certification mark, enterprise website publicity).

3.2 Green management system

This system is different from the green product system. It is the requirement of the enterprise's production standard management ability to see whether the enterprise conforms to the green operation in the production and sales process. Specifically including: ISO9000, ISO14001, HACCP, gap \ GMP.

ISO is the English abbreviation of an organization (International Standards Organization)[7]. ISO9000 refers to the quality management system standards. Entrepreneurs have adopted ISO9000 series standards to establish quality management system in the enterprise, in order to strengthen quality management and meet the needs of quality competition.

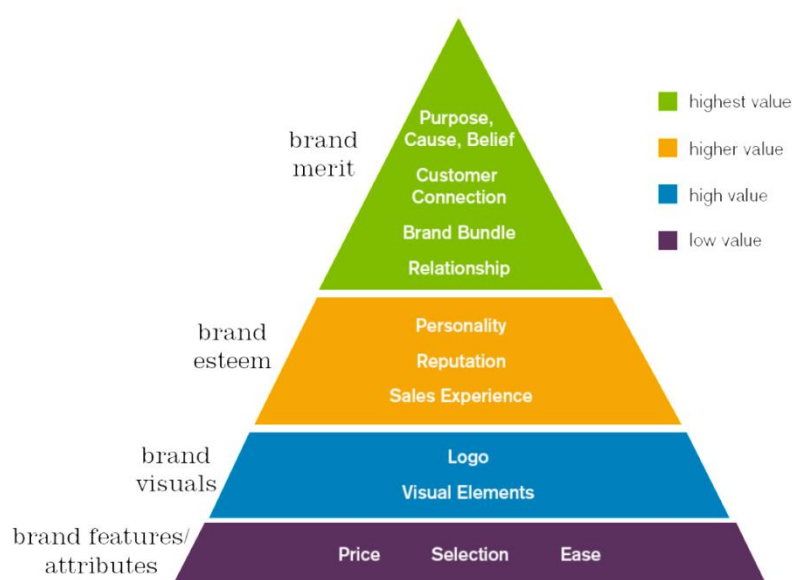


Figure 2. Green brand strategy

ISO 14000 is a set of system standards of environmental management nature. The environmental management system focuses on the requirements of environmental policies to carry out environmental management. The contents of environmental management include formulating environmental policies, implementing and realizing the relevant contents required by environmental policies, reviewing and maintaining the implementation and degree of environmental policies.

The difference between ISO9000 and ISO14001: the ISO9000 standard is a commitment to customers, and the ISO14001 standard is a lack of effective external supervision mechanism for the government, society and many related parties (including shareholders, lenders, insurance, etc.), while implementing the ISO14000 standard, it is subject to the supervision of the government, law enforcement authorities, the public and all related parties.

HACCP food safety control management system represents the critical control point of hazard analysis. To ensure the safety of food in the process of production, processing, manufacturing, preparation and consumption, it is a scientific, reasonable and systematic method in hazard identification, evaluation and control.

Gap (good agricultural practices) refers to good agricultural practices[8]. Gap is mainly aimed at the risk control of common microorganisms in the process of planting, harvesting, cleaning, placing, packaging and transportation of most fruits and vegetables sold to consumers and processing enterprises without processing and the simplest processing ; GMP (good manufacturing practice) refers to good agricultural practices, which requires food hygiene The manufacturer shall have good production equipment, reasonable production process, perfect quality management and strict detection system to ensure that the quality of the final product (including food safety and health) meets the requirements of laws and regulations.

3.3 Green product system

The development of dairy enterprises can not be separated from the quality of their products. After the melamine incident, the safety of dairy products is more important. Including: green food and organic food certification.

3.4 Official brand recognition

There are many brand evaluation systems and evaluation standards in China, such as Chinese famous brands, inspection-free products, and well-known brands. In this system, Chinese famous brands are used as an evaluation item, and it is further subdivided, including national and provincial levels. The three local and local levels have different reference coefficients depending on the level.

3.5 Market Performance

In this column, we take market share as the focus of evaluation, and take dairy products companies in local markets, regional markets

Market, regional market, and national market share performance as the measure of subdivision. These five aspects are interdependent and irreplaceable. The mutual influence and role among them determine the performance of dairy products companies. development of.

