

# Marketing Strategy Based on Improving Pork Fresh Market Suppliers

Binggang Wang\*

*School of Management, Henan University of Urban Construction, Pingdingshan 467036, Henan, China*

*\*Corresponding author (E-mail: fanliming12345@163.com)*

**Abstract:** With the continuous improvement of people's living standard, the proportion of meat food in China's food structure is increasing, especially fresh pork has become one of the indispensable food in People's Daily life. In 2019, affected by the outbreak of "African swine fever", the output of fresh pork in China's market continued to decrease, the market supply was in short supply, and the price of fresh pork market soared. Generally speaking, the market price of fresh pork fluctuates greatly. The purpose of this paper is to explore the scientific marketing strategy of pork fresh market supply and promote the good supply of pork fresh market. This paper firstly analyzes the relevant concepts of fresh pork and the market environment, then analyzes the basic development of fresh pork in China at the present stage with the help of the research and experiments on fresh pork, and analyzes the problems existing in the existing marketing strategies. Finally, the paper puts forward some Suggestions on the improvement of pork fresh marketing strategy. The experimental results show that: from 2013 to 2019, the proportion of fresh food in the total food consumption in China keeps increasing, and the proportion of fresh pork in fresh food increases before 2018, and decreases from 53.62% to 50.41% after 2018. From 2013 to 2019, the price of pork in China shows a rising trend, rising from 11.16 yuan/kg in 2013 to 31.57 yuan/kg in 2019. The brand marketing strategy proposed in this paper increased the sales volume of fresh pork by about 15% and the yield rate by about 23%.

**Key words:** Fresh Pork, Fresh Market, Market Supply, Marketing Strategy

## 1. Introduction

In recent years, influenced by the rapid economic development and the continuous improvement of people's living standard, people's factor structure is gradually improving, and people's attention to healthy diet is also from a higher source. As a common meat product, pork plays an important role in People's Daily diet. Statistics show that the proportion of pork in the fresh market in China is constantly increasing, and the overall supply is also constantly increasing, so the fresh pork has a good market development prospect. But at the same time, due to various conditions, fresh pork supply profit is not optimistic. Based on this, it is particularly important to study the marketing strategies of pork fresh market suppliers.

Due to the importance of fresh pork in People's Daily life, domestic and foreign scholars have conducted a series of studies on it. In literature [1], the author took fresh organic pork as an example, analyzed consumers' main attitudes towards organic pork consumption by means of questionnaire survey, and proposed marketing strategies related to organic pork from the perspectives of knowledge popularization, advertising promotion and brand building according to the survey results. In literature [2], the author focused the market supply of fresh pork on the brand strategy. Firstly, the author analyzed the significance and favorable factors of establishing the strategic brand of fresh pork. In literature [3], the author analyzes the macro environment of the pork fresh industry from the perspectives of economy, policy, social culture and so on, points out the promotion and restriction effect of the current pork fresh environment on its market supply and price, and proposes the marketing strategy of pork fresh based on this.

In order to promote the good development of the fresh pork market, ensure the normal market supply, this paper first of all, the relevant concepts of fresh pork and market environment is analyzed, and then with the help of a research experiment on fresh pork, analyzed the present stage our country the basic development status of fresh pork, and the problems existing in the current market marketing strategy are analyzed; Finally, on this basis, the paper puts forward Suggestions on improving the marketing strategy of fresh pork [4-5].

