

Thoughts on Agricultural Practice of the Party's Governance Strategy for Xinjiang in the New Era: Based on Advantageous and Characteristic Industry and Brand Mark-related Intellectual Property

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Abstract This paper examines Xinjiang's advantageous and characteristic agriculture from grain production functional zones, important agricultural product protection zones, characteristic agricultural product advantageous zones, hometowns of specialty products, One Village One Product, regional public brands, famous, special, premium, and novel agricultural products, characteristic agricultural products, agricultural product quality and safety, Taste of Xinjiang, Good Grain and Oil, and industrial clusters. Besides, from geographical indications, design patents (for packaging and containers), and trademarks, this paper studies the autonomous region's brand mark-related agricultural intellectual property. It also analyzes the main problems in the development of its brand agriculture, and puts forward suggestions such as building a diversified food supply system, improving the protection of geographical indication intellectual property rights, promoting the creation of design patents for packaging and containers, strengthening the registration of regional public trademarks and Madrid international trademarks, and carrying out targeted counterpart assistance to Xinjiang for characteristic agriculture.

Key words Advantageous and characteristic agriculture, Agricultural intellectual property, Targeted counterpart assistance to Xinjiang, the Party's Governance Strategy for Xinjiang

0 Introduction

Situated deep within the Eurasian heartland, Xinjiang has historically functioned as a critical conduit along the ancient Silk Road. It now serves as an obligatory node for the second "Eurasian Land Bridge" and constitutes the core zone of the Silk Road Economic Belt^[1–2], rendering its strategic position exceptionally prominent.

Xinjiang is a key region in the endeavor to build up China's strength in agriculture^[3]. Accounting for approximately one-sixth of the country's total land area, the autonomous region boasts vast expanses of land and ample potential water resources. These natural endowments provide robust support for the high-quality development of Xinjiang's advantageous and characteristic agriculture, the establishment of a diversified food supply system, and the effective safeguarding of national food security and the supply of key agricultural products.

Xinjiang serves as a principal theater for fostering a strong sense of community for the Chinese nation^[4] and for advancing the Party's Governance Strategy for Xinjiang in the new era^[5]. The Fourth Central Symposium on Xinjiang Work (2020) stressed the complete and accurate implementation of this strategy through a framework that calls for governing Xinjiang in accordance with the law, maintaining stability through unity, nourishing Xinjiang culturally, bringing prosperity to the people, and building Xinjiang

on a long-term basis. Besides, the Tenth National Conference on Pairing Assistance to Xinjiang (2025) refined the agenda for counterpart assistance in the new era, urging a sustained focus on the overarching theme of fostering a strong sense of community for the Chinese nation while persistently improving the efficacy of assistance efforts as a means to secure social stability and enduring peace. These policy developments were codified in the 2025 State Council Information Office white paper, *Successful Practice of the Party's Governance Strategy for Xinjiang in the New Era*^[6].

In this situation, constructing a modern agricultural industrial system with Xinjiang characteristics and advantages, carrying out targeted counterpart assistance to Xinjiang for specialty agriculture, and implementing the Party's Governance Strategy for Xinjiang in the new era constitute the current priorities of Xinjiang's work. Therefore, we primarily draw upon advantageous and characteristic agriculture and brand mark-related agricultural intellectual property to explore strategies for developing brand agriculture in Xinjiang and bringing prosperity to the people in the new era.

1 Advantageous and characteristic agriculture

1.1 National grain production functional zones and important agricultural product protection zones

In order to safeguard national food security and secure the effective provision of essential agricultural commodities, the State Council's *Guiding Opinions on Establishing Grain Production Functional Zones and Important Agricultural Product Protection Zones* (Guofa [2017] No. 24) mandated the creation of designated grain production functional zones for rice, wheat, and corn, alongside important agricultural product protection zones for soybeans, cotton, rapeseed, sugar cane, and natural rubber.

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In accordance with the *Implementation Opinions on Establishing Grain Production Functional Zones and Important Agricultural Product Protection Zones* (Xinzhengfa [2018] No. 28), Xinjiang has designated a total of 4.32 million ha, which includes 640 000 ha within the Xinjiang Production and Construction Corps (XPCC) and 133 333 ha designated for wheat-corn double-cropping areas. Specifically, the grain production functional zones cover 2.273 3 million ha, comprising 66 667 ha for rice, 1.266 7 million ha for wheat (including 133 333 ha under XPCC), and 806 667 ha for corn (including 133 333 ha of double-cropping area and 106 667 ha under XPCC). In total, the grain production functional zones encompass 2.273 3 million ha, with 240 000 ha attributed to XPCC. In addition, the important agricultural product protection zones account for 2.046 7 million ha, of which 2.00 million ha are designated for cotton (including 400 000 ha under XPCC), representing 85.71% of the national total, and 46 667 ha for sugar beet.

1.2 National characteristic agricultural product advantageous zones From 2017 to 2020, nine ministries and commissions, including the Ministry of Agriculture and Rural Affairs, designated a total of 310 national characteristic agricultural prod-

uct advantageous zones across China. Among these, ten are located in Xinjiang, namely: Turpan Hami Melon in Gaochang District, Turpan City; Korla Fragrant Pear in Bayingolin Mongol Autonomous Prefecture; Turpan Grape in Shanshan County; Yengisar Apricot in Yengisar County; Alar Jujube of XPCC in Alar City; Ruoqiang Jujube in Ruoqiang County; Yecheng Walnut in Yecheng County; Shuanghe Grape of the Fifth Division of XPCC; Alar Thin-Skinned Walnut of the First Division, Regiment 3 of XPCC; and Shache Almond in Shache County.

1.3 National characteristic agricultural product advantageous counties The former Ministry of Agriculture's *Regional Layout Plan for Characteristic Agricultural Products* (2013–2020) designated a number of national advantageous counties for developing 144 types of characteristic agricultural products across 10 categories. Among these, Xinjiang produces 24 types of characteristic agricultural products, including beer barley, hops, sorghum, mung beans, kidney beans, sesame, oilseed flax, sunflower, specialty walnuts, specialty apricots, specialty jujubes, grapes, pomegranates, specialty pears, chili peppers, flax for fiber, goji berries, licorice, yak, fine-wool sheep, cashmere goats, high-quality local chickens, specialty pigeons, and specialty bees (Table 1).

Table 1 National characteristic agricultural product advantageous counties in Xinjiang

Characteristic agricultural product	Number of counties	Characteristic agricultural product advantageous counties
Beer barley	17	Urumqi County, Barkol Kazakh Autonomous County, Yiwu County, Changji City, Qitai County, Jimsar County, Mori Kazakh Autonomous County, Zhaosu County, Tekes County, Nilka County, Tacheng City, Emin County, XPCC 4 th Division 76 th Regiment, 9 th Division 165 th Regiment, 13 th Division Hongshan Farm, 74 th Regiment, 77 th Regiment
Hops	7	Changji City, Hutubi County, Baicheng County, Tacheng City, Shawan City, Fuhai County, XPCC Directly Affiliated 222 nd Regiment
Sorghum	2	Hejing County, Yining City
Mung beans	4	Zepu County, Shache County, Yecheng County, Qapqal Xibe Autonomous County
Kidney beans	7	Qitai County, Mori Kazakh Autonomous County, Altay City, Burqin County, Fuyun County, Fuhai County, Habahe County
Sesame	2	Aksu City, Qinghe County
Oilseed flax	20	Mori Kazakh Autonomous County, Wensu County, Baicheng County, Wushi County, Akqi County, Shufu County, Zepu County, Shache County, Hotan County, He'an County, Luopu County, Cele County, Yutian County, Qapqal Xibe Autonomous County, Huocheng County, Gongliu County, Xinyuan County, Zhaosu County, Tekes County, Nilka County
Sunflower	35	Urumqi County, Changji City, Fukang City, Hutubi County, Manas County, Qitai County, Jimsar County, Bole City, Wenquan County, Yanqi Hui Autonomous County, Bohu County, Yecheng County, Yining County, Qapqal Xibe Autonomous County, Huocheng County, Gongliu County, Xinyuan County, Zhaosu County, Tekes, Tacheng City, Wusu City, Emin County, Shawan City, Altay City, Burqin County, Fuyun County, Fuhai County, Habahe County, Jeminay County, XPCC 4 th Division, 6 th Division, 7 th Division, 9 th Division, 10 th Division, Directly Affiliated 222 nd Regiment
Special walnut	9	Aksu City, Wensu County, Zepu County, Yecheng County, Hotan County, He'an County, Moyu County, XPCC 3 rd Division, 14 th Division 224 th Regiment
Special apricot	32	Tokxun County, Yizhou District, Luntai County, Hoxud County, Kuqa City, Shaya County, Xinhe County, Baicheng County, Wushi County, Keping County, Artux City, Akto County, Shufu County, Yengisar County, Zepu County, Shache County, Yecheng County, Markit County, Yopurga County, Jiashi County, Bachu County, Moyu County, Pishan County, Hekang County, Luopu County, Cele County, Yutian County, Yining County, Qapqal Xibe Autonomous County, Huocheng County, Gongliu County, Nilka County
Special jujube	30	Tokxun County, Yizhou District, Ruoqiang County, Qiemo County, Aksu City, Wensu County, Kuqa City, Shaya County, Xinhe County, Awat County, Shufu County, Shule County, Zepu County, Markit County, Yopurga County, Jiashi County, Bachu County, Hotan County, He'an County, Pishan County, Hekang County, Cele County, Yutian County, Minfeng County, XPCC 1 st Division, 2 nd Division, 3 rd Division, 13 th Division, 14 th Division 224 th Regiment, Pishan County Farm

