



*The World's Largest Open Access Agricultural & Applied Economics Digital Library*

**This document is discoverable and free to researchers across the globe due to the work of AgEcon Search.**

**Help ensure our sustainability.**

Give to AgEcon Search

AgEcon Search

<http://ageconsearch.umn.edu>

[aesearch@umn.edu](mailto:aesearch@umn.edu)

*Papers downloaded from **AgEcon Search** may be used for non-commercial purposes and personal study only. No other use, including posting to another Internet site, is permitted without permission from the copyright owner (not AgEcon Search), or as allowed under the provisions of Fair Use, U.S. Copyright Act, Title 17 U.S.C.*

*No endorsement of AgEcon Search or its fundraising activities by the author(s) of the following work or their employer(s) is intended or implied.*

# Intangible Cultural Heritage and Geographical Indication of Specialty Resources: A Case Study of Shiyan City

Zai HU<sup>1\*</sup>, Wanzhen XIONG<sup>1</sup>, Zhiguo SUN<sup>1,2</sup>, Shuting WANG<sup>1</sup>, Limin HUANG<sup>1,2</sup>

1. School of Resource and Environment Science, Hubei University of Science and Technology, Xianning 437100, China; 2. Center for Cultural Studies on Southern Hubei Province, Xianning 437100, China

**Abstract** The protection of intangible cultural heritage and geographical indications of the specialty in Shiyan City was analyzed, and then related suggestions were proposed, for example, to collect and organize the intangible cultural heritage related to traditional specialty; to enhance the application of those intangible cultural heritage projects related to traditional industry and agriculture; to establish some demonstration bases for the productive protection of intangible cultural heritages; to strengthen the application of geographical indications of traditional specialty; to build national quality standards for various specialty with geographical indications; to integrate and cultivate the famous specialty brands with geographical indication; to implement the double protection of the geographical indications and intangible cultural heritages; to improve the poverty alleviation through developing the specialty industry with geographical indications.

**Key words** Traditional specialty, Geographical indication, Intangible cultural heritage, Development-oriented poverty alleviation, The Qinba Mountains, Shiyan City

## 1 Introduction

*China Rural Poverty Alleviation and Development Program* (2011–2020) determined the main task of characteristic and superior industries for poverty alleviation, the ideas of industrial poverty alleviation in the special poverty reduction, and the ways to develop special industries in the industrial poverty alleviation. *China Rural Poverty Alleviation and Development Program* makes it clear that the main battlefield of poverty alleviation in the next 10 years is the Qinba Mountains and other 10 contiguous poor areas, and Tibet, the Tibetan areas in four provinces and South Xinjiang that have clearly implemented special support policies. The Qinba Mountains involve 76 counties and districts in Gansu, Shaanxi, Sichuan, Hubei, Henan and other provinces and cities. Located in the contiguous poor areas of the Qinba Mountains, Shiyan City has jurisdiction over two districts, five counties, one city, one economic and technological development zone, and one special tourism economic zone, namely Maojian District, Zhangwan District, Yun County, Yunxi County, Zhushan County, Zhuxi County, Fang County, Danjiangkou City, Shiyan Economic Development Zone, Wudang Mountain tourism economic zone. Among them, there are 6 state-level poverty-stricken areas: Danjiangkou City, Yun County, Yunxi County, Zhushan County, Zhuxi County and Fang County.

UNESCO passed Convention for the Protection of Intangible Cultural Heritage on October 17, 2003, which was the prelude to the protection of the world's intangible heritage. Since the State

Council issued *Views on the Strengthening China's Intangible Cultural Heritage Protection Work* and *Notice on Strengthening Cultural Heritage Protection* in 2005, the rescue and protection of intangible cultural heritage has formed the climax in contemporary China, and yielded fruitful results<sup>[1–6]</sup>. In the seven major types of intellectual property rights covered by the *TRIPS Agreement*, geographical indication, as an independent type of intellectual property, is provided in special sections. It is one of the three topics of the Doha Round of negotiations on intellectual property, and a hot topic drawing widespread attention<sup>[7–8]</sup>. Geographical indication rights are an important part of agricultural intellectual property, mainly for the intellectual property protection of traditional famous and high-quality specialty (the specialty in a broad sense, such as agricultural products, wine, food, arts and crafts, textile)<sup>[7–8]</sup>. Geographical indication and origin naming system have had more than 100 years of history. France is one of the birthplaces of the system. From the beginning, France mainly used the system to protect champagne and other types of liquor produced at home. However, China's geographical indication protection system was implemented in 1995, with serious conflicts and high degree of repeat. There were mainly five geographical indication protection systems successively. Currently, there are still three of them as follows: (i) The geographical indication product protection of the State Administration of Quality Supervision, Inspection and Quarantine; (ii) The geographical indication trademark registration of the State Administration for Industry and Commerce; (iii) The agricultural product geographical indication registration of the Ministry of Agriculture. Using the geographical indication intellectual property provided in the special section under the *WTO TRIPS Agreement*, and focusing on the protection of traditional specialty cultural heritage (especially intangible cultural heritage), in order to cultivate the specialty brand and enhance its domestic and

Received: June 28, 2013 Accepted: August 20, 2013

Supported by Humanities and Social Sciences Planning Fund Project (11YJA850019); Scientific and Technological Innovation Project, the Ministry of Culture (2011021); Hubei Social Science Fund Project (2010274).

\* Corresponding author. E-mail: 617748023@qq.com

international competitiveness, is not only an important issue for the further development of traditional specialty industry in China's contiguous poor areas, but also a new direction for development-oriented poverty alleviation.