## 2. Method

### 2.1 Overview of the Pork Industry

Pork, also known as dolphin meat, is one of the most common livestock in life. Pork is rich in nutrients, including proteins, vitamins and various minerals. It is a common non-staple food in People's Daily life, and also an important source of food and nutrition for the human body [6]. Due to the large consumer demand for pork in China, the pork industry has a large scale, and the number of pork-related enterprises is also increasing. Due to the important position of the pork industry in People's Daily life, the market security and market supply

of the industry are widely concerned by the society. There are many types of fresh pork, which can be divided into meat series, cereal series and skin series, and each series contains a variety of types. Taking meat series as an example, it can be divided into a variety of types such as tenderloin, tendon meat and pork belly [7-8]. Is one of the biggest countries fresh pork consumption in our country, the pork, as one of important physical in People's Daily life, in our country has a relatively long history of consumption, in general, the consumption development history can be divided into the following stages: 1949-1978 for the first phase of the pork consumption development, this phase under the overall economic development of our country is slow, pig supply less, fresh pork production was low; 1978-1984 was the second stage of pork consumption development. Under this stage, China resumed pig production and the per capita consumption of fresh pork continued to rise, which promoted the promotion of pig breeding enthusiasm. 1985-1997 is the third stage of pork consumption, which fully liberalized the purchase and sale policy of fresh pork, and promoted the improvement of fresh pork production to a large extent. From 1997 to 2006 is the fourth stage of the development of pork consumption in China. In this stage, the pork industry is facing great upgrading and adjustment. The pork fresh industry is facing many problems, such as low efficiency, low profit, high breeding cost and environmental protection. From 2007 to now, China's pork consumption is in the fifth stage of development, in which the pork industry has achieved large-scale development, the selling price of pork often has a large cyclical fluctuation, and the market supply and demand of fresh pork is difficult to reach a balance [9-10]. The industrial chain of pork industry is a relatively complete structure, which is mainly divided into pig breeding, slaughtering and processing, product circulation and terminal consumption.

## *2.2 Macro Environment of the Pork Industry*

Fresh pork development environment is more complicated in our country, by a variety of marketing environment, the macro environment of its development mainly includes the economic environment, policy environment and consumption environment, and other aspects, the author will focus on below pork industry macro development environment for specific introduction: first, in 2018-2019, African swine fever outbreak swept from worldwide, countries fresh pork prices are also rising, the European Union on behalf of the international index of the fresh pork prices, prices rose about twenty percent. China is also seriously affected by the outbreak of African swine fever. As early as August 2018, an outbreak of swine fever occurred in liaoning province of China. The fresh pork price that first affected China last year also increased sharply, with the pork price increasing by about 56% year-on-year. Second, the policy of our country also has a relatively important influence on the development of pork industry. In order to ensure the normal supply of fresh pork and the stable price of fresh pork, the national development and reform commission has issued policies on the stable price and supply of fresh pork. It not only supports pig breeding to the maximum extent and implements supporting policies for pig breeding, but also continuously promotes the improvement of China's pork reserve regulation ability, thus ensuring the normal supply of pork food [11-12]. On this basis, local governments have also introduced a series of strategies to ensure the normal supply of pork and to stabilize the pork price within a reasonable range. Third, influenced by China's urbanization in recent years, the overall driving force of food consumption in China is also continuously improving. In the new stage, China is in the stage of rapid development of urbanization. The rapid development of urbanization has stimulated the overall consumption of China's food industry. Based on this, the consumption of fresh pork in China is also on the rise. Fourth, population and environment. Since the founding of the People's Republic of China, China's population has been constantly growing, especially since the implementation of the two-child policy in the last two years. China's huge population provides a huge consumer base for meat products. As the population grows, so does the overall demand for food, a demographic environment that will feed further into the quantity and size of the pork market. Fifth, residents' income environment. With the continuous development of China's overall economy, the average economic income of residents is also constantly improving, and the disposable income of residents is also in a stable growth stage. Income is the premise and basis of consumption. The improvement of residents' income level will naturally stimulate the continuous growth of pork consumption, which plays a good role in promoting the further development of the pork industry. Sixth, the continuous improvement of the consumption environment. As a result of China's consumption income and consumption upgrading factors under the joint action of the overall consumption level and scale of China's residents will achieve a sustained growth. Especially in recent years, rural residents' consumption is also increasing, and the proportion of food consumption expenditure is also increasing. Therefore, in general, under the effect of comprehensive environment, the macro development environment of China's pork industry is relatively objective, which effectively promotes the good and rapid development of fresh pork in China.