(To be continued)

(Continued)

Characteristic agricultural product	Number of counties	Characteristic agricultural product advantageous counties
Grape	20	Gaochang District, Shanshan County, Yizhou District, Changji City, Hutubi County, Manas County, Bole City, Yanqi Hui Autonomous County, Xinhe County, Artux City, Shihezi City, Wujiayu City, XPCC 2 nd Division, 4 th Division, 5 th Division, 6 th Division, 8 th Division, 12 th Division, 13 th Division, Directly Affiliated 222 nd Regiment
Pomegranate	9	Gaochang District, Kashgar City, Shufu County, Shache County, Yecheng County, Jiashi County, Pishan County, Hekang County, Cele County
Special pear	11	Korla City, Luntai County, Yuli County, Aksu City, Wensu County, Kuqa City, Shaya County, Xinhe County, Awat County, XPCC 1 st Division, XPCC 2 nd Division
Pepper	8	Yanqi Hui Autonomous County, Hejing County, Hoxud County, Bohu County, Baicheng County, Shache County, Shawan City, XPCC 2 nd Division
Fiber flax	7	Baicheng County, Yining County, Gongliu County, Xinyuan County, Zhaosu County, Tekes, Nilka County
Goji berry	1	Jinghe County
Licorice	20	Changji City, Hoxud County, Shaya County, Wushi County, Awat County, Zepu County, Shache County, Jiashi County, Hotan City, Hotan County, He'an County, Moyu County, Cele County, Gongliu County, Xinyuan County, Tacheng City, Fuyun County, Fuhai County, XPCC 3 rd Division, Directly Affiliated 222 nd Regiment
Yak	2	Hejing County and Heshuo County
Fine-wool sheep	26	Changji City, Fukang City, Hutubi County, Manas County, Qitai County, Bole City, Wenquan County, Bohu County, Wensu County, Baicheng County, Qapqal Xibe Autonomous County, Huocheng County, Gongliu County, Xinyuan County, Tekes, Tacheng City, Wusu City, Emin County, Shawan City, XPCC 1 st Division, 4 th Division, 5 th Division, 6 th Division, 7 th Division, 8 th Division, 9 th Division
Cashmere goat	14	Mori Kazakh Autonomous County, Bole City, Yuli County, Wensu County, Kuqa City, Shaya County, Baicheng County, Wushi County, Keping County, Akqi County, Emin County, Toli County, Hoboksar Mongol Autonomous County, Qinghe County
High quality local chicken	18	Urumqi County, Karamay District, Changji City, Bole City, Jinghe County, Kashgar City, Shule County, Yengisar County, Zepu County, Shache County, Bachu County, Emin County, Shawan City, Toli County, Yumin County, Hoboksar Mongol Autonomous County, Altay City, Fuhai County
Special pigeon	2	Xinhe County and Shache County
Special bee products	15	Aksu City, Awat County, Shache County, Hotan City, Yining City, Kuytun City, Yining County, Qapqal Xibe Autonomous County, Huocheng County, Gongliu County, Xinyuan County, Zhaosu County, Tekes, Nilka County, Altay City

1.4 Hometowns of specialty products in China Tulufan City—Hometown of Melons and Fruits in China, Hometown of Grapes in China, Hometown of Grape Wine in China; Shanshan County—Hometown of Seedless White Grapes in China; Tokxun County—Hometown of Early-Ripening Apricots in China, Hometown of Early-Ripening Jujubes in China.

Hami City—Hometown of Melons and Fruits in China, Hometown of Hami Melons in China; Yizhou District—Hometown of Jujubes in China; Barkol Autonomous County—Hometown of Barkol Horses in China.

Changji Prefecture—Hometown of Grape Wine in China; Changji City—Hometown of Watermelons in China; Fukang City—Hometown of Flat Peaches in China, Hometown of Seed Watermelons in China; Hutubi County—Hometown of Dairy Cows in China; Manasi County—Hometown of High-Quality Cotton in China, Hometown of High-Quality Processing Tomatoes in China; Qitai County—Hometown of Wheat in China; Jimsar—Hometown of White-Garlic in China, Hometown of High-Starch Potatoes in China; Mori Autonomous County—Hometown of Chickpeas in China, Hometown of Tianshan White Peas in China, Hometown of Long-Eyebrow Camels in China.

Borotala Prefecture—Hometown of Fine-Wool Sheep in China;

Bole City—Hometown of Fresh-Eating Corn in China, Hometown of Red Grapes in China, Hometown of Organic Beef in China; Jinghe County—Hometown of Goji Berries in China.

Bayingolin Prefecture—Hometown of Melons and Fruits in China; Korla City—Hometown of Fragrant Pears in China; Luntai County—Hometown of White Apricots in China; Yuli County—Hometown of Luobu Hemp (*Apocynum venetum*) in China, Hometown of Luobu Sheep in China; Ruoqiang County and Qiemo County—Hometown of Jujubes in China; Hejing County—Hometown of Chili Peppers in China, Hometown of Mushrooms in China, Hometown of Snow Lotus (*Saussurea involucrata*) in China; Hoxud County—Hometown of Grape Wine in China, Hometown of Longju Horses in China; Bohu County—Hometown of Chili Peppers in China, Hometown of Fish and Rice Beyond the Great Wall in China; Yanqi Autonomous County—Hometown of Red Chili Peppers in China, Hometown of Industrial Tomatoes in China, Hometown of Fennel in China.

Aksu Prefecture—Hometown of Melons and Fruits in China, Hometown of Walnuts in China, Hometown of Apples in China, Hometown of Long-Staple Cotton in China; Kuqa City—Hometown of Small White Apricots in China; Wensu County—Hometown of Rice in China; Shaya County—Hometown of Tar-

im Cotton in China, Hometown of Tarim Red Deer in China, Hometown of Karakul Sheep in China, Hometown of Luobu Hemp in China; Baicheng County—Hometown of Yellow Rape-seed in China, Hometown of Fine-Wool Sheep in China, Hometown of Youji Chicken in China; Wushi County—Hometown of Sea-Buckthorn in China; Awat County—Cotton City of China, Hometown of Long-Staple Cotton in China, Hometown of Musal-ais in China; Keping County—Hometown of Yellow Apricots in China, Hometown of Qamgur (Turnip) in China, Ecological Camel City of China.

Artux City—Hometown of Figs in China; Akto County—Hometown of Baren Apricots in China; Akqi County, Sumutash Township—Hometown of Falconry in China; Wuqia County—Hometown of Awei Mushroom (*Pleurotus ferulae*) in China.

Kashgar Prefecture—Hometown of Melons and Fruits in China; Shufu County—Hometown of Muyage Apricots in China; Zepu County—Hometown of Organic Jujubes in China; Shache County—Hometown of Badam (Almond) in China; Yecheng County—Hometown of Walnuts in China, Hometown of Pomegranates in China; Jiashi County—Hometown of Jiashi Melons in China, Hometown of New Plums in China; Bachu County—Hometown of *Populus euphratica* in China; Yengisar County—Hometown of Semaiti Apricots in China; Markit County—Hometown of Jujubes in China; Yuepuhu County—Hometown of Small-Tailed Han Sheep in China, Hometown of High-Yield Cotton in China, Hometown of High-Quality Muskmelons in China.