Shiyan City has rich resources of cultural heritage (especially intangible cultural heritage) and unique specialty resources, so in view of this, we study the current intangible cultural heritage and geographical indication intellectual property protection situation of specialty resources in Shiyan City of the Qinba Mountains, and put forth the corresponding recommendations.

## 2 Intangible cultural heritage protection

In August 2004, China joined *Convention for the Protection of Intangible Cultural Heritage*. Kunqu opera became the first batch of world intangible cultural heritage in 2001. So far, China has become the world's superpower of intangible cultural heritage, and 34 items have been included in the intangible cultural heritage list of UNESCO. In the 34 items included in the intangible cultural heritage list of UNESCO, there is no special intangible cultural heritage of Shiyan City.

In addition to the declaration of world intangible cultural heritage, China has gradually established the "four-level" (national, provincial, municipal and county) registration system of intangible cultural heritage roster system. The State Council on May 20, 2006, June 7, 2008, May 23, 2011, announced the first, second and third batch of *National-level Intangible Cultural Heritage List*,

respectively, involving 1219 items. Various provinces and autonomous regions actively carry out the protection of intangible cultural heritage, successively releasing the provincial-level intangible cultural heritage list. Currently, these lists are basically the same as *National-level Intangible Cultural Heritage List*, which can be divided into 10 categories: folk literature, traditional music, traditional dance, traditional theater, folk art, traditional sports, recreation and acrobatics, traditional art, traditional craft, traditional medicine, folklore. Obviously, the intangible cultural heritage related to food products basically falls into the type of traditional art.

In *National-level Intangible Cultural Heritage List*, there are 75 items in Hubei Province, 7 of which are related to Shiyan City among the reporting regions or units (Table 1). Obviously, the intangible cultural heritage items related to traditional industry and agriculture mostly fall into the type of traditional art, traditional skills, and productive folk customs; they are often related to the traditional specialty.

Hubei Provincial People's Government announced the first batch (June 6, 2007), second batch (May 2, 2009) and third batch (June 11, 2011) of *Hubei Provincial Intangible Cultural Heritage List*, involving 240 items, and 20 items were added in May 27, 2009 and June 11, 2011, respectively. In *Hubei Provincial Intangible Cultural Heritage List*, Shiyan City has 26 items (Table 2). And the following items are significantly related to specialty: Turquoise Carving Skills, Pottery Firing Techniques, Wudang Taoist Tea Frying Skills.

**Table 1 National intangible cultural heritage list related to Shiyan City**

Type	Intangible cultural heritage	Reporting area or unit
I folk literature	Wujiagou Folktales	Danjiangkou City, Hubei Province
II traditional music	Wudang Taoist Music	Shiyan City, Hubei Province
	Lujiahe Ballad	Danjiangkou City, Hubei Province
	Han Music Erhuang (music in traditional Chinese operas)	Zhuxi County, Hubei Province
IV traditional theater	Wudang God Opera	Danjiangkou City, Hubei Province
VI traditional sports, recreation and acrobatics	Wudang Martial Arts	Shiyan City, Hubei Province
X folklore	Wudang Temple Fair	Shiyan City, Hubei Province

**Table 2 Provincial intangible cultural heritage list related to Shiyan City**

Type	Intangible cultural heritage	Reporting area or unit
I folk literature	Yin Jifu Legend	Fang County
	Meng Zong, Huang Xiang Filial Piety Story	Fang County
	Wudang Legend	Shiyan Wudang Mountain Tourism Economic Zone
	Legend of Nu Wa	Zhushan County
II traditional music	Lujiahe Ballad	Danjiangkou City
	Junzhou Chinese traditional wind and percussion ensemble	Danjiangkou City
	Paizi gong	Zhushan County
	Guandu Folk Song	Zhushan County
	Yunyang Phoenix Lantern Play	Yun County
IV traditional theater	Maxia Lantern Play	Yun County
	Wudang God Opera	Danjiangkou City
	Huagu Opera	Yun County
	Shanerhuang Play	Zhuxi County
	Shadow Play	Zhushan County
	Yunxi Sanxian	Yunxi County
V folk art forms	Yunyang Siliuju	Yun County
VI traditional sports, recreation and acrobatics	Wudang Chunyang Secret Power	Shiyan City
VII traditional art	Turquoise Carving Skills	Yun County, Zhushan County

(Table 2)

Type	Intangible cultural heritage	Reporting area or unit
VIII traditional skills	Papercutting	Zhushan County
	Pottery Firing Techniques	Danjiangkou City
	Wudang Taoist Tea Frying Skills	Shiyao Wudang Mountain Tourism Economic Zone
IX traditional medicine	Wudang Taoist Medicine	Shiyao Wudang Mountain Tourism Economic Zone
X folklore	Commercial Digit	Danjiangkou City
	Dragon Boat Festival	Yun County
	Wudang Temple Fair	Shiyao Wudang Mountain Tourism Economic Zone
	Chinese Valentine's Day Custom	Yunxi County

3 Protection of geographical indication products

On January 31, 2000, Shaoxing wine became China's first origin product (namely the geographical indication product). By August 15, 2012, in accordance with *Provisions on the Protection of Origin Products* and *Provisions on the Protection of Geographical Indication Products*, the former State Bureau of Quality and Technical Supervision, and the State General Administration of Quality Supervision, Inspection and Quarantine, had implemented the geographical indication product protection on 957 kinds of products at home, involving 15 categories (fruits, herbs, vegetables, grain, tea, aquatic products, handicraft article, wine, poultry, livestock, spices, edible oil, textile, beverages, and flowers). In addition, the State General Administration of Quality Supervision,

Inspection and Quarantine approved the geographical indication product protection on 9 European specialties. Hubei Province implements the national geographical indication protection of 73 kinds of specialty. Among them, there are four national geographical indication chrysanthemum products in China: Hangbai chrysanthemum, Chu chrysanthemum, Huangshan tribute chrysanthemum, Huai chrysanthemum (Table 3). Among them, Shiyao City has 10 kinds of national geographical indication products: Longfeng Tea, Yunyang Black-bone Chicken, Danjiangkou Topmouth Culter, Fang County Black Fungus, Zhuxi Gong Rice, Zhushan Turquoise, Wudang Tangerine, Yunyang Papaya, Wudang Plum, Danjiangkou Yellowcheck Carp (Table 3).