## **3. Investigation and Experiment of Fresh Pork**

In order to develop a scientific and instructive pork fresh marketing strategy, it is necessary to have an in-depth understanding of China's fresh market and the actual situation of pork fresh. Supported by information

technology, this paper used literature method, online questionnaire survey and field investigation. The specific experimental steps are as follows: first, the collection of original data. The new research needs to be supported by the existing research data. In order to understand the development of China's fresh market and formulate the marketing strategy suitable for the supply of fresh pork market, it is necessary to have a deep understanding of the existing research data. The author consulted the paper data websites such as wanfang and cnki, collected 120 research papers on fresh and fresh pork marketing strategies, and sorted out the research data. On the other hand, it also inquired the data website of Chinese residents' consumption and collected the data of pork consumption and price in China. These two parts together constitute the original data of this experiment. Second, online questionnaire survey. In order to ensure the comprehensive coverage of the questionnaire survey, this paper adopts the method of online questionnaire survey, which mainly includes several parts of pork farmers, fresh pork suppliers and sellers, as well as consumers and department heads in this aspect. The questionnaire consists of four parts. The first part is the consumer's pork knowledge survey, a total of six true and false questions. The design of the test questions refers to the research results of roitner-schobesberger, as well as the introduction of meat food knowledge and national standards of meat products of the certification and accreditation administration of China. The second part is a survey on the proportion of pork consumption, which investigates the proportion of fresh pork consumption in the food consumption of Chinese residents from 2013 to 2019. The third part is a survey on the price of fresh pork. A total of 400 questionnaires were issued and 389 valid questionnaires were returned. After the completion of the questionnaire survey, the data of the questionnaire survey were sorted out and counted with the help of SPSS software. Third, field research. In order to ensure the authenticity of the survey results, the author visited a total of 33 supply places and sales places of fresh pork to conduct field research on the market supply situation of fresh pork. Got marketing data on raw pork. After the completion of the survey, the author sorted out and analyzed the survey data to form the survey data. Finally, the experimental data of each group were compared and analyzed. Descriptive statistics, single-sample t-test and chi-square test were conducted on the survey data with SPSS software, and confirmatory factor analysis was conducted on the experimental data with AMOS software to obtain the analysis results of the experimental data.

#### 4. Discussion

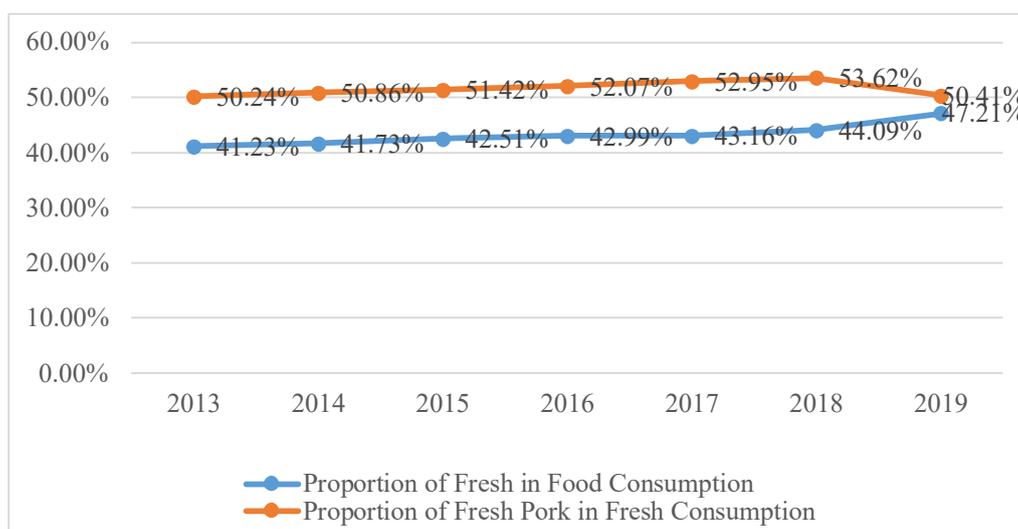
##### 4.1 Experimental Results and Analysis