4. Hierarchy Analysis of Green Dairy Brands

Quantitative analysis of how to establish a green dairy product brand can provide a scientific basis for whether the enterprise has the qualification to establish a green dairy product brand and the level that has been established. This paper adopts the analytic hierarchy process, which can quantify and centralize the scattered consulting opinions, and can effectively deal with the problems in the evaluation of green dairy products brands that cannot be completely solved by quantitative methods[9]. Its advantage is to decompose complex brand building problems into several levels, analyze them one by one, compare them one by one, build a tree structure, obtain the value of each point, carry out evaluation, and express and deal with human subjective judgments in quantitative form. It is a combination of qualitative and quantitative methods.

4.1 Building a Hierarchical Analysis Structure Model

In order to grasp the current research status of green dairy product brand indicators, and to establish a more scientific and reasonable evaluation system for green dairy product brands, a total of 11 documents concerning the dairy industry, brands, organic dairy products, and green dairy products were reviewed and collated. Through the study of these 11 documents and relevant national documents, we have initially formed a project for the evaluation system of green dairy products, which involves green consumption, green brands, green logos, and green dairy products[10]. The questionnaire was used to process and analyze the data, explore the green brand consumer psychology and consumption behavior, and find out what factors have a greater impact on the consumption behavior of liquid milk. The conclusion of this study and the relevant hierarchical analysis model were drawn.

The establishment of a green dairy brand evaluation hierarchy model is divided into three layers: green dairy brand evaluation target layer A layer, green brand strategy, green product system, green management system, official brand recognition, market performance five comprehensive layers B layer and The 10 evaluation items are layer C.

4.2 Indicator system composition and weight design between indicators

In order to obtain a clearer discrimination criterion, we assume that the weight of the target layer of the green dairy product brand is 100%, and the five comprehensive evaluation layers are each attached with an average value of 20% as the weight. We determine the weight of other evaluation factors based on four aspects. First, select indicators with a frequency of more than 10% to get indicator group 1. Second, in indicator group 1, repeating indicators that have similar meanings and reflect the same content are excluded, and indicators that are more representative and data are available are retained. Get indicator group 2; again, consider adding some indicators that are used infrequently or have not been used due to certain subjective and objective factors, but have important signs or promotion effects on the new level of industrialization, and get indicator group 3; Finally, through expert consultation Based on the scientific, systematic, and comparable principles, the indicator group 3 is adjusted, and the weight value is finally determined.

4.3 Relevant conclusions for constructing a hierarchy analysis of dairy green brands

According to the weighted values of the evaluation factors obtained, after ranking them in a single order, in the evaluation comprehensive layer, the weight of organic foods in the green product system B ② group ranks first, which indicates that organic foods are green dairy products[11]. Quality Assurance Only products and

brands that pass organic certification can qualify as Green Dairy Brands. The most important factor in this evaluation model is also the basis for establishing a green brand. This is the essential reaction of people at this stage based on the quality of dairy products. The results also reflect whether the establishment of a green dairy product brand currently depends on whether the quality of the products produced by the company can reach a planned level and whether it can be accepted by consumers' quality certification. In this layer, whether it is a green product or an organic product is a key factor in ensuring product quality.

In the green brand strategy B ①, the green brand strategic plan ranks second. Does the company have a green awareness and can it make a corresponding green strategic plan? This part reflects the company's future development path and development direction, and the healthy operation of the entire dairy industry. Advocate the formation of consumers' green consumption consciousness, and ultimately whether companies can build their own green brands. The entire evaluation index reflects the actual conditions for enterprises to establish green brands with an emphasis on product quality, brand image, and development planning.

In the official brand recognition B ④, if the company has a high-level national famous brand honor, it is an authorized guarantee for the company's good social image, reputation and product quality in the relevant national quality inspection and consumer evaluation industries.

Market share is the only evaluation indicator in market performance B ⑤. Among its four levels, the national level market share is the most powerful data proof to measure the brand size of an enterprise.

GAP \ GMP and HACCP certifications have considerable weight in the green management system B ③. HACCP food safety control management system, which represents the critical control point for hazard analysis. Ensuring the safety of food in the process of production, processing, manufacturing, preparation and consumption of consumption is a scientific, reasonable and systematic method in terms of hazard identification, evaluation and control. GAP focuses on the control of microbial hazards common to the cultivation, harvesting, cleaning, placing, packaging and transportation of most fruits and vegetables that are unprocessed and the simplest processed (raw) sold to consumers and processing companies; GMP requires Food production enterprises should have good production equipment, reasonable production processes, perfect quality management and strict testing systems to ensure that the quality of final products (including food safety and hygiene) meets regulatory requirements. These three certification standards have very strict and strict quality requirements for the production environment and processing conditions.