Table 3 National geographical indication products and the use of special marks in Shiyao City

Geographical indication products	Approval time	Approval ranking	The scope of protection of geographical indication	Use of special marks	
				Number of enterprises	Number of trademarks
Longfeng Tea	November 30, 2006	266	13 townships and towns in Zhuxi County (Jiangjiayan Town, Zhongfeng Town, Longba Township, Chengguan Town, Shuiping Town, Xianhe Town, Xinzhou Township, Bingying Township, E'ping Township, Huiwan Township, Quanxi Town, Fengxi Town, Tianbao Township), and the administrative areas under jurisdiction of 9 county farms (Longwaya Tea Farm, Meizi Tea Farm, Qianjin Tea Farm, Yangjiaba Farm, Biaohu Forest Farm, Shuangzhu Forest Farm, Jiuligang Forest Farm, Wangjiashan Tea Farm, Tianchiya Forest Farm)	1	1
Yunyang Black-bone Chicken	February 14, 2007	312	12 townships and towns in Yun County (Baisanguan Town, Anyang Town, Yangxi Town, Nanhutang Town, Tanshan Town, Meipu Town, Liudong Town, Bailang Town, Daliu Township, Qingqu Town, Chengguan Town, Yuanzhongchang)	0	0
Danjiangkou Topmouth Culter	December 10, 2008	490	17 townships, towns and street offices in Danjiangkou City (Tutai Township, Junxian Town, Xijiadian Town, Liangshuihe Town, Liuliping Town, Tuguanya Town, Niuhe Forestry Development Management Area, Langhe Town, Dingjiaying Town, Shigu Town, Guanshan Town, Yanchihe Town, Sanguandian Street Office, Junzhou Road Office, Daba Office, Danzhao Office, Wudangshan Street Office)	17	6
Fang County Black Fungus	May 26, 2009	550	16 townships and towns (farms) in Fang County (Shahe Township, Wanyuhe Township, Qingfeng Town, Langkou Township, Baihe Township, Tucheng Town, Damuchang Town, Yaoping Township, Yaohuai Township, Hualongyan Town, Mengusi Town, Qiaoshang Township, Zhongba Township, Shangkan Township, Jiudao Township, Wutaishan Forestry Farm)	2	1
Zhuxi Gong Rice	December 28, 2009	614	9 townships and towns in Zhuxi County (Zhongfeng Town, Jiangjiayan Town, Longping Township, Chengguan Town, Shuiping Town, Xinghe Town, Xinzhou Township, Bingying Township, Huiwan Township)	2	2
Zhushan Turquoise	February 24, 2010	647	13 townships and towns in Zhushan County (Chengguan Town, Pankou Township, Yishui Town, Majiadu Town, Baofeng Town, Qingu Town, Zhuping Township, Desheng Town, Damiao Township, Shuangtai Township, Loutai Township, Wenfeng Township, Tianjiaba Town)	0	0

(Table 3)

Geographical indication products	Approval time		Approval ranking	The scope of protection of geographical indication	Use of special marks	
					Number of enterprises	Number of trademarks
Wudang Tangerine	February 2010	24,	648	17 townships, towns, offices, special regions, management areas, development management offices in Danjiangkou City (Wudangshan Special Region, Tutai Township, Junxian Town, Xijiadian Town, Liangshuihe Town, Liuliping Town, Tuguanya Town, Langhe Town, Dingjiaying Town, Shigu Town, Guanshan Town, Niuhe Forestry Development Management Area, Dagou Forestry Development Management Area, Baiyangping Forestry Development Management Area, Xingang Economic Development Management Office, Sanguandian Office, Danzhao Road Office)	5	1
Yunyang Papaya	July 13, 2010		682	The administrative areas under jurisdiction of Yun County	7	7
Wudang Plum	December 2010	31,	819	18 townships, towns, offices in Danjiangkou City (Wudangshan Special Region, Tutai Township, Junxian Town, Xijiadian Town, Haoping Town, Liangshuihe Town, Liuliping town, Tuguanya Town, Langhe Town, Dingjiaying Town, Shigu Town, Guanshan Town, Yanchihe Town, Niuhe Forestry Development Management Area, Dagou Forestry Development Management Area, Baiyangping Forestry Development Management Area, Sanguandian Office, Danzhao Road Office)	0	0
Danjiangkou Yellow-check Carp	November 2011	30,	933	17 townships, towns, offices in Danjiangkou City (Wudangshan Special Region, Liuliping Town, Junxian Town, Xijiadian Town, Haoping Town, Shigu Town, Liangshuihe Town, Langhe Town, Dingjiaying Town, Tutai Township, Tuguanya Town, Niuhe Forestry Development Management Area, Sanguandian Street Office, Daba Street Office, Junzhou Road Street Office, Xingang Economic Development Management Office, Danzhao Road Street Office)	0	0

#### 4 Registration of geographical indication trademark

The geographical indication trademark registration work of the State Administration for Industry and Commerce started from 1995. So far, the State Administration for Industry and Commerce has registered 1 004 geographical indication trademarks in 32 provinces, cities and autonomous regions (including Chihshang rice in Taiwan Province), involving 16 major categories (fruits, vegetables, grain, edible oil, tea, Chinese herbal medicine, livestock, poultry, aquatic products, handicrafts, spices, flowers, textiles, wines, beverages, tobacco).