Through the above investigation and experiment on fresh pork in China, the following experimental data are obtained in this paper. The specific experimental data are shown in table 1, FIG. 1, FIG. 2 and FIG. 3.

**Table 1.** Consumption status of fresh pork in China from 2013 to 2019

Year	Sales volume (tons)	Sales ratio	Benefits
2013	5014	51.24%	12.47%
2014	5213	53.17%	14.56%
2015	5572	57.29%	17.61%
2016	5824	59.98%	19.11%
2017	6019	62.34%	20.98%
2018	6348	64.17%	21.42%
2019	6002	63.21%	23.62%

\*Data came from the collation and analysis of the experimental results



**Figure 1.** Proportion of fresh and fresh pork consumption in China from 2013 to 2019

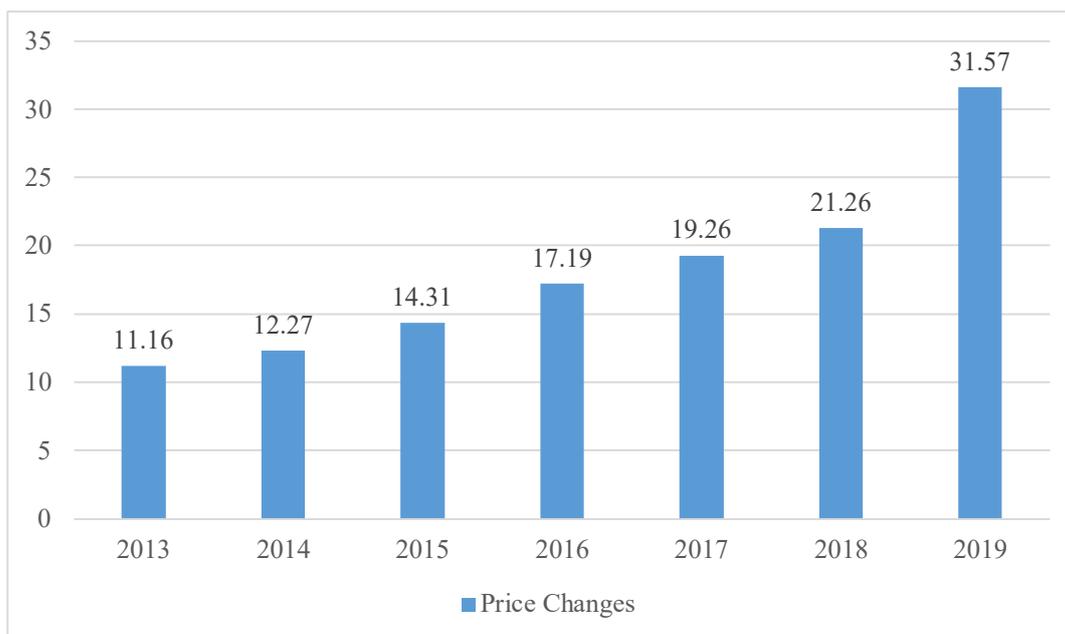


Figure 2. Price Changes in China from 2013 to 2019

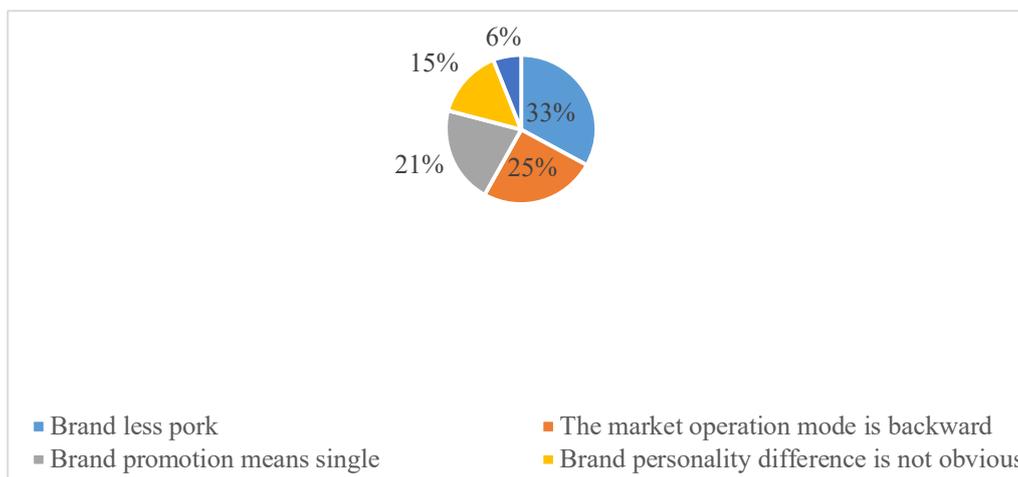


Figure 3. Analysis on the marketing strategy of fresh pork in China at the present stage

Data from table 1, we can see that since 2013-2019, our country basic proportion of pork consumption quantity and consumption of fresh is on the rise, but presents a brief decline in 2018-2019, pork sales fell from 63.48 million tons to 60.02 million tons, the main cause of this phenomenon is the African swine fever outbreak caused by pork breeding population decline; From the data in figure 1, we can see that the proportion of fresh food in China's total food consumption from 2013 to 2019 keeps rising, and the proportion of fresh pork in fresh food increased before 2018, and decreased from 53.62% to 50.41% after 2018. The reason for this phenomenon is also the decrease in the number of cultivation under African swine fever. As can be seen from the data in figure 3, from 2013 to 2019, the price of pork in China shows a rising trend, rising from 11.16 yuan/kg in 2013 to 