The green dairy brand evaluation system is a measurement tool used by dairy companies for green brand production. Based on the actual data obtained from the enterprise, the measurement is performed, and we can measure the development degree of the green brand of the enterprise. Therefore, we can classify the weight of this table with 100%, with weights ranging from 40% to 60% [12]. We call them light green enterprises, and weights between 60% and 90% are called dark green enterprises. The weight is 90%. —100% range is absolutely green enterprises. After this division, we can well guide the green operation of production and operation of enterprises in reality.



Figure 3. Green brand

5. Dairy Product Enterprise Green Brand Development Strategy

5.1 Green Brand Development Strategy for Dairy Products Enterprises

On the basis of green food, green dairy products both emphasize the production and consumption of non-polluting dairy products with high nutrition, high quality, and environmental ecology on the basis of safety. It also realized the harmony of nature and the harmony of man and nature. Based on this, the brand concept was introduced into the enterprise's green dairy product plan, which not only gave play to the advantages of the brand but also met the requirements of social progress and development[13]. The two complement each other. Driven by the brand advantage effect, the company's green dairy product road will be pushed to a new pattern. How to combine the two perfectly and make the concept of green brand to create more profits for enterprises is a strategic issue.

The so-called brand strategy is a company's business strategy that takes brand as its core competitiveness in order to obtain differentiated profits and values. "Green" represents the ideology of environmental protection and the harmonious survival of human beings and common and sustainable development. The green brand strategy is to establish the harmony between the environment and human beings as the core competitiveness, make the enterprise's production and operation activities green, and carry out overall and long-term overall planning for the enterprise's development goals and ways and means to achieve the goals[14]. To implement the green brand strategy, enterprises should effectively grasp the carrier of green products, give green brands more meaning, reflect the green management culture, instill the concept of green management, enrich the brand's carrying capacity, and expand the brand's depth, so as to achieve the optimization of brand value maximize. The green brand strategy includes: first, the positioning of a green brand with a high sense of responsibility; second, the maintenance of a fine and healthy green brand; third, the management of a scientific and systematic green brand;

5.2 Implementation of corporate green dairy brand strategy

5.2.1 Establish a green dairy brand concept

Enterprises should consider saving resources, protecting the environment, and seeking sustainable development as the core issues of corporate economic growth, and take green branding as the primary concept and basic idea for future work. Dairy companies can push the company and its products into a greener platform through relevant green certifications and standards according to the actual situation of the company. As a decision maker of a dairy company, there should be a strategy for the development of green brands, a deep understanding of green standardization, and the standpoint of maintaining the ecological balance of all humankind, with the goal of continuously improving people's living standards and ensuring consumption safety. Start with corporate culture, cultivate green dairy brand awareness among all employees in the company's production and operation activities, effectively establish and improve the "green" operating mechanism, and make the concept of green brand truly a guide to action for management.

5.2.2 Enterprises must innovate green production systems to meet market competition and consumer demand in the new form

Under the current market economic conditions in China, competition between the dairy industry is becoming increasingly fierce, new products, new processes, and new technologies are constantly emerging. The development of green dairy products and green brand concepts has received great attention. More and more dairy companies integrate into long-term development strategies. Take Shandong Yibo Dairy Milk Industry as an example. Compared with Mengniu Yili and other local companies, its strength is self-evident, but the decision makers of this company have already discovered that the green dairy brand will be the lifeline of the future development of dairy companies[15]. The company's 17 batches of products have obtained green food certification, accounting for the vast majority of its products. Therefore, to improve the competitiveness of enterprises, it is necessary to carry out green production system innovation and promote the transformation of the traditional development model to a sustainable development model. With the support of a system conducive to sustainable development, companies can gain competitive advantages through green technological innovation and the establishment of new competitive strategies.

5.2.3 Actively guide the production and consumption of green dairy products

China's development of green dairy products has a huge potential market. Due to insufficient publicity and limited green dairy products sold in the domestic market, consumers have not paid enough attention to green products. There are various ways to further strengthen the promotion and popularization of green dairy products, enhance the safety and environmental awareness of consumers, and promote the formation and development of China's green product market. To make more people understand that buying and consuming green products is not only beneficial to their own health, but also to protect the environment.

5.2.4 Strengthen the development and promotion of green dairy technology

The key to the development of green dairy products is technology. Strengthen the research on the deep processing of green dairy products and production and processing technologies, and increase the added value of dairy products. In recent years, the emergence of high-end organic milk such as Yili Jindian and Mengniu Trensui has not only filled the gap in market demand, but also consumers Provides high quality enjoyment. On this basis, we must continue to promote the existing mature technology and improve the scientific research and development, consulting and promotion service system.