**Table 4 National geographical indication trademarks in Shiyan City**

Trademark	Registrant	Registration No.
Fang County Black Fungus	Fang County Economic Crop Technology Promotion Station	6340780
Fang County Dried Mushroom	Fang County Economic Crop Technology Promotion Station	6340779
Yunxi Matou Goat	Yunxi County Association of Animal Husbandry	8060964

#### 5 Registration of geographical indication of agricultural products

The geographical indication agricultural product trademark registration work of the Ministry of Agriculture started from 2008. So far, in accordance with the *Geographical Indication Registration Procedure of Agricultural Products and Geographical Indication Usage Norms of Agricultural Products*, the Ministry of Agriculture has registered 966 kinds of geographical indication of agricultural products, involving 14 major categories (fruits, vegetables, grain, edible oil, tea, Chinese herbal medicine, livestock, poultry, aquatic products, handicrafts, spices, flowers, textiles, wines, beverages, tobacco). Hubei Province registered 35 kinds of national geographical indication of agricultural products.

Among them, there are 5 kinds of national geographical indi-

In addition, the State Administration for Industry and Commerce registration registered the geographical indication trademarks of products from Thailand, the United States, Mexico, Jamaica, Italy, the United Kingdom, Germany and South Korea. Hubei Province registered 42 national geographical indication trademarks:

Among them, there are 3 national geographical indication trademarks in Shiyan City: Fang County Black Fungus, Fang County Dried Mushroom, Yunxi Matou Goat (Table 4).

cation of agricultural products in Shiyan City: Fang County Dried Mushroom, Fang County Black Fungus, Yunxi Matou Goat, Shengshui Green Tea, Wudang Taoist Tea (Table 5).

#### 6 Countermeasures for the protection and development of intangible cultural heritage and geographical indication of specialty

**6.1 Collecting and sorting the intangible cultural heritage related to traditional specialty** Table 1 shows that in National-level Intangible Cultural Heritage List, there are 75 items in Hubei Province, 7 of which are related to Shiyan City among the reporting regions or units, but conspicuously, the 7 items of national-level intangible cultural heritage are not significantly associated with specialty. Table 2 shows that in Hubei Provincial Intangible

Cultural Heritage List, Shiyan City has 26 items. And there are only three items significantly related to specialty: Turquoise Carving Skills, Pottery Firing Techniques, Wudang Taoist Tea Frying Skills.

Table 5 National geographical indication of agricultural products in Shiyan City

Agricultural product name	Applicants	The scope of protection of geographical indication agricultural products
Fang County Dried Mushroom	Fang County Economic Crop Technology Promotion Station	19 townships and towns in Fang County (Chengguan Town, Qingfeng Town, Damu Town, Mengu Town, Jundian Town, Hualong Town, Tucheng Town, Hongta Township, Langkou Township, Shahe Township, Wanyuhe Township, Qiaoshang Township, Yaohuai Township, Shangkan Township, Jiudao Township, Zhongba Township, Baihe Township, Wutai Forestry Farm, Yaoping Township)
Fang County Black Fungus	Fang County Economic Crop Technology Promotion Station	19 townships and towns in Fang County (Chengguan Town, Qingfeng Town, Damu Town, Mengu Town, Jundian Town, Hualong Town, Tucheng Town, Hongta Township, Langkou Township, Shahe Township, Wanyuhe Township, Qiaoshang Township, Yaohuai Township, Shangkan Township, Jiudao Township, Zhongba Township, Baihe Township, Wutai Forestry Farm, Yaoping Township)
Yunxi Matou Goat	Yunxi County Association of Animal Husbandry	348 villages, 18 townships and towns (farms) in Yunxi County (Chengguan Town, Tumen Town, Xiangkou Township, Shangjin Town, Dianzi Town, Guanfang Township, Hubeikou Hui Autonomous Township, Jingyang Township, Jiahe Town, Yangwei Town, Jianchi Township, Guanyin Town, Ma'an Town, Liulang Township, Hejia Town, Anjia Township, Sangguandong Forestry Area, Huaishulin Farm)
Shengshui Green Tea	Zhushan County Tea Association	17 townships and towns in Zhushan County (Chengguan Town, Pankou Township, Yishui Town, Majiadu Town, Baofeng Town, Leigu Town, Qingu Town, Zhuping Township, Desheng Town, Damiao Township, Wenfeng Township, Shuangtai Township, Loutai Township, Shenhe Township, Tianjiaba Town, Guandu Town, Liulin Township)
Wudang Taoist Tea	Hubei Wudang Taoist Tea Industry Association	Zhuxi County, Zhushan County, Wudangshan Tourism Economic Zone, Fang County, Yun County, Yunxi County, Danjiangkou City, Zhangwan District, Maojian District

Traditional specialty often carries intangible cultural heritage, so there is a need to strengthen the collection and sorting of intangible cultural heritage related to traditional specialty in Shiyan City, enhance the understanding of human factors on the specialty, and protect intangible cultural heritage related to traditional specialty, thereby promoting the continuity of traditional industry culture heritage and agricultural culture heritage during the farming culture period in Shiyan City.