Hotan Prefecture—Hometown of Melons and Fruits in China, Hometown of Silk in China, Carpet Capital of China; Yutian County—Hometown of Desertliving Cistanche in China, Hometown of Large-Leaf Purple Alfalfa in China; Moyu County—Hometown of Jade Jujubes in China, Hometown of Mulberry Paper in China, Hometown of Uyghur Medicine in China; Pishan County—Hometown of Piyaman Pomegranates in China; Luopu County—Hometown of Jujubes in China, Hometown of Walnuts in China, Hometown of Grapes in China, Hometown of Roses in China; Cele County—Hometown of Yellow Apricots in China; Minfeng County—Hometown of Niya Black Chickens in China.

Tacheng Prefecture—Hometown of Xinjiang Brown Cattle in China; Yumin County—Hometown of Thornless Safflower in China, Hometown of Bashibai Sheep in China; Emin County—Hometown of Oil Sunflowers in China, Hometown of Wild Almonds (*Amygdalus ledebouriana*) in China, Hometown of Sugar Beets in China; Shawan City—Hometown of Chili Peppers in China, Hometown of Dapanji (Big Plate Chicken) Cuisine in China.

Altay Prefecture—Hometown of Altay Horses in China; Fuhai County—Camel Milk Capital of China; Qinghe County—Hometown of Awei Mushroom in China, Hometown of Large-Fruited Sea-Buckthorn in China, Hometown of Cashmere Goats in China; Habahe County—Erqis River Medicine Valley of China; Jeminay County—Hometown of Camels in China.

Ili Prefecture—Hometown of Melons and Fruits in China; Yining City—Hometown of Apples in China; Nilka County—

Hometown of Xinjiang Black Bee Honey in China; Huocheng County—Hometown of Lavender in China; Gongliu County—Hometown of Walnuts in China, Hometown of Sun-Dried Apricots on Tree in China, Hometown of Fritillary (*Bulbus Fritillariae*) in China; Zhaosu County—Hometown of Rapeseed in China, Hometown of Brown Cattle in China, Hometown of Heavenly Horses in China; Tekes—Ecological Black Wheat Capital of China, Hometown of Apples in China; Tekes—Hometown of Mountain Flower Honey in China; Qapqal Autonomous County—Hometown of Tribute Rice in China.

Shihezi City—Hometown of Flat Peaches in China; Alar City—Hometown of Jujubes in China, Hometown of Walnuts in China, Hometown of Cotton and Rice in China; Tumxuk City—Hometown of Long-Staple Cotton in China; Wujiaqu City—Hometown of Muskmelons in China; Beitun City—Hometown of Edible Sunflower Seeds in China, Hometown of Black Seed Watermelons in China; Tiemenguan City—Hometown of Pigment Peppers in China; Shuanghe City—Hometown of Goji Berries in China; Kokdala City—Hometown of Spices in China; Kunyu City—Hometown of Jujubes in China; Xinxing City—Hometown of Hami Melons in China, Hometown of Grapes in China, Hometown of Cotton in China; Baiyang City—Hometown of Sea-Buckthorn in China.

1.5 National "One Village One Product" demonstration villages and towns and their leading industries To cultivate leading industries with regional characteristics and market potential, the Ministry of Agriculture and Rural Affairs identified twelve batches of national "One Village One Product" demonstration villages and towns from 2011 to 2022. Among them, Xinjiang has 156 national "One Village One Product" demonstration villages and towns (including 57 from XPCC), with their leading industries involving grain and oil, fruits and vegetables, animal husbandry, cotton, medicinal herbs, spices, hops, Luobu Hemp tea, ornamental plants and flowers, leisure agriculture, ethnic embroidery, *etc.* (Tables 2 and 3). Except for Karamay City and XPCC 11th Division, which have no national "One Village One Product" demonstration villages and towns, the national "One Village One Product" demonstration villages and towns in other prefectures, cities, and divisions of XPCC are shown in Tables 2 and 3.

1.6 Regional public brands of agricultural products in China Under the guidance of the Market and Informationization Department of the Ministry of Agriculture and Rural Affairs, the China Agricultural Products Market Association officially released the *China Agricultural Brand Catalog 2024—Regional Public Brands of Agricultural Products* in November 2024. A total of 539 brands are included, covering nine major categories: grain and oil, livestock and poultry, aquatic products, fruits and vegetables, edible fungi, Chinese medicinal herbs, tea, forest specialities, and others. Among them, Xinjiang has 24 regional public brands: Qapqal Rice, Mori Chickpeas, Qitai Flour, Beitun Sunflower Seeds, Shache Badam (Almonds), Turpan Hami Melons, Xiayedi Watermelons, Paotaihong Muskmelons, Toutunhe Grapes, Korla Fragrant Pears, Aksu Apples, Jiashi New Plums, Kuqa Small White

Apricots, Hotan Jade Jujubes, Aral Jujubes, Aksu Jujubes, Ruoqiang Jujubes, Jinghe Goji Berries, Yuepuhu Fennel, Yutian Des-

ert Roses, Huocheng Lavender, Mori Mutton, Tekes Mountain Flower Honey, Nilka Salmon.

Table 2 National "One Village One Product" demonstration villages and towns in China

Region	Number of demonstration villages and towns	Demonstration villages and towns and their leading industries
Urumqi	3	Dongwan Village (strawberries), Pingxiliang Village (leisure agriculture), Sandaohu Town (rice)
Turpan City	6	Laochengdongmen Village (grapes), Yaerguole Village (grapes), Youkurimaili Village (grapes), Kagatuoe Village (grapes), Nanhu Village (apricots), Xiao'er Village (leeks, vegetables)
Hami City	8	Zhonghu Village (Hami melons), Karitali Village (Hami melons), Huoshiquan Village (grapes), Xiaobao Village (mutton sheep), Kuisiu Town (potatoes), Santanghu Town (Hami melons), Naomaohu Town (Hami melons), Yanchi Town (Tukuo mutton)
Aksu Region	16	Kuwu'er'ga Village (Naxigan melons), Cangtamu Village (muskmelons), Tuwankekarinas Village (walnuts), Youkekakalakale Village (jujubes), Youkebalidang Village (fruit trees), Hetao New Village (characteristic fruit trees), Nanguan Village (vegetables), Yingakeairike Village (cotton), Yingdaya Village (Tarim Caohu small goats), Aqiale Town (Qamgur), Hailou Town (jujubes), Sanhe Town (cotton), Tuohula Township (rice), Aqiatage Township (walnuts), Gaizikumuxiang Township (organic cashmere goats), Heiying Mountain Township (Youji chicken)
Kashgar Region	12	Kumuxilike Village (wheat seed production, replanting of millet), Huoyilakante Village (walnuts), Aremaili Village (walnuts), Buowakumu Village (muskmelons), Saikesankuzuke Village (watermelons), Atagu Village (borui raspberries), Xiamalebage Village (cherries), Qiaqia'er Village (apples), Tuziluke Kashgar Village (cotton), Dunairike Village (squabs), Yangtake Township (jujubes), Yuepuhu Township (figs).
Hotan Region	8	Arix Village (jujubes), Yisilekedun Village (jujubes), Langan Kule Village (Piyaman pomegranates), Wutang Village (Piyalema sweet pomegranates), Bagqi Town (walnuts), Baishituogelake Township (jujubes), Tawakule Township (chili peppers), Xiwule Township (mutton sheep).
Changji Prefecture	9	Yaozhanzi Village (wheat), Shenjiagou Village (chickpeas), Majiazhuang Village (apples), Donggou Village (vegetables), Tuliang Village (vegetables), Tougong Central Village (tomatoes), Gucheng Village (chili peppers), Xiaotun Village (Sipingtou chili peppers), Linchang Village (ornamental flowers and nursery plants).
Bortala Prefecture	1	Tori Town (goji berry)
Bayingolin Prefecture	8	Qigekeqike Village (fragrant pears), Zaigesennuo'er Village (vegetables), Suhate Village (specialty vegetables), Akdong Village (facility vegetables), Bashikeqike Village (garlic), Jianggalasayi Village (Jianggalasayi garlic), Qigexing Town (wine grapes), Washixia Township (Loulan jujubes).
Kizilsu Prefecture	3	Dundula Village (Pamir crystal green muskmelon), Songtake Village (grapes), Baren Township (apricots)
Tacheng Prefecture	8	Kuokesayi Village (corn), Putao Yuanzi Village (chili peppers), Jilande Village (Bashibai sheep), Kalakemier Village (thornless safflower), Wulanwusu Town (selenium-rich grains), Bashisiu Township (vegetables), Chahete Township (cotton), Halabula Township (safflower)
Altay Region	6	Karasu Village (corn), Talate Village (blackcurrant), Kuobu Village (donkeys), Tuokumute Village (leisure tourism), Baihaba Village (leisure agriculture), Keketuohai Town (blackcurrant)
Areas directly under Ili Prefecture	11	Bostan Village (rice), Shaer Wuzeke Village (Sanxianghong apples), Aketiereke Village (apples), Nong 3 rd Team (Yiduo red grapes), Xincheng Village (vegetables), Sigong Village (lavender), Chagan Bulake Village (Roman chamomile), Kala Aoyi Village (leisure tourism), Awuliya Village (ethnic embroidery), Mohuer Township (grapes), Dadamutu Township (vegetables)

1.7 National famous, special, high-quality and new agricultural products According to the *National Catalog Collection and Registration Information System for Famous, Special, High-Quality and New Agricultural Products*, Xinjiang has 251 types of such products, covering grain, edible oil, fruits, vegetables, edible fungi, medicinal plants, cotton, livestock products, aquatic products, and others.