31.57 yuan/kg in 2019. In particular, 2019 saw a rapid rise in pork prices; As can be seen from the data in figure 4, there are still many problems in the marketing of fresh pork in China at the present stage, which are mainly focused on the lack of brand pork, backward market operation mode and single brand promotion means. Brand personality differences are not obvious and brand loyalty is low. In summary, fresh pork in China occupies a large proportion in the whole fresh market, which has a direct impact on people's life. At present, the marketing strategy of fresh pork in China hinders its further development, so it must be improved.

#### 4.2 Branding Marketing Strategy

As has been mentioned above, at present, due to the continuous improvement of people's living standards, the pursuit of food quality is also constantly improving. In order to promote the good market supply of pork fresh suppliers, it is necessary to promote the continuous improvement of pork fresh quality, establish characteristic and high-quality pork fresh brand, and implement branding marketing strategy. On the basis of the

relevant research data, the author puts forward the problems related to the current branding marketing strategy and the specific improvement plan:

(1) There is a problem

Above 3 data for pork fresh marketing strategy on the current problems are analyzed, and the analysis results show that the present stage our country fresh pork marketing still exist many problems, which are mainly concentrated in brand less pork, backward market operation mode, brand propaganda single no obvious difference, brand personality and brand loyalty is low, most of these problems are to be carried out around the brand show, overview of these problems is the following details:

First, there are few types of brand pork and low market share. First, there are few enterprises with integrated management of production and marketing, and individual vendors occupy a leading position in the market. Farmers' markets and supermarkets of various areas at present stage has gradually formed with homelife "morning", "fengxiang" and "five feng" d represents one of the few fresh pork brand fierce competition situation, but it is not present for consumers to fully trust the raw pork brand, only in very rare cases the consumer can eat pork fresh brand. In China's regional scale, a small number of manufacturers have their own farms in the operation of pork is selling Zheng Hui, most of the country's regional sales of pork or pork accounts for most, the brand pork sales channels of the mainstream is the farmer's market, and clean store sales and business very evolved into pork fresh "supporting role". Secondly, the comprehensive competitiveness of brand meat is far lower than that of non-brand meat. On the one hand, the brand meat in the chilled meat occupies the main position, many people are still affected by the traditional consumption concept, think that the freshly slaughtered pork is the most fresh and delicious, and the chilled meat belongs to the frozen meat, is not fresh. On the other hand, the average price of chilled meat is higher due to the requirement of acid removal and the need of the whole cold chain for transportation and sales, and the rising cost. Therefore, the inherent consumption concept and the influence of high price hinder the further expansion of the brand pork market. At present, hot fresh meat still dominates the market in China, and cold fresh meat is difficult to develop.

Second, the operation mode of pork fresh market is backward. First, the organizational model of production and sales cannot guarantee the quality of pork. Many of the areas in China implement "fixed-point slaughtering, decentralized management" around the sales organization mode of the designated slaughterhouses as the core, the supervision department of the government are mainly concentrated in slaughtering pork supervision link, the lack of supervision and management of pork breeding and sales, just focus on have such levels of pork products and terminal market quarantine inspection, especially about the bride link the pig-breeding regulation is lack, from source to strictly control the quality of pork, cause serious influence to sales listed meat quality and safety. Secondly, the transportation mode of border pigs is backward. In most parts of our country, the individual traders basically use motorcycles to transport border pigs, rarely with a car for transport, the implementation of unified distribution is very few, once encountered relatively hot weather, such a transport mode will have a negative impact on the taste and health of pork. Therefore, this backward market operation mode needs to be improved comprehensively, otherwise, safe and high-quality pork cannot be guaranteed.

Third, brand publicity means single, publicity is not enough. Through the field research on supermarkets and brand stores such as hualian and China resources, the author found that all the brand pork enterprises have relatively single means of publicity, most of which only rely on video advertising, text materials, billboards and other promotional methods. Most pork fresh enterprises adopt relatively single means of publicity, lack of adequate capital investment, so that the effect of publicity and the scope of sand gulls to a large extent. Therefore, consumers have a relatively shallow understanding of the advantages and characteristics of the brand pork, and even hold a skeptical attitude towards some pork fresh products, so as to be unable to expand the market.

Fourth, brand personality differences are not obvious. At present, most of the fresh pork market in our country, most of the differences between brands is very small, not prominent personality, most of them are healthy, comfortable, nutrition, delicious characteristics as its own brand of propaganda, the same, brand awareness is generally low level of pork, unable to form a powerful new gravity to consumer, has not yet formed a few big brands with a number of small brands symbiotic win-win situation.

Fifth, brand loyalty is low. First, the product price is high, but there is no matching concept support. Compared with ordinary meat, the price difference between brand meat and ordinary meat is large. For pork products with high price sensitivity, most consumers are often deterred by the high price of brand pork. Therefore, when building a brand, the connotation of the brand should be fully displayed by various means of publicity, so that consumers can feel the added value of the brand products and cultivate customers' loyalty to the products. Secondly, brand maintenance pursues short-term benefits and ignores long-term development. The cultural connotation of a brand exerts a subtle influence on the psychology of consumers, so it needs a long-term process to build a brand product with cultural connotation and specific ideas. However, there are a few enterprises with prominent brand product characteristics and a certain degree of market recognition. However, there is a phenomenon that stores in some regions secretly sell non-brand meat to replace the brand meat due to shortage of goods, which leads to the decrease of customer loyalty to the brand.