**6.2 Strengthening the declaration of intangible cultural heritage items related to traditional industry and agriculture** In *National-level Intangible Cultural Heritage List* and *Hubei Provincial Intangible Cultural Heritage List*, the intangible cultural heritage items can be divided into 10 categories: folk literature, traditional music, traditional dance, traditional theater, folk art, traditional sports, recreation and acrobatics, traditional art, traditional craft, traditional medicine, folklore.

Obviously, the intangible cultural heritage items related to traditional industry and agriculture mostly fall into the type of traditional art, traditional skills, and productive folk customs; they are often related to the traditional specialty. Therefore, we should strengthen the declaration of intangible cultural heritage items related to traditional industry and agriculture (especially traditional art, traditional skills, and productive folk customs, and focus on the declaration of turquoise carving skills, pottery firing techniques, Wudang Taoist Tea frying skills, Longfeng Tea making skills, and Shengshui Green Tea production techniques to be included in *National-level Intangible Cultural Heritage List*.

**6.3 Establishing the productive protection demonstration bases of intangible cultural heritage related to traditional specialty** To further promote the productive protection of intangible

cultural heritage and strengthen intangible cultural heritage protection, according to the requirements of *Notice of the General Office of the Ministry of Culture on Carry out the Construction of Productive Protection Demonstration Bases of National Intangible Cultural Heritage*, The Ministry of Culture announced the first batch of 41 productive protection demonstration bases of national intangible cultural heritage on October 31, 2011. These demonstration bases involve 41 enterprises or units, and 39 national list items are included. However, Shiyan City has not yet established the productive protection demonstration bases of intangible cultural heritage.

Therefore, Shiyan City should actively construct productive protection demonstration bases of intangible cultural heritage (such as turquoise carving skills, pottery firing techniques, Wudang Taoist Tea frying skills); play an exemplary and leading role and actively explore and summarize the practices and experience of productive protection of intangible cultural heritage; further strengthen the protection of intangible cultural heritage, to promote Chinese traditional culture, meet the people’s growing spiritual and cultural needs, and promote comprehensive, coordinated and sustainable economic, political, cultural and social development.

**6.4 Strengthening the declaration of geographical indication protection of traditional specialty resources** Shiyan City has a wealth of special resources, and there are many famous and high quality specialty, such as Danjiangkou Yellowcheck Carp, Danjiangkou Red Fish, Danjiangkou Topmouth Culter, Danjiang Gastrodia Tuber, Fang County Black Fungus, Fang County Yellow Wine, Fang County Needle Mushroom, Fang County *Ganoderma lucidum*, Fang County Wild Herb, Fang County Dried Mushroom, Liulin Bacon, Longfeng Tea, Lulingwang Yellow Wine, *Shiyan Eucommia ulmoides*, Shiyan Turmeric, Shiyan Chinese Alpine

Rush, Shiyan Green Tea, Shiyan Konjac, Shiyan *rhizoma gastrodiae*, Shiyan Bamboo Shoots, Shuangzhu Konjac Noodles, Wudang Taoist Tea, Wudang Nostoc commune, Wudang beans, Wudang *Gynostemma*, Wudang Plum, Wudang Glossy Ganoderma, Wudang Green Tea, Wudang Kiwi, Wudang Frozen Tofu, Wudang Longevity Rattan Cane, Wudang Yinjian Tea, Yunba Cattle, Yunxi Arrowroot, Yunxi Matou Goats, Yunxi Grapes, Yunxi Bamboo Shoots, Yun County Grass Mats, Yun County Citrus, Yun County Green Tea, Yun County Chinese Lacquer, Yunyang Papaya, Yunyang Turquoise Stone, Yunyang Black-bone Chicken, Zhushan Turquoise, Zhuxi Tea, Zhuxi Large Wooden Lacquer, Zhuxi Fermented Bean Curd, Zhuxi Multicolour Slate, Zhuxi Gong Rice, Zhuxi *rhizoma coptidis* and Zhuxi Organic Tea Cakes.

However, currently Shiyan City only has 10 kinds of national geographical indication products, 3 kinds of national geographical indication trademarks, and 5 kinds of national geographical indication of agricultural products. Obviously, the intellectual property protection of geographical indication has not yet been implemented on many other traditional specialty resources in this city. Therefore, it is necessary to strengthen the survey on specialty resources, research the geographical indication characteristics from natural factors and human factors, and then strengthen the declaration of geographical indication intellectual property protection of specialty: (i) Implementing the geographical indication product protection of the State General Administration of Quality Supervision, Inspection and Quarantine; (ii) Registering the geographical indication trademark of the State Administration for Industry and Commerce; (iii) Registering the geographical indication of agricultural products of the Ministry of Agriculture.

**6.5 Establishing the national quality standards of various kinds of geographical indication specialty in order to improve quality standardization** Since 2005, according to *Regulations on the Protection of Geographical Indication Products* and *GB 17924 – 1999 General Requirements for Geographical Origin Products* (or later *GBT 17924 – 2008 General Requirements for Geographical Indication Products*), the State Administration of Quality Supervision, Inspection and Quarantine, and National Standardization Management Committee jointly have issued 144 national quality standards of geographical indication products. Geographical indication specialties (geographical indication products, geographical indication trade signs, geographical indication of agricultural products) all have national identified geographical indication intellectual property.

However, the national geographical indication specialty in Shiyan City only has local quality standards, and the corresponding national quality standards have not yet been established. Geographical indication specialty (geographical indication products, geographical indication trademarks, geographical indication of agricultural products), has the geographical indication intellectual property rights identified by the state. In order to protect and use this intangible intellectual property of geographical indication, it is necessary to have strict quality and technical requirements on the

geographical indication specialties, and develop national quality standards. Therefore, to improve the intellectual property protection of geographical indication and especially use the technical specification and quality control functions, there is an urgent need to develop a variety of national quality standards for the geographical indication of specialty.