Among them, 39 types are grain products: Qapqal Rice, Narat Wetland Rice, Wusu Sikeshu Rice, Pilale Rice, Wensu Rice, Bole Fresh-Eating Corn, Wenquan Fresh-Eating Corn, High-tech Zone Fresh-Eating Sweet-Waxy Corn, Changji Sweet-Waxy Corn, Fukang Millet, Shule Millet, Taxkorgan Highland

Barley, Mori Whole Wheat Flour, Hutubi Wheat Flour, Yanqi Wheat Flour, Gongliu County Wheat Flour, Nilka Dryland Wheat Flour, Qinghe Wheat Flour, Keping Wheat Flour, Laolonghe Wheat Flour, Changji Wheat Flour, Qitai Wheat Flour, Shule Wheat Flour, Yecheng Flour, Qitai Handmade Noodles, Qitai Black Wheat Whole Wheat Flour, Fukang Stone-Milled Whole Wheat Flour, Qinghe Black Wheat Flour, Nilka Black Wheat Flour, Qitai Black Wheat Flour, Qinghe Black Wheat Flakes, Nilka Black Wheat Flakes, Mori Chickpeas, Wushi Chickpeas, High-tech Zone Tianshan Sweet Potatoes, Midong District Sweet Potatoes, Yecheng Sweet Potatoes, Zhaosu Potatoes, Yecheng Potatoes.

Table 3 National "One Village One Product" demonstration villages and towns in XPCC

Division	Number of demonstration villages and towns	Demonstration villages and towns and their leading industries
1 st Division	7	3 rd Regiment (Desert Green Island walnuts), 4 th Regiment (Situan air-dried apricots), 5 th Regiment (Tianshan Jade apples), 6 th Regiment Shuancheng Town (apples), 10 th Regiment (Desert jujubes), 11 th Regiment (Kungang jujubes), 13 th Regiment (Yiren Sanzao jujubes).
2 nd Division	10	21 st Regiment (Kailai red chili peppers), 22 nd Regiment (pigment chili peppers), 25 th Regiment (chili peppers, Bosten tomatoes), 25 th Regiment, 3 rd Company (grapes), 27 th Regiment (Tianhu hops), 30 th Regiment (Korla fragrant pears), 31 st Regiment (Tahe Luobu Hemp tea), 33 rd Regiment (Tarim Reclamation Area red deer antler), 34 th Regiment (jujubes), 36 th Regiment (Zimuhe jujubes).
3 rd Division	3	48 th Regiment (jujubes), 50 th Regiment (winter jujubes), 54 th Regiment Xing'an Town (tiger nuts (<i>Cyperus esculentus</i>)).
4 th Division	6	61 st Regiment (Tianyi sun-dried apricots on tree), 68 th Regiment (Yixiang rice), 69 th Regiment ("Xiangjidi" natural spices), 70 th Regiment (Yizhu grape wine), 73 rd Regiment, 4 th Company (Hashake rice), 78 th Regiment (Yishuai apples).
5 th Division	7	81 st Regiment (grapes), 83 rd Regiment, 2 nd Company (Bole red grapes), 83 rd Regiment, 3 rd Company (ostriches), 84 th Regiment (Guaishiyu chrysanthemums), 84 th Regiment, 1 st Company (camel milk), 84 th Regiment, 7 th Company (live pigs), 87 th Regiment (corn seeds).
6 th Division	2	103 rd Regiment, 8 th Company (muskmelons), Junhu Farm, 2 nd Company (Xinjiang Rainbow grapes).
7 th Division	1	124 th Regiment (tomato)
8 th Division	9	121 st Regiment, 2 nd Company (Yuanhejia yams), 121 st Regiment, 13 th Company (muskmelons), 121 st Regiment, 22 nd Company (Crimson Seedless grapes), 134 th Regiment, 24 th Company (sweet cherries), 141 st Regiment, 15 th Company (facility vegetables), 142 nd Regiment, Liangzhong Company (Xin'an live pigs), 143 rd Regiment, 8 th Company (Shihezi 143 rd Regiment flat peaches), 145 th Regiment, 6 th Company (Beiqian Fulei grapes), 152 nd Regiment (wine grapes).
9 th Division	1	4 th Company of Tuanjie Farm (Yixiang tomato, pepper)
10 th Division	4	182 nd Regiment (sunflower seeds for oil), 184 th Regiment (chili peppers), 188 th Regiment, 1 st Company (bottle gourds), 188 th Regiment Haichuan Town (sunflowers).
12 th Division	1	222 nd Regiment (Binghu Yingyue Wine Grape)
13 th Division	3	Red Star Farm 1 (Tianshanjiao grape), Liushuquan Farm (seedless white grapes), Naomaohu Farm, 1 st Company (Tianshanjiao Hami melons).
14 th Division	3	224 th Regiment (Kunlun Mountain Hotan Jade Jujubes), Pishan Farm Kunquan Town (jujubes), Kunyu City No.1 Pastoral Farm (organic mutton).

Edible oils, 11 types: Laolonghe sunflower seed oil, Qitai County sunflower seed oil, Zhaosu black rapeseed oil, Nilka rapeseed oil, Qitai County flaxseed oil, Nilka flaxseed oil, Qitai County safflower seed oil, Jimsar safflower seed oil, Yumin thornless safflower seed oil, Toli safflower seed oil, Qinghe sea-buckthorn oil.

Nuts, 12 types: Aksu walnuts, Yecheng walnuts, Markit walnuts, Hotan thin-shelled walnuts, Shache badam (almonds), Shufu pistachios, Changji sunflower seeds, Fuhai sunflower seeds, Wenquan sunflower seeds, Changji red melon seeds, Yecheng Maya melon seeds, Changji pumpkin seeds.

Fruits, 51 types: Shanshan Hami melons, Jiashi melons, Awat Naxigan muskmelons, Shule Laohan melons, Shule Zaochunmi watermelons, Aksu apples, Tekes apples, Hotan jujubes, Cele jujubes, Pishan jujubes, Markit gray jujubes, Moyu gray jujubes, Moyu jun jujubes, Yining prunes (plums), Markit dried prunes, Pishan dried prunes, Jiashi new plums, Manasi Jinxiu crab apples, Yining snow pears, Shache cherries, Horgos flat peaches, Shufu oil flat peaches, Cele flat peaches, Cele plum-apricots, Kuqa small white apricots, Luntai white apricots, Ili small

red apricots, Baicheng small red apricots, Shufu Muyage apricots, Awat mango apricots, Akto Baren apricots, Pishan dried apricots, XPCC 73rd Regiment sun-dried apricots on tree, Ili red raspberries, Artux figs, Baicheng grapes, Horgos grapes, Wushi grapes, Shanshan grapes, Artux Munage grapes, Pishan County pomegranates, Cele pomegranates, Yecheng pomegranates, Akqi sea-buckthorn berries, Buerjin sea-buckthorn berries, Qinghe large-fruited sea-buckthorn, Taxkorgan sea-buckthorn, Jimsar dried sea-buckthorn berries, Fukang sea-buckthorn puree, Wushi sea-buckthorn puree, Qinghe sea-buckthorn raw juice.

Vegetables, 35 types: Bohu Chinese cabbage, High-tech Zone Qinghu eggplant, Bohu tomatoes, Aksu tomatoes, Shule tomatoes, Horgos tomatoes, Horgos cherry tomatoes, High-tech Zone fresh fruit tomatoes, High-tech Zone tomatoes, Keping tomatoes, Hutubi tomato paste, Bohu chili peppers, Shule chili peppers, Hejing chili peppers, Aksu dried chili peppers, Bohu dried red chili peppers, Yecheng onions, Zhaosu Liubanhong garlic, Qiemo garlic, Akqi garlic, Liushihu Xinghuo leeks, High-tech Zone Qinghu luffa, High-tech Zone cucumbers, Bohu pumpkins, Shule chestnut pumpkins, Shule beibeipumpkins, Yecheng car-

rots, High-tech Zone Liushihu carrots, Shule dried radish, High-tech Zone lettuce, Pishan County yams, Keping Qamgur, Ruoqiang yellow Qamgur, Shache cowpeas, Luopu asparagus.