## (2) Specific plans

First, through promoting the continuous improvement of quality control, improve brand loyalty. Reliable and stable product quality is the most fundamental condition for brand formation and development. For fresh pork brands, the quality of pork should always be maintained in a relatively stable range, and consumers cannot perceive the change of pork quality. At the same time, the value of pork and consumer perception are consistent. If the quality of fresh pork fluctuates from time to time, it is difficult for consumers to form a unified understanding of the brand of fresh pork, and it is also difficult to produce the final degree of the brand. The quality of pork is especially poor, and the value of the product is inconsistent with the brand image. Even if the product is strengthened through the way of product publicity, it is difficult to improve the social awareness of the brand, and it will not form the brand reputation and loyalty, and the brand without reputation and loyal customers is not competitive. Therefore, the key to brand competitiveness is stable, excellent product quality.

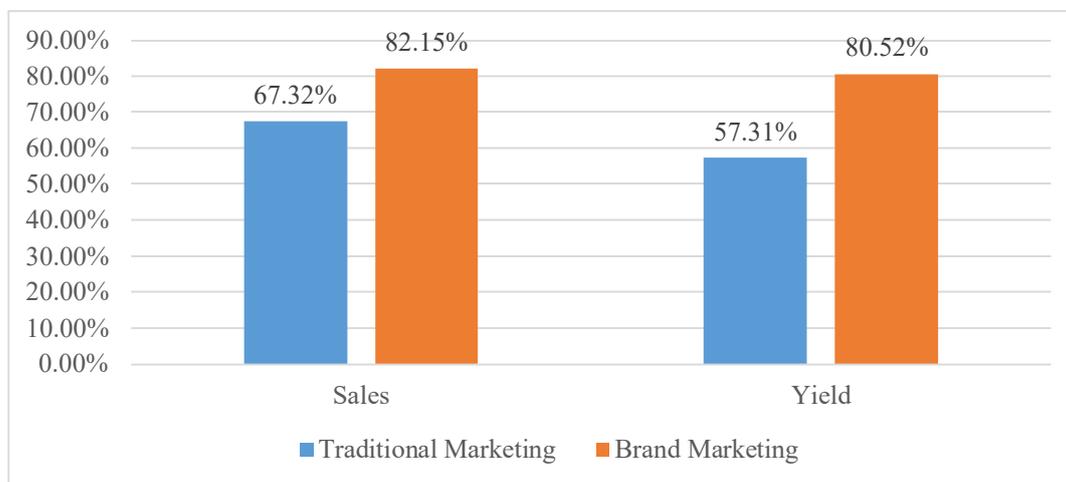
Second, look for differences and make more accurate brand positioning. First, the market is segmented. Enterprises should comprehensively divide the market from income, psychology, behavior and other aspects in a more detailed way, understand the market demand, according to the market demand to provide the corresponding fresh products, maximize the promotion of consumer loyalty. Secondly, the choice and clarity of the target market. We should not only consider the future profit rate of return, but also develop the pork fresh market with great development potential. Thirdly, accurate brand positioning. The quality control of pork products involves the selection of seeds, breeding, processing and sales of the whole pork production chain, and there is a large space for finding brand differences. Therefore, the enterprise should promote the improvement of brand awareness with the implementation strategy of differentiated products, give a good name for the products, and make clear the brand positioning.

Third, actively develop marketing channels. Whether the product can effectively connect with the target consumer group through marketing channels is the key to the success of brand building. The target consumers of branded pork should be people who eat pork regularly, pay attention to the quality of life and are willing to invest in health. The essence of channel operation is to focus on this target consumer group, think about how to establish docking through effective ways, and form a benign interaction. The choice of marketing channels, the first is not to consider what channel to sell, but to consider the target consumer group in what channel to buy. At present, the channels you can choose are catering, family independent purchase, group purchase, online shopping channels, etc. Among them, the family independent purchase channel is the key channel for the operation of the brand pork, mainly including farmers' markets, fresh areas and specialty stores of the supermarket, etc. This channel is conducive to building brand awareness, but due to the lack of visibility in the early stage of operation, the channel cost is high. Store location decoration, profit model design, logistics distribution, store management and other requirements on the enterprise's operation capacity is very high, a little careless is easy to explode with general pork posing as brand pork to sell management problems. Therefore, the effective channel operation strategy should be step by step, the primary and secondary appropriate.