**6.6 Encouraging the use of special marks of geographical indication and cultivating specialty brand** China currently has three special marks of geographical indication: the special marks of geographical indication of the State General Administration of Quality Supervision, Inspection and Quarantine; the special marks of geographical indication of the State Administration for Industry and Commerce; the geographical indication of agricultural products of the Ministry of Agriculture. Among them, the use of special marks of geographical indication of the State General Administration of Quality Supervision, Inspection and Quarantine is used best. So far, the State General Administration of Quality Supervision, Inspection and Quarantine has approved 4 055 companies or industry associations to use 443 kinds of "special mark of geographical indication products". The special mark of geographical indication of some specialties is used well, for example, now more than 218 enterprises can legally use the special mark of geographical indication product of Wuyiyan tea.

However, as shown in Table 3, the special marks of national geographical indication products are not used well in Shiyan City. There are no companies approved to use some special marks of geographical indication products, such as Yunyang Black-bone Chicken, Zhushan Turquoise, Wudang Plum and Danjiangkou Yellowcheck Carp; there are only 1 to 7 companies using the special mark of some geographical indication products, such as Yunyang Papaya, Wudang Tangerine, Fang County Black Fungus, Zhuxi Gong Rice, Longfeng Tea. Relatively speaking, the special mark of geographical indication product of Danjiangkou Topmouth Culter is better used, and there are 17 enterprises using it.

The use of special marks of geographical indication is the important step in geographical indication intellectual property protection, and also the key to brand effect and economic efficiency of geographical indication product protection. Obviously, in order to better cultivate brand and make full use of the brand effect of geographical indication, within the scope of protection of geographical indication specialty (geographical indication products, geographical indication trademarks, geographical indication of agricultural products), it is necessary to encourage and support more companies to use corresponding geographical indication special marks (the special marks of geographical indication of the State General Administration of Quality Supervision, Inspection and Quarantine; the special marks of geographical indication of the State Administration for Industry and Commerce; the geographical indication of agricultural products of the Ministry of Agriculture).

The essence of geographical indication and origin naming system is to establish regional specialty brands. It is necessary to take full advantage of the national geographical indication products, na-

tional geographical indication trademarks, national geographical indication of agricultural products, and other types of traditional agricultural and industrial brand cultural heritage; integrate the national geographical indication specialty brands within the scope of geographical indication protection, and nurture famous specialty brands in Shiyan City.

### 6.7 Implementing the double protection of intangible cultural heritage and geographical indication of traditional specialty

Many kinds of intangible cultural heritage, in fact, have nothing to do with the intellectual property rights of geographical indication, but some traditional specialties have the features of geographical indication and contain intangible cultural heritage. For example, Wudang Taoist Tea is a national geographical indication product, and a kind of rare steaming green tea in China; the Wudang Taoist Tea production skills are the traditional craft class of intangible cultural heritage, and "Wudang Taoist Tea" is the agricultural brand class of intangible heritage.

Therefore, it is necessary to protect the intangible cultural heritage of national geographical indication specialty in Shiyan City (Zhushan Turquoise, Wudang Taoist Tea, Shengshui Green Tea, Longfeng Tea, especially the traditional art class), and make it included in *National-level Intangible Cultural Heritage List*, and *Hubei Provincial Intangible Cultural Heritage List*. We should protect the geographical indication of intangible cultural heritage items such as turquoise carving skills, and pottery firing techniques, and implement the double protection of intangible cultural heritage and geographical indication of traditional specialty.

**6.8 Strengthening the industrial development of geographical indication specialty for poverty alleviation** The Qinba Mountain is one of the main battlefields for poverty alleviation in the next 10 years. *China Rural Poverty Alleviation and Development Program* (2011–2020) determined the main task of characteristic and superior industries for poverty alleviation, the ideas of industrial poverty alleviation in the special poverty reduction, and the ways to develop special industries in the industrial poverty alleviation. In the future main battlefield for poverty alleviation in the next decade, it is necessary to carry out industrial poverty alleviation, foster the pillar industries with characteristics and develop special industries.

Therefore, we should strengthen the development of national geographical indication specialty for poverty alleviation and especially industrial poverty alleviation in Shiyan City (especially the state poverty county Danjiangkou, Yun County, Yunxi County, Zhushan County, Zhuxi County, Fang County).

## 7 Conclusions and recommendations

Shiyan City has rich intangible cultural heritage resources and specialty resources (7 items of national intangible cultural heritage), but they are not significantly related to traditional specialty. In *Hubei Provincial Intangible Cultural Heritage List*, Shiyan City has 26 items, and the following items are significantly related to specialty: Turquoise Carving Skills, Pottery Firing Techniques, Wu-

dang Taoist Tea Frying Skills. Shiyan City has 10 kinds of national geographical indication products: Longfeng Tea, Yunyang Black-bone Chicken, Danjiangkou Topmouth Culter, Fang County Black Fungus, Zhuxi Gong Rice, Zhushan Turquoise, Wudang Tange-rine, Yunyang Papaya, Wudang Plum, Danjiangkou Yellowcheck Carp. The city has 3 national geographical indication trademarks: Fang County Black Fungus, Fang County Dried Mushroom, Yunxi Matou Goats. It has 5 kinds of national geographical indication of agricultural products: Fang County Dried Mushroom, Fang County Black Fungus, Yunxi Matou Goats, Shengshui Green Tea and Wudang Taoist Tea.