Edible fungi, 4 types: Pishan County shiitake mushrooms, Korla white flour shiitake mushrooms, Pishan black wood ear mushrooms, Wenquan morel mushrooms.

Medicinal plants, 17 types: Shaya Desertliving Cistanche, Yutian Hongliu Desertliving Cistanche, Manas Cistanche, Fuhai goji berries, Shaya black goji berries, Qiemo black goji berries, Ruoqiang black goji berries, Gongliu Astragalus (Huangqi), Gongliu licorice (Gancao), Yutian desert roses, Shufu double-petal roses, Dabancheng snow chrysanthemums, Pishan County Keliang snow chrysanthemums, Taxkorgan snow chrysanthemums, Kuqa medicinal mulberries, Shaya mulberries, Manas Ferula (Awei plant).

Cotton, 1 type: Hoboksar cotton.

Livestock and meat products, 41 types: Taxkorgan yak, Midong District beef, Narat Grassland beef, Nilka brown cattle beef, Urumqi County beef, Qitai Jiale Pangbayi Grassland beef, Zhaosu brown cattle beef, Yining beef, Qapqal beef, Bole beef, Yecheng yak meat, Barkol hand-torn beef, Narat beef jerky, Mori beef jerky, Jimsar beef jerky, Dabancheng Kazakh large-tailed sheep, Kuqa goat, Zhaosu Kazakh sheep, Yutian multi-lambing sheep, Manas Suffolk sheep, Yumin Bashibai lamb meat, Akqi Kirgiz sheep meat, Markit mutton, Awat lamb meat, Yuli Luobu sheep meat, Pishan County mutton, Wensu mutton, Barkol mutton, Qitai Jiale Pangbayi Grassland mutton, Narat Grassland mutton,

Mori mutton, Cele mutton, Midong District mutton, Keping mutton, Yecheng mutton, Pishan County donkey meat, Zhaosu horse meat, Nilka smoked horse meat, Narat horse meat, Keping camel meat, Pishan rabbit.

Dairy products, 21 types: Kashgar milk, Gongliu milk, Hutubi milk, Yining brown cattle milk, XPCC 12th Division pure milk, XPCC 12th Division yogurt, Kashgar yogurt, Hutubi yogurt, Burqin cheese, Gongliu milk powder, Nilka milk powder, Narat milk powder, Gongliu goat milk powder, Keping fresh camel milk, Xinyuan pure camel milk powder, Dabancheng District camel milk powder, Altay camel milk, Altay camel milk tablets, Altay camel milk powder, Gongliu camel milk powder, Huocheng camel milk powder.

Poultry products, 5 types: Baicheng Youji Chicken, Hotan Niya black chickens, Horgos white-feathered broilers, Xinhe braised pigeons, Xinhe pigeon eggs.

Honey products, 5 types: Narat black bee honey, Nilka black bee honey, Tangbula black bee honey, Shaya Luobu Hemp honey, Zhaosu honey.

Aquatic products, 5 types: Yining grass carp, Nilka salmon, Wushi salmon, Dabancheng cold-water rainbow trout, Wensu sturgeon.

Other products, 4 types: Huocheng lavender, Shufu mint tea, Shaya Luobu Hemp tea, Qinghe sea-buckthorn tea.

1.8 National special-quality agricultural products There are only 8 types of Xinjiang products in the National Special-Quality Agricultural Products Catalog (Table 4).

Table 4 National special-quality agricultural products of Xinjiang

Special-quality agricultural products	Certified entity	Production scale
Ye Cheng West Region Got Walnut	Ye Cheng West Region Got E-commerce Supply Chain Co., Ltd.	1 2000 ha
Aksu Fengqingyuan Honey Heart Red Fuji Apple	Aksu Prefecture Fengqingyuan Fruits Farmer Professional Cooperative	200 ha
Altay Gebao Hongma Luobu Hemp Tea	Altay Gebao Tea Co., Ltd.	1 453.33 ha
Shahai Fragrant Pig	Hotan Fengyuan Agriculture and Animal Husbandry Technology Co., Ltd.	15 000 pigs
New Camel Milk Powder	Xinjiang New Camel Dairy Co., Ltd.	10 000 camels
Nilek black bee honey	Xinjiang Bee Breeding Farm Black Bee Industry Co., Ltd.	75 000 bee colony
Damo Huyangjun Luobu Hemp Honey	Shaya Huyangjun Bee Products Farmer Professional Cooperative	23 333 ha
Tianyun Salmon	Xinjiang Tianyun Organic Agriculture Co., Ltd.	6 000 t

1.9 National agricultural product quality safety cities and counties

The only national agricultural product quality safety city in Xinjiang is Changji Prefecture. The national agricultural product quality safety counties include Urumqi High-tech Zone, Karamay District of Karamay City, Changji City, Fukang City, Bole City, Korla City, Yining City, Yining County, Xinhe County, Shufu County, XPCC 5th Division Shuanghe City, and XPCC 1st Division 10th Regiment.

1.10 "Taste of Xinjiang" premium products In order to promote the strategy of strengthening agriculture through branding and to create a unified overall image for agricultural brands, the Xinjiang Uygur Autonomous Region launched the "Taste of Xinjiang" Premium Products Brand Catalog in 2021. This catalog has

included 239 regional public brands and 776 branded products from 481 business entities, forming a Xinjiang agricultural product matrix covering ten major categories: "grain, cotton, fruits, livestock, beverages, vegetables, aquatic products, specialities, honey, and edible oils."

1.11 China good grain and oil products Xinjiang has selected 151 regional public brands and product brands for grain and oil to be included in the "Taste of Xinjiang" Premium Products Brand Catalog. A total of 107 products from 28 enterprises have been awarded the title of Xinjiang Good Grain and Oil Products, and 7 products from 5 enterprises have been awarded the title of China Good Grain and Oil Products (Table 5).

Table 5 China good grain and oil products in Xinjiang

Company	Brand	Certified products	Product name
Xinjiang Tianshan Flour (Group) Co., Ltd	Tianshan	Tianshan Special First Grade Flour Gucheng Special First Grade Flour	High-quality medium-gluten wheat flour
Xinjiang Ailinuer Agricultural Technology Development Co., Ltd.	Ailinuer, Minguang	Tugeman Flour	
COFCO Bayi Flour Industry (Hutubi) Co., Ltd.	Xiangxue	Xiangxue Special First Grade Flour	
Xinjiang Zhuangzi Industrial Co., Ltd	Zhuangzi Kaituo	Safflower seed oil	Safflower seed oil
Xinjiang Hongshengjin Grain and Oil Technology Co., Ltd.	Jianjiang Grain and Oil	Sunflower Seed oil Rapeseed oil	Sunflower Seed oil Rapeseed oil

1.12 National advantageous characteristic industrial clusters

Since 2020, the Ministry of Agriculture and Rural Affairs and the Ministry of Finance have published a total of 260 construction lists of national advantageous characteristic industrial clusters in six batches. Among them, Xinjiang has 16 national advantageous characteristic industrial clusters: Xinjiang Autonomous Region Corn Industrial Cluster, XPCC Corn Industrial Cluster, Xinjiang Autonomous Region Cotton Industrial Cluster, XPCC Cotton Industrial Cluster, Xinjiang Autonomous Region Thin-Shell Walnut Industrial Cluster, Xinjiang Autonomous Region Hami Melon Industrial Cluster, Xinjiang Autonomous Region Grape Industrial Cluster, Xinjiang Korla Fragrant Pear Industrial Cluster, XPCC Jujube Industrial Cluster, Xinjiang Autonomous Region Hotan Facility Vegetable Industrial Cluster, XPCC Tomato Industrial Cluster, XPCC Pig Industrial Cluster, Xinjiang Autonomous Region Brown Cattle Industrial Cluster, Xinjiang Autonomous Region Mutton Sheep Industrial Cluster, Xinjiang Autonomous Region Ili Horse Industrial Cluster, XPCC Military Reclamation Dairy Industrial Cluster.

1.13 National characteristic industrial clusters for small and medium-sized enterprises

Since 2022, the Ministry of Industry and Information Technology has published a total of 400 lists of national characteristic industrial clusters for small and medium-sized enterprises in four batches. Among them, Xinjiang has one national characteristic industrial cluster for small and medium-sized enterprises closely related to agriculture: XPCC Aral City Textile Raw Material Production and Processing Industrial Cluster.