5.2.5 Dairy companies should actively promote the promotion of green product marks

Actively promoting the promotion of green product marks is an important basis for promoting the healthy development of the green product business. Drawing on international experience, we will further revise and improve China's green food management regulations and technical standards, and regulate the production and quality control of green food. To strengthen the supervision and inspection of the implementation of green dairy products management regulations and standards, we must not only ensure the authority of the national symbol of green food, but also gain the trust and recognition of consumers.

6. Significance of Dairy Product Enterprises Implementing Green Brand Strategy

6.1 Green brand strategy is the cornerstone of the company's green dairy road

The sustainable development strategy of an enterprise is based on the sustainable development of society and economy. And sustainable social and economic development must be linked to the natural environment and the social environment, to coordinate economic construction with resources and the environment, to adapt population growth to the development of social productivity, and to ensure the long-term strategy of a virtuous cycle of society[16]. The company's green dairy products road is exactly to meet the requirements of the current social progress and development. The green branding strategy will be a cornerstone of the development of green dairy products.

6.2 Green dairy brand strategy adaptation is an inevitable choice for the green consumption wave

At present, consumers tend to green consumption mainly due to two reasons: First, the rapid development of the dairy industry in recent years has caused a great social negative impact on milk quality. Fuyang 's inferior milk powder, bright premature milk, Deer melamine, etc., in order to seek development and profit, the people's lives are at stake, which leaves consumers with great concerns before buying dairy products. Is it possible to buy dairy products and are they safe? ? How can I buy safe and reliable dairy products? Second, the development of society and economy has led to a rapid increase in the personal income of residents. They urgently demand a high-quality living environment and high-quality consumption, that is, green consumption. Therefore, companies must quickly rise to catch up with the wave of green consumption, understand the market and consumer demand, and accelerate the establishment of a good green brand image.

6.3 Dairy companies must implement a green brand strategy to participate in international competition

With regard to the analysis of China's dairy product development strategy, China's dairy industry has achieved great development in recent years, and has great development potential and market. The list of the world's top 20 dairy companies is mostly companies in Europe and the United States, Japan and New Zealand. According to statistics from 2006, the annual sales of the top Swiss company Nestle is 148 billion yuan (in RMB, the same below), the 20th British Dairy Crest company has annual sales of 20 billion yuan, and Meiji Dairy has annual sales. The amount is 33 billion yuan. As a huge country with a large population, Mengniu's operating income in 2007 was only 21.3 billion yuan, which was lower than the consumption level of some middle countries in Europe and America in 2006[17]. The presence of foreign brands has greatly affected some domestic dairy companies. Therefore, if you want to win in the fierce competition, you must adjust to the current production and consumption status, specific problems and development trends in a timely manner, determine the development strategy of green brands, establish a brand image, and produce green high-quality products to respond to foreign brands. Shock.

6.4 Social and Environmental Requirements Dairy Enterprises Implement Green Branding Strategy

At present, most dairy companies' production and operation activities are facing a series of difficulties and challenges. The first is the pressure of the macro environment, and people's awareness of green consumption has increased. More and more people have begun to advocate the movement of protecting consumers' green consumption rights and protecting ecological balance. The government has started to further strengthen the green standardization of enterprises and continuously improve this. Legislation in this area has driven companies to establish environmental protection concepts, implement green brand strategies, and comply with the requirements of the times. Secondly, the consumer demand for green consumption has increased dramatically. Enterprises must comply with consumers' green consumption needs and conduct green operations

to win. Customers; in the end, the role of the survival of the fittest in the market competition forces companies to change their business concepts and shape green dairy products brands in order to effectively deal with competitors, differentiate production, and continuously increase market share.

7. Measures that parties involved in a food safety incident should take--taking the Sanlu incident as an example

7.1 Strengthening supervision

The State Council assigned the functions of comprehensive coordination and investigation of major food safety accidents to the Ministry of Health, that is, authorizing the Ministry of Health to take overall responsibility for food safety in China. Since 2004, various provinces and cities have established temporary food safety committees at the local level, the Food Safety Committee, with offices in the Food and Drug Administration. After the current institutional reform, the FDA is placed under the management of the Ministry of Health, so it is proposed to set up the National Food Safety Management Committee (to be drafted) to coordinate the supervision of all departments in the food production and distribution links. The State Council is in charge of the Deputy Prime Minister in charge of culture, education, health or agriculture. Its members include: Ministry of Health, General Administration of Quality Supervision, Agriculture, General Administration of Industry and Commerce, State Food and Drug Administration, Ministry of Commerce, Ministry of Science and Technology, Ministry of Public Security, National Tourism Administration, National Forestry Bureau, National Grain Bureau[18]. Implement agricultural standardization to ensure food safety. That is, food safety work is included in the government work plan, government target assessment, and financial budget; institutional implementation, personnel implementation, responsibility implementation, system implementation, and funding implementation have been achieved.