Based on the current situation of protection of intangible cultural heritage and geographical indication of specialty in Shiyan City, we put forth the following recommendations: (i) Collecting and sorting the intangible cultural heritage related to traditional specialty; (ii) Strengthening the declaration of intangible cultural heritage items related to traditional industry and agriculture; (iii) Establishing the productive protection demonstration bases of intangible cultural heritage related to traditional specialty; (iv) Strengthening the declaration of geographical indication protection of traditional specialty resources; (v) Establishing the national quality standards of various kinds of geographical indication specialty in order to improve quality standardization; (vi) Encouraging the use of special marks of geographical indication and cultivating specialty brand; (vii) Implementing the double protection of intangible cultural heritage and geographical indication of traditional specialty; (viii) Strengthening the industrial development of geographical indication specialty for poverty alleviation.

## References

- [1] WANG WZ. An introduction to the intangible cultural heritage[M]. Beijing: Educational Science Publishing House, 2008: 1–438. (in Chinese).
- [2] KANG BC. Annual development report on Chinese intangible cultural heritage protection (2011) [M]. Beijing: Social Sciences Academic Press (China), 2011: 1–589. (in Chinese).
- [3] SUN ZG, HUANG LM, XIONG WZ, *et al.* Safeguarding of tangible cultural heritage resources in Hubei Province[J]. *Acta Agriculturae Jiangxi*, 2012, 24(1): 195–199. (in Chinese).
- [4] SUN ZG, HUANG LM, WANG ST, *et al.* Geographical indication of traditional specialty in Chongqing City and analysis of its intangible cultural heritage[J]. *Acta Agriculturae Jiangxi*, 2011, 23(12): 195–198, 201. (in Chinese).
- [5] SUN ZG, HUANG LM, XIONG WZ, *et al.* On the protection of the Shui People's intangible cultural heritage[J]. *Journal of Guizhou University for Ethnic Minorities (Philosophy and Social Sciences)*, 2011(6): 10–13. (in Chinese).
- [6] SUN ZG, HUANG LM, WANG ST. The protection countermeasure of the traditional special product non-material cultural inheritance and the geographical symbol in Hunan[J]. *Economic Research Guide*, 2012(2): 48–52. (in Chinese).
- [7] FENG SB. The international law protection of geographical marks —— From the angle of TRIPS Geographical Marks[M]. Beijing: Peking University Press, 2008: 1–361. (in Chinese).
- [8] TIAN FR. Study on legal protection system of geographic indications[M]. Beijing: Intellectual Property Publishing House, 2009: 1–385.
- [9] SONG M. Intellectual property rights [M]. Beijing: China Agriculture Press, 2010: 1–341. (in Chinese).



### 3.3 Inadequate research efforts in the development and utilization of coconut waste

At present, it lacks efforts in researching coconut waste utilization in China, and especially the collection, crushing and transportation equipments of waste generated during coconut cultivation is outmoded. Both the biogas production and direct combustion and power generation, need the collection, crushing and transportation equipments; if we can not provide the above techniques and equipments, the comprehensive utilization is impossible.

The government should increase investment in the development and utilization of coconut waste, to support the research and development of equipments and related technologies for the collection, crushing, transportation and processing of waste during coconut cultivation, to create conditions for the comprehensive utilization of coconut waste.

## References

- [1] XIA LL, ZHANG HJ, FANG J. Analysis on the development and trend of coconut industry in the ASEAN [J]. *World Agriculture*, 2011(1): 53–57. (in Chinese).
- [2] LIANG D, MO RP. The present situation and countermeasure of Hainan's coconut industry of gathering [J]. *Journal of Agricultural Mechanization Research*, 2008(4): 243–245. (in Chinese).
- [3] DONG ZG, LIU LY, WANG P, *et al.* Analysis on the current situation of Hainan's coconut industry [J]. *Modern Agricultural Science and Technology*, 2007(17): 72–74. (in Chinese).
- [4] TANG LX, LIU LY, FENG ML. Analysis on the development of world coconut industry [J]. *World Tropical Agriculture Information*, 2005(10): 1–3. (in Chinese).
- [5] ZHENG SJ. Development trend analysis of coconut industry in China [J]. *Tropical Agriculture Engineering*, 2009, 33(6): 32–34. (in Chinese).
- [6] WEI JP, YU GB, ZHAO SL. Developmental trend analysis of coconut industrial economy in China [J]. *Tropical Agriculture Engineering*, 2011, 35(5): 46–49. (in Chinese).
- [7] LI HS, SUN CX, CAO HX, *et al.* Preliminary studies on morphological characteristics and adaptability of different coconut varieties [J]. *Acta Agriculturae Jiangxi*, 2009, 21(11): 46–47. (in Chinese).
- [8] FENG ML, LIU LY, LI J. Report on the survey of chilling injury (crack) fruit of Hainan's coconut [J]. *South China Fruits*, 2008, 37(5): 49–51. (in Chinese).
- [9] HAN LJ, XU YF. Investigation and analysis on chilling injury (crack) fruit of Hainan's coconut [J]. *Chinese Journal of Tropical Agriculture*, 2000(6): 1–3. (in Chinese).
- [10] XIAO H, YI MH. Exploitation of *Cocos nucifera* L. [J]. *Journal of Hainan University (Natural Science)*, 2003, 21(2): 183–189. (in Chinese).
- [11] LI X, ZHAO LX, HAN J, *et al.* The new direction of agricultural residues utilization in China: Biogas dry fermentation technology [J]. *China Biogas*, 2006, 24(4): 23–27. (in Chinese).
- [12] ZHENG Y, WANG JL, LI M, *et al.* Present situation and analysis on utilization of tropical agricultural wastes resources—Complex use of sugarcane wastes [J]. *Guangdong Agricultural Sciences*, 2011(1): 15–18. (in Chinese).