1.14 Ten major industrial clusters of Xinjiang

The 2024 *Government Work Report of the Xinjiang Autonomous Region* explicitly proposed to accelerate the construction of "Ten Major Industrial Clusters" and build a modern industrial system with Xinjiang's characteristics and advantages. These ten major industrial clusters include the Grain and Food Processing Industrial Cluster, the Cotton and Textile Garment Industrial Cluster, the Green Livestock Product and High-Quality Fruit and Vegetable Industrial Cluster, the Culture and Tourism Industrial Cluster, the Modern Logistics Industrial Cluster, the Oil and Gas Production and Processing Industrial Cluster, the Clean and Efficient Utilization of Coal Industrial Cluster, the New Power System Industrial Cluster, the Green Mining and Processing Industrial Cluster, and the Strategic Emerging Industrial Clusters such as Advanced Manufacturing and New Materials. Among them, the first five are more closely related to agriculture.

2 Brand mark-related agricultural intellectual property

Brand mark-related agricultural intellectual property mainly includes geographical indications, design patents (for packaging and containers), trademarks, *etc.* [7-11].

2.1 Geographical indications (GI)

2.1.1 GI products. At present, Xinjiang has 128 types of GI products, covering ten major categories: grain and its products, edible oils, nuts, fruits and their products, vegetables, medicinal herbs, cotton, livestock products, aquatic products, and others.

Among them, there are 11 types of grain and its products: Wensu Rice, Miqan Rice, 68th Regiment Rice, 73rd Regiment Rice, Mori Chickpeas, Hanas Soybeans, Wugongtai Sweet Potatoes, Zhaosu Potatoes, Qitai White Potatoes, Gucheng Liquor, Ili Liquor.

Edible oils, 1 type: Zhaosu Rapeseed.

Nuts, 8 types: Aksu Walnuts, Hotan Thin-Shelled Walnuts, Yecheng Walnuts, 3rd Regiment Walnuts, Shache Badam (Almonds), Shufu Pistachios, Dingshan Edible Sunflower Seeds, Fukang Seed Watermelon Seeds.

Fruits and their products, 54 types: Hami Melon, Jiashi Melon, Shache Muskmelon, Yuli Muskmelon, Paotai Muskmelon, Andier Muskmelon, Kanas Honey Melon, Wuerhe Reclamation Area Bailan Melon, Yuli Watermelon, Xiayedi Watermelon, Lalonghe Watermelon, Korla Fragrant Pear, Aksu Apple, Tekes Apple, Kalabula Apple, 5th Regiment Apple, 6th Regiment Apple, 184th Regiment Apple, 223rd Regiment Apple, 143rd Regiment Flat Peach, Huocheng Cherry Plum, Jiashi New Plum, Luntai White Apricot, Kuqa Small White Apricot, Tokxun Apricot, Shufu Muyage Apricot, Yengisar Semaiti Apricot, Dried Yengisar Semaiti Apricot, Huocheng Sun-Dried Apricot on Tree, Alimari Sun-Dried Apricot on Tree, Qiemo Jujube, Ruoqiang Jujube, Aksu Jujube, Cele Jujube, Tokxun Jujube, 48th Regiment Jujube, Hotan Jujube, Hami Jujube, Minfeng Jujube, Hotan Jade Jujube, Hotan Royal Jujube, Markit Gray Jujube, Kashgar Ga'er Pomegranate, Piyalema Sweet Pomegranate, Cele Pomegranate, Turpan Grape, Turpan Raisin, Mohuer Grape, Toutunhe Grape, Bole Red Grape, 170th Regiment Sea-Buckthorn, Altay Large-Fruited Sea-Buckthorn, Hoxud Wine, Turpan Wine.

Vegetables, 8 types: Huiyuan Carrot, Keping Qamgur (Chamagu), Zhaosu Garlic, Jimsar White-Skinned Garlic, Bohu Chili Pepper, Qitai Sipingtou Chili Pepper, Tielimu Fennel, Cele Fennel.

Medicinal herbs, 13 types: Jinghe Goji Berry, Yumin Thorn-

less Safflower, Gongliu Tianshan Yibei (*Fritillaria*), Hotan Desertliving Cistanche, Shihezi Desertliving Cistanche, Yutian Hongliu Desertliving Cistanche, Hotan No. 1 Pastoral Farm Snow Chrysanthemum, Niya Kunlun Snow Chrysanthemum, Kelian Snow Chrysanthemum, Yutian Desert Rose, Tarim Reclamation Area Red Deer Antler, Tarim Reclamation Area Red Deer Antler Disc, Tarim Reclamation Area Red Deer Antler Glue.

Cotton, 1 type: 148th Regiment Color Cotton.

Livestock products, 17 types: Dayinsu Beef, Altay Sheep, Tacheng Bashibai Sheep, Turpan Black Sheep, Qiemo Sheep, Baerchuke Sheep, Manas Suffolk Sheep, Keping Mutton, Yuli Luobu Sheep Mutton, Hami Mutton, Mori Mutton, Niya Mutton, Hotan No. 1 Pastoral Farm Mutton, Zhaosu Heavenly Horses, Turpan Fighting Cock, Niya Black Chicken, Hami Honey.

Aquatic products, 4 types: Bosten Lake Grass Carp, Bosten Lake Common Carp, Altay Pike, Beitun Northern Pike.

Other products, 11 types: 27th Regiment Hops, Huocheng Lavender, Ili Lavender Essential Oil, 84th Regiment Pigment Chrysanthemum, 31st Regiment Luobu Hemp, Shaya Luobu Hemp Tea, Yuli Luobu Hemp Tea, Hotan Carpet, Manas Jasper, Shaya Small Knife, Pamir Glacier Mineral Water.

2.1.2 GI trademarks. Xinjiang currently has 128 GI trademarks. Among them, 8 are geographical indication collective trademarks, including Qitai Starch Noodles, Qitai Hanging Noodles, Qitai Steamed Cake, Lapa Melon, Markit Duolang Sheep, Shawan Dapanji (Registration Numbers: 20780511, 20780512, 20780513), while the other 120 are all geographical indication certification trademarks. These GI trademarks cover eight major categories: grain and its products, nuts, fruits and their products, vegetables, medicinal herbs, cotton, livestock products, and others, but do not cover the two major categories of edible oils and aquatic products.

Among them, there are 11 types of grain and its products: Qapqal Rice, Wensu Rice, Jeminay Spring Wheat, Qitai Flour, Qitai Buckwheat Noodles, Qitai Hanging Noodles, Qitai Steamed Cake, Wushi Chickpeas, Zhaosu Potatoes, Qitai Potatoes, Qitai Starch Noodles.

Nuts, 12 types: Yecheng Walnuts, Aksu Walnuts, Aksu Fresh Walnuts, Kashgar Walnuts, Aral Walnuts, Hotan Thin-Shelled Walnuts, Kashgar Badam (Almonds), Shache Badam (Almonds), Shufu Pistachios, Fukang Seed Watermelon Seeds, Beitun Sunflower Seeds, Yanqi Large White Melon Seeds.

Fruits and their products, 56 types: Hami Melon, Jiashi Melon, Lapa Melon, Hotan Muskmelon, Kashgar Muskmelon, Wujiagu Muskmelon, Xiayedi Watermelon, Korla Fragrant Pear, Aksu Apple, Ili Apple, Zepu Apple, Xiayedi Cherry, Shihezi Yellow Peach, Luntai White Apricot (Registration No. :4137411, 66293014), Kuqa White Apricot (Registration No. :4650471, 4650472), Akto Baren Apricot, Kashgar Sweet Apricot, Yengisar Apricot, Kuqa Sour Plum (Registration No. : 4651525, 4650470), Jiashi New Plum, Kashgar New Plum, Aksu Jujube (Registration No. :5015105, 5098712), Kashgar Jujube, Aral Ju-

jube (Registration No. :49268109, 55053185), Qiemo Jujube, Ruoqiang Jujube (Registration No. :3590206, 3590207), Hami Jujube, Hotan Jade Jujube (Registration No. : 7711765, 7871448), Markit Gray Jujube, Tumxuk Winter Jujube, Zepu Jun Jujube, Yuepuhu Fig, Artux Fig, Qitai Crab Apple, Hotan Pomegranate, Kashgar Pomegranate, Wushi Sea-Buckthorn, Turpan Grape, Turpan Raisin, Hotan Grape, Kashgar Grape, Artux Munage Grape, Hoxud Grape, Kuqa Akesayiwa Grape, Xinhe Grape, Toutunhe Grape, Awat Musalais (Registration No. : 5717691, 5717692), Yanqi Basin Wine.