7.2 Give full play to the professional guidance and social coordination role of industry associations

At present, China's food safety supervision implements a supervision system that is mainly segmented and supplemented by variety supervision. The Sanlu incident has revealed the shortcomings of the regulatory system, which has blind spots in segmented supervision and failed to implement variety supervision. Traditional theory holds that government supervision is the leading force in food safety supervision. With the change of social situation, the complication and division of social relations, government functions reflect the dual characteristics of inflationary demand and regulatory constraints, and a single government supervision cannot be achieved alone. The function of food safety supervision, a decentralized power structure and a diversified subject structure in the field of food safety supervision, market subjects and social middle-level subjects participate in food safety supervision, forming a common body of government, market and social middle-level subjects Regulatory situation.

7.3 Give full play to the role of social associations, that is, industry associations

One of the main functions of industry associations is professional guidance and industry self-discipline, which plays an important role in the entire industry. Industry associations gather industry professionals, and they should play their role when repairing, formulating national standards, industry standards, and local standards. This is an indispensable and important platform in addition to governments and enterprises. In the entire industry, as long as individual companies have food safety problems, it will affect the credibility of the entire industry and the survival of other similar companies[19]. Foreign associations have many advantages in this regard. Although our domestic industry associations also have Quite a few successful cases, but by contrast the effects are very limited. After the Sanlu incident, only the government and enterprises can be seen in the media, but the voice of the industry associations cannot be heard. It is impossible to turn the tide at a critical moment and save the entire dairy industry in the water. Regret and disappointment. Therefore, industry associations should make a difference in strengthening industry self-discipline, increasing awareness of responsibility, consciously resisting counterfeit and shoddy products, and exaggerating publicity. Guide the industry to strengthen self-discipline, increase awareness of law compliance, increase awareness of the first responsible person, and consciously not produce or process toxic and harmful food.

7.4 Strengthen the awareness of law-abiding consciousness of enterprises and relevant responsible persons

To improve the overall quality of the food industry, from the broad aspects of the food industry: one is the standardization of the production and processing area; the other is the standardization of the market management area; the former involves the comprehensive level of science and technology of people and things, which has been determined by the industry association Its normative science and professionalism; the latter involves business integrity between people in the business process, which needs to be adjusted by economic rules and spiritual constraints. Establish an enterprise credit information platform, and regularly publish excellent product information and warning information through the website or webpage, and also enter the basic situation, brand

characteristics, credit rating, and violations of the pilot enterprises one by one for reference by consumers. Put the integrity of the enterprise under the eyes of the masses and accept their supervision. Establish an enterprise food safety deposit system and an enterprise responsible person's integrity file system to guide enterprises to consciously produce and process according to food safety standards.

7.5 Strengthening the role of media opinion

Various domestic media should give full play to the role of guidance and supervision, strengthen the publicity of food safety knowledge and the release of food safety information, ensure the symmetry of public information on food safety, and improve consumers' level of food safety recognition[20]. All supervisory departments work together to make full use of the advantages of the existing health, technology and drug promotion networks to publicize video safety supervision laws and regulations and food safety knowledge, so that unsafe food has no market or hiding place. The state should encourage complaints and reports, allocate special funds to set up food safety incidents with rewards and reports, fully mobilize the enthusiasm of the masses, extend the reach of food safety control, make enterprises have to strengthen self-discipline, dare not produce and process unsafe food, and Public health and life safety.

8. Conclusion

Creating a green dairy product brand and carrying out differentiated production and operation have the role of industry demonstration and drive the development of the industrial chain. Green dairy products are based on their sustainable development principles and green food standards as guidelines, which not only meet people's requirements for safe, high-quality, nutritious, non-polluting dairy products, but also ensure people's diet safety, physical health, and self-care; they also protect The agricultural and ecological environment has been improved, and the adverse effects of economic behavior on the ecological environment and the quality of food have been reduced to the greatest extent by promoting biological cycles, rational allocation and saving resources.

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