- [13] XIN B, CHEN WJ, XIA QY, *et al.* Comprehensive exploitation and utilization of coconut inflorescence sap [J]. *Food Research and Development*, 2009, 30(2): 172–174. (in Chinese).
- [14] CHEN H, ZHAO SL, ZHANG MY, *et al.* The exploitation and utilization of coconut inflorescence sap [J]. *China Tropical Agriculture*, 2007(2): 36–37. (in Chinese).
- [15] CAI DH, WEI KL. The development prospect of coconut industry in China and the countermeasures [J]. *World Tropical Agriculture Information*, 1999(4): 8–10. (in Chinese).
- [16] ZHANG MY. The study of compose of coconut water protein [J]. *Chinese Agricultural Science Bulletin*, 2009, 25(6): 66–69. (in Chinese).
- [17] WANG P. The nutritional ingredient, development and utilization of tender coconut water [J]. *Modern Agricultural Science and Technology*, 2007(17): 7–9. (in Chinese).
- [18] YANG LZ. The chemical composition and medicinal value of tender coconut water [J]. *World Tropical Agriculture Information*, 2005(2): 26–27. (in Chinese).
- [19] JIANG M. The development and utilization value of coconut tree products [J]. *World Agriculture*, 1995(6): 26–28. (in Chinese).
- [20] LI LZ, LI AG, YE HF, *et al.* The application of coconut fiber vegetation slope protection technology in rocky side slope [J]. *Forestry Construction*, 2007(6): 29–31. (in Chinese).
- [21] SUN CX, FENG ML, LIU LY, *et al.* Study on the main physico-chemical properties of coir culture medium in Hainan [J]. *Chinese Journal of Tropical Crops*, 2011, 32(3): 407–411. (in Chinese).
- [22] ZHOU C, HONG JS. Effect of different substrate ratios on yield and quality of lettuce in soilless cultivation [J]. *Bulletin of Agricultural Science and Technology*, 2010(7): 103–107. (in Chinese).
- [23] GAO HZ, ZHOU CY, WANG BC, *et al.* Effect of the different substrates on *Acacia dealbata* seedling grown in container [J]. *Journal of Anhui Agricultural Sciences*, 2010, 38(24): 13251–13252. (in Chinese).
- [24] LI R, XIA QY. The market analysis of coconut active charcoal [J]. *World Tropical Agriculture Information*, 2007(9): 1–2. (in Chinese).
- [25] HUANG Y, DrJ. A. Karunaratne. The production of world coconut by-products and its market [J]. *World Tropical Agriculture Information*, 2004(7): 2–3. (in Chinese).
- [26] SUN CX, CHEN H, LIU LY, *et al.* The application and development of coconut by-products [J]. *China Tropical Agriculture*, 2011(1): 45–47. (in Chinese).
- [27] XIA QY, LI R, ZHAO SL, *et al.* The utilization value of coconut and the comprehensive processing technology [J]. *China Tropical Agriculture*, 2007(3): 37–38. (in Chinese).
- [28] CHEN LM, LI DM. Comprehensive analysis and use of coconut [J]. *Chinese Journal of Tropical Agriculture*, 2002, 22(6): 50–53. (in Chinese).
- [29] DONG LF, ZHANG YQ, WANG LP. Purifying drinking water by KDF 55/coconut shell activated carbon/ quartz sand/zeolite [J]. *China Water & Wastewater Engineering*, 2009, 25(11): 83–85. (in Chinese).
- [30] YANG CQ. The production of coconut residue dietary fiber and its application [J]. *Food Science*, 1997(3): 39–40. (in Chinese).
- [31] WANG H, WANG FC, HUANG F, *et al.* Effect of coconut meal, palm oil meal on the grow of grass carp and the efficiency of feed utilization [J]. *Feed Industry Magazine*, 2012, 33(12): 13–16. (in Chinese).
- [32] JIN L, GAO YS, YANG L. Exploitation and application of coconut meal [J]. *Guangdong Feed*, 2010, 19(5): 34–36. (in Chinese).
- [33] CHENG SJ, ZHANG W. Application of palm meal and coconut meal in animal husbandry industry [J]. *Feed China*, 2010(7): 43–45. (in Chinese).

(From page 83)

- [10] SUN ZG, XIONG WZ, WANG ST, *et al.* Intellectual property protection of geographical indications of the traditional specialty in Hubei Province [J]. *Journal of Anhui Agricultural Sciences*, 2012, 40(4): 2407–2410. (in Chinese).
- [11] SUN ZG, XIONG WZ, WANG ST, *et al.* Intellectual property of geographical indications and safeguarding of the intangible cultural heritage of the tea in Anhui Province [J]. *Journal of Anhui Agricultural Sciences*, 2011,

39(13): 8150–8151, 8179. (in Chinese).

- [12] SUN ZG, CHEN Z, LIU CW, *et al.* Protection situation and countermeasures of national geographical indication products of genuine medicinal materials in Anhui Province [J]. *Journal of Anhui Agricultural Sciences*, 2010, 38(14): 7353–7355. (in Chinese).
- [13] SUN ZG, LIU CW, CHEN Z, *et al.* National product of geographical indication of genuine medicinal materials—Jiuzihe Poria [J]. *Journal of Anhui Agricultural Sciences*, 2009, 37(32): 15857–15859. (in Chinese).