Vegetables, 8 types: Yanqi Chinese Cabbage, Jimsar Garlic, Jimsar Chili Pepper, Yanqi Red Chili Pepper, Kashgar Fennel, Yuepuhu Fennel, Yanqi Fennel, Wuqia Awei Mushroom.

Cotton, 1 type: Awat Long-Staple Cotton.

Medicinal herbs, 8 types: Jinghe Goji Berry, Xiayedi Goji Berry, Hotan Desertliving Cistanche, Jimsar Safflower, Yumin Thornless Safflower, Hotan Rose, Wuqia Snow Chrysanthemum, Kuqa Medicinal Mulberry.

Livestock products, 29 types: Qitai Pork, Wuqia Yak, Hejing Yak, Hutubi Dairy Cow, Qitai Beef, Altay Sheep, Markit Duolang Sheep, Emin Yemule White Sheep, Tokxun Black Sheep, Wuqia Sheep, Yuli Luobu Sheep, Yumin Bashibai Sheep (Registration No. :5373503, 5373504), Hotan Mutton, Kashgar Mutton, Jiashi Mutton, Qitai Mutton, Ili Horse, Baicheng Youji Chicken, Hotan Black Chicken (Niya type, Registration numbers: 8043133, 8043134), Ili Chicken, Qitai Native Chicken, Shawan Dapanji (Registration No. : 20780511, 20780512, 20780513), Xinhe Pigeon, Shache Pigeon Meat, Ili Honey.

Other products, 3 types: Ili Lavender, Yuli Luobu Hemp, Hotan Carpet.

2.1.3 Special marks for GI. Xinjiang currently has 128 types of GI products and 128 GI trademarks, totaling 216 geographical indication specialties. Among them, only 141 types (accounting for 65.28%) have market entities using their special marks for GI. Among these, Aksu Apple has the largest number of special mark users, reaching 73, while 40 types, such as Hanas Soybeans, each have only one market entity using their special mark (Table 6). However, as many as 75 types (accounting for 34.72%) have no market entities using their special marks for GI.

2.1.4 Standard of GI products. The shared national standards for GI products include: GB/T 17924-2025 *General Principles for the Compilation of Quality Requirements Standards for GI Products*, GB/T 46711-2025 *Brand Evaluation—Evaluation Requirements for Geographical Indication Related Brands*, GB/T 44584-2024 *Basic Terminology of Geographical Indications*, GB/T 43583-2023 *Classification and Codes of Products for Geographical Indication Recognition*, GB/T 36678-2018 *Regional Brand Value Evaluation—GI Products*, and GB/T 17924-2008 *General Requirements for Standards of GI Products*.

Among the aforementioned 216 geographical indication specialties in Xinjiang (including 128 GI products and 128 GI trademarks), each should have its own dedicated GI product standard.

However, only 4 types (accounting for 1.85%), including Hami Melon, Korla Fragrant Pear, Turpan Grape, and Turpan Raisin, have dedicated national standards for GI products; only 2 types (accounting for 0.93%), Ili Horse and Baerchuke Sheep, have dedicated industry standards; only 27 types (accounting for

12.50%), such as Qitai Flour, Mori Chickpeas, Shache Badam (Almonds), Aksu Jujube, and Altay Pike, have dedicated local standards for GI products; and as many as 183 types (accounting for 84.72%) have no dedicated GI product standards.

Table 6 Use of Xinjiang special marks for GI

Number of market entities	GI	Number of GIs
73	Aksu Apple	1
33	Hami Melon	1
31	Korla Fragrant Pear	1
29	Shache Muskmelon	1
27	Markit Gray Jujube	1
25	Turpan Grape	1
23	Turpan Raisin	1
22	Yecheng Walnut, Jiashi New Plum	2
20	Yanqi Basin Wine	1
17	Aral Walnut, Hotan Jujube	2
16	Wensu Rice, Shache Badam (Almonds), Hoxud Wine	3
14	Ili Lavender	1
13	Shufu Muyage Apricot, Bohu Chili Pepper, Jimsar White-Skinned Garlic, Ili Honey	4
11	Qapqal Rice, Jiashi Melon, Kuqa Small White Apricot, Hotan Jade Jujube	4
10	Qitai Flour, Tokxun Apricot	2
9	Altay Sheep, Yuli Luobu Sheep Mutton	2
8	XPCC 6 th Regiment Apple, Ruoqiang Jujube, Awat Musalais	3
7	Shihezi 143 rd Regiment Flat Peach, Aksu Jujube, Kashgar Jujube, Jinghe Goji Berry	4
6	Aksu Walnut, Beitun Sunflower Seeds, Cele Jujube, Turpan Wine, Keping Qamgur, Yumin Thornless Safflower, Hami Mutton, Altay Pike, Ili Lavender Essential Oil	9
5	Shufu Pistachio, Wujiagu Muskmelon, Tokxun Jujube, Zepu Jun Jujube, Yengisar Apricot, Kashgar Grape	6
4	XPCC 3 rd Regiment Walnut, XPCC 48 th Regiment Jujube, Alimari Sun-Dried Apricot on Tree, Cele Pomegranate, Yuepuhu Fig, XPCC 170 th Regiment Sea-Buckthorn, Qitai Sipingtou Chili Pepper, Yutian Hongliu Desertliving Cistanche, Manas Suffolk Sheep, Niya Black Chicken, Huocheng Lavender	11
3	Miquan Rice, 68 th Regiment Rice, Qitai Hanging Noodle, Andier Muskmelon, Xiayedi Watermelon, Ili Apple, Zepu Apple, XPCC 184 th Regiment Apple, Aral Jujube, Minfeng Jujube, Hotan Royal Jujube, Mohuer Grape, Bole Red Grape, Tielimu Fennel, Niya Kunlun Snow Chrysanthemum, Yutian Desert Rose, Tarim Reclamation Area Red Deer Antler Disc, Tarim Reclamation Area Red Deer Antler Glue, Dayinsu Beef, Baerchuke Sheep, Niya Mutton, Ili Horse, Ili Chicken	23
2	Zhaosu Potato, Hotan Thin-Shelled Walnut, Fukang Seed Watermelon Seed, Paotai Muskmelon, Tekes Apple, Kalabula Apple, XPCC 5 th Regiment Apple, Kashgar Pomegranate, Piyalema Sweet Pomegranate, Tumxuk Winter Jujube, Cele Fennel, Keliang Snow Chrysanthemum, Shaya Luobu Hemp Tea, Yuli Luobu Hemp Tea, Yuli Luobu Sheep, Nilka Black Bee Honey, Beitun Northern Pike	17
1	Hanas Soybeans, Gucheng Liquor, Wugongtai Sweet Potato, Qitai White Potato, Zhaosu Rapeseed, Yanqi Large White Melon Seed, Kanas Honey Melon, Yuli Muskmelon, Yuli Watermelon, Wuerhe Reclamation Area Bailan Melon, Laolonghe Watermelon, Huocheng Cherry Plum, Akto Baren Apricot, Huocheng Sun-Dried Apricot on Tree, Qiemo Jujube, Hami Jujube, Huiyuan Carrot, Jimsar Chili Pepper, Yanqi Red Chili Pepper, Zhaosu Garlic, Yanqi Fennel, Yuepuhu Fennel, Wuqia Awei Mushroom, Gongliu Tianshan Yibei (Fritillaria), Hotan Desertliving Cistanche, Hotan Rose, Hotan No. 1 Pastoral Farm Snow Chrysanthemum, Qitai Beef, Yumin Bashibai Sheep, Tacheng Bashibai Sheep, Qitai Mutton, Hotan No. 1 Pastoral Farm Mutton, Kashgar Mutton, Mori Mutton, Zhaosu Heavenly Horses, Baicheng Youji Chicken, Shache Pigeon Meat, Hami Honey, Bosten Lake Grass Carp, Bosten Lake Common Carp	40

2.1.5 National GI products protection demonstration zones. The former General Administration of Quality Supervision, Inspection and Quarantine launched the construction of National GI Products Protection Demonstration Zones as early as 2010. After the China National Intellectual Property Administration took over the management of GI products protection, it identified a total of 99 Na-

tional GI Products Protection Demonstration Zones (under preparation) in 2021, 2022, and 2023. These two authorities have jointly identified a total of 130 National GI Products Protection Demonstration Zones (under preparation), including those that have already passed the acceptance inspection.