Fourth, accelerate brand promotion. One of the reasons why it is difficult to expand the market of brand pork in most areas of China is the lack of strong financial support and publicity. To build a brand worthy of consumers' trust, we need to strengthen the promotion from two aspects. First, kam consumer concept turn around, make cold fresh meat consumer choice for cold fresh meat and much more hot fresh meat is the biggest difference between a PaiSuan link (after slaughtered pigs, rapid cooling treatment, make the temperature of the meat fall within 24 hours of 0 to 4 degrees Celsius), in PaiSuan follow-up during processing, distribution and sale of the entire cold chain to keep in the range of 0 to 4 °C. The conclusion is that the cold fresh meat is the most safe and healthy pork. In foreign countries, in our country Beijing, Shanghai and other big cities, cold fresh meat has become the first choice of residents. Therefore, the selling point can be used to issue brochures or personnel to promote the way of "subverting" the concept of diet, the scientific knowledge of meat to consumers, so that they know that the acid produced in the pig slaughtering process is harmful to human health, so as to take the initiative to consume cold fresh meat. Second, attach importance to brand marketing, adopting diversified marketing enterprises to obtain and maintain competitive advantage, through marketing make consumers form the cognition to the brand product, therefore, the need to adapt to the change of market demand, ongoing marketing innovation, from the aspects of product, channel, promotion, etc to find the breakthrough point, the implementation of diversified, positive marketing strategy. For example, organize consumers to visit and experience the breeding base to improve customers' understanding of the products; The use of telephone orders, door-to-door delivery and other play the role of service sales, to enhance the added value of products. The implementation of the above brand strategy needs strong capital, propaganda strength and technical support to operate successfully, and the government should give strong support of funds and policies. On the one hand, the development of pig industry can promote the development of local economy. On the other hand, local governments have the most abundant resources and can integrate resources from all sides efficiently to promote the rapid development of enterprises. Therefore, in order to build a brand, enterprises should not only strengthen their own management and explore the way of marketing, but also strengthen close cooperation with the local government and reasonably make use of the resources and strength of the government to build a brand.

#### 4.3 Testing of Branding Marketing Strategy

In order to ensure the feasibility and scientific nature of the brand marketing strategy proposed in this paper, and to ensure its normal practical application, the author conducted a simulation experiment of the practical application of the strategy with the help of big data analysis and data model. The following test data are obtained. The specific experimental data are shown in figure 4. The data in the figure is the result of the author's experimental arrangement.



**Figure 4.** Fresh pork sales under different marketing strategies

From the data in figure 4, we can see that compared with the traditional pork fresh marketing strategy, the sales volume of pork fresh with the brand pork fresh marketing strategy increased by about 15% and the yield rate increased by about 23%. This shows that the brand marketing strategy promotes the good development of fresh pork sales. Therefore, the brand marketing strategy of pork fresh presented in this paper is scientific and feasible.

#### 5. Conclusion

Fresh pork is one of the indispensable food in People's Daily life. The market of fresh pork fluctuates greatly, which has an important impact on the profit of suppliers and the development of the whole fresh pork market. Based on the investigation and analysis of fresh pork, this paper analyzes the problems existing in the marketing strategy of fresh pork at the present stage, and puts forward the specific branding marketing strategy from the perspectives of brand positioning, brand loyalty and marketing channels. The research in this paper not only promotes the good development of fresh pork market supply, but also lays a theoretical foundation for the future research in related fields.

#### Acknowledgements

This work was supported by Soft Science Projects of Henan Province (Grant No. 182400410539).

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