Among them, Xinjiang has three National GI Products Pro-

tection Demonstration Zones, namely the Korla Fragrant Pear, Aksu Apple, and Jinghe Goji Berry National GI Products Protection Demonstration Zones. The number of market entities using the special marks for GI for Korla Fragrant Pear, Aksu Apple, and Jinghe Goji Berry is 31, 73, and 7, respectively. There is a national standard, GB/T 19859-2005 *GI Products Korla Fragrant Pear*, and a local standard, DB65/T 3503-2020 *GI Products Aksu Apple*, but Jinghe Goji Berry has no dedicated GI product standard. Among the Chinese GI products that are mutually recognized and protected between China and the EU, there are Korla Fragrant Pear, Aksu Apple, and Jinghe Goji Berry. The "Belt and Road" geographical indication brand includes Jinghe Goji Berry. Well-known Trademarks of China in this category include Korla Fragrant Pear and Aksu Apple.

2.1.6 National GI protection project. The China National Intellectual Property Administration issued the *Implementation Plan for the Geographical Indication Protection Project* in 2024, focusing on GI products and GI trademarks, and released 44 geographical indication protection projects. Among them, Xinjiang has only one geographical indication protection project, which is the Aksu Walnut project. Only six market entities use the special marks for GI for Aksu Walnut. There is a local standard, DB65/T 3504-2020 *GI Products Aksu Walnut*.

2.1.7 Chinese GI products mutually recognized and protected between China and the EU. According to the *China-EU Agreement on Geographical Indications*, a total of 275 Chinese GI products have been incorporated into the mutual recognition and protection system between China and the EU. Among them, Xinjiang has seven types: Aksu Apple, Korla Fragrant Pear, Cele Jujube, Turpan Raisin, Bohu Chili Pepper, Jinghe Goji Berry, and Huocheng Lavender.

2.1.8 The "Belt and Road" GI brands. The Third High-Level Conference on Intellectual Property for the Belt and Road Initiative (September 11 – 13, 2024, Beijing), organized by the China National Intellectual Property Administration, the Publicity Department of the Central Committee (National Copyright Administration), the Ministry of Commerce, the Beijing Municipal People's Government, and the World Intellectual Property Organization (WIPO), released the *Compilation of Chinese GI Products for the "Belt and Road" Geographical Indication Brand Promotion Action*, which covers 99 GI products. Among them, Xinjiang has four types: Beitun Sunflower Seeds, Ruoqiang Jujube, Hotan Jujube, and Jinghe Goji Berry.

2.2 Design patents for packaging and containers Design patents related to agricultural products generally do not involve the appearance of the products themselves. They mainly cover packaging and containers used for the transport or handling of goods (Locarno Classification Numbers: 09-01, 09-02, 09-03, 09-04, 09-05, or 09-07), that is, the designs of packaging and containers.

Xinjiang has 2 236 valid design patents for packaging and containers, of which 2 035 are related to agriculture. Among

them, the number of design patents for packaging and containers specifically targeting particular products is relatively small: 6 for seeds, 70 for fertilizers, 88 for rice, 66 for wheat (flour), 2 for corn (corn flour), 3 for chickpeas, 6 for safflower seed oil, 2 for sunflower seed oil, 2 for cotton, 1 for badam (almond), 15 for walnuts, 25 for melon seeds, 19 for jujubes, 10 for apricots, 18 for sea-buckthorn, 9 for beef, and so on.

2.3 Trademark In China, trademarks are divided into four categories: ordinary trademarks, special marks, collective trademarks, and certification trademarks. Among them, ordinary trademarks are the most numerous, and usually one market entity may register several ordinary trademarks. Special marks are mainly intended for emblems such as those of sports events and their mascots, or symbols of major domestic and international organizations, and generally do not involve geographical indication specialties. The types of trademarks that have a greater branding effect include collective trademarks, certification trademarks, Well-known Trademarks of China, and Madrid International Trademarks.

2.3.1 Collective trademarks. In addition to the above eight geographical indication collective trademarks, there are ten other collective trademarks related to Xinjiang: "Xinjiang Jujube Association" registered by the Xinjiang Uygur Autonomous Region Jujube Association; "Xinyu" (Registration Numbers: 3655353, 3655354) registered by the Rose Association of Yiliqi Township, Hotan City; "Anxiang" (Registration Numbers: 6826060, 6826061) registered by the Breeding Association of Angelig Township, Wenquan County; "Shawan Dapanji Association" (Registration Numbers: 19581868, 19581869, 19581870) registered by the Shawan Dapanji Association; "Jiayin Jiayi" registered by the National Musical Instrument Making Association of Xinhe County; and "Hotan Night Market" registered by the Individual Laborers' Association of Hotan City.

2.3.2 Certification trademarks. Xinjiang has 120 certification trademarks, all of which, as mentioned above, are GI certification trademarks.

2.3.3 Well-known trademarks of China. Xinjiang has 45 valid well-known trademarks of China, of which 40 are agriculture-related (Table 7).

2.3.4 Madrid international trademarks. Xinjiang has registered only 168 Madrid international trademarks, of which 97 are agriculture-related (Table 8).

3 Problems in the development of brand agriculture

3.1 Insufficient development of China good grain and oil products

The development of grain and oil brands in Xinjiang has been relatively slow, with few China Good Grain and Oil products. Only seven products from five enterprises have been awarded the title of China Good Grain and Oil Products, involving only high-quality medium-gluten wheat flour, sunflower seed oil, rapeseed oil, and safflower seed oil. Moreover, grain and oil products such as corn, barley, black wheat, highland barley, millet, sunflower seed oil, sesame oil, flaxseed oil, cottonseed oil, walnut

oil, safflower seed oil, sea-buckthorn oil, and tiger nuts have not yet been protected by geographical indications.

Table 7 Well-known trademarks of China related to agriculture in Xinjiang

Related fields	Number of trademarks	Well-known trademarks of China
Fertilizers	2	Yulong, Tianye (Registration No. 6591274)
Plant spices	2	Yipaerhan, Jieyougongzhu
Medicinal herbs	2	Hongfan, Graphics (Registration No. 3597044)
Agricultural irrigation and drainage	1	Tianye (Registration No. . 4200403)
Wooden furniture	2	Markorhome, GREATSUN
Spinning thread and yarn	3	Qianhai, Yinli, Tiancai
Textiles	6	GRACE, Heyu, Tianshan (Registration No. 3310296, 5824919), Yuna (Registration No. 1170844, 4211756)
Agricultural Products	14	Korla Fragrant Pear, Aksu Apple, Hotan Jade Jujube, Ruoqiang Juzubei, Luxiang, Zhuangzi Kaituo, A'erman, Xinkang, Xi'erdan, Xiaochu, Fuquan, Beijiang, Tianhu, Qinggeli
Alcoholic beverages	7	Gucheng, Xiangdu, Xintian, Loulan (Registration No. 1029081, 3505616), Ili (Registration No. 125129, 827190)
Leisure agriculture	1	KANAS

Table 8 Madrid international trademarks related to agriculture in Xinjiang

Related fields	Number of trademarks	Well-known trademarks of China
Fertilizers	5	Meike Chemical, TIANYE, (international registration No. : 999574, 1001882), Graphics (international registration No. : 1000166)
Food coloring	1	Hongfan (international registration No. : 1047584)
Plant spices	2	AUREATE, Jieyou Gongzhu
Medicinal herbs	3	Xipa, Hongfan (international registration No. : 1047584), Graphics (international registration No. : 1200081)
Agricultural machinery and tools	21	BLESK, ELZZAACLR (domestic registration No. : 38172831, 38183778), UVUP (domestic registration No. : 63626148, 63630645), Tiancheng TC, P. I. T. (international registration No. : 1335256, 1336068, 1475382, 1577842, 1577842, 1247877, 1167469), PIT (international registration No. : 1111748, 1167469, 1335256, 1475382), WALDASIA (domestic registration No. : 60080337, 63287365, 60076033, 63262571)
Animal hides and casings	2	Kangxin (international registration No. : 969492, 1006567)
Wooden furniture	12	KOKE, A. R. T. FURNITURE A, CARACOLE, MARKOR, MM, YVYV, Markorhome MARKOR LIGHT, Markor CAVE, MARKORFURNISHINGS, REHOME (international registration No. : 1574785, 1574786), GREATSUN
Spinning thread and yarn	3	ZHONGTAINESILKROAD, Tiancai (domestic registration No. : 1537048, 1536954)
Textiles	5	GTS, GRACE, ALIKS, REHOME (domestic registration No. : 15201123A), Graphics (international registration No. : 1389824)
Agricultural products	32	ACYH, BERDEM, AH PH BI (domestic registration No. : 5158088, 5158087), AUREATE (domestic registration No. : 8950979, 8950998), E MOPOS (international registration No. : 932353, 1340470), AUGANIC (domestic registration No. : 3655341, 3655342), Dingding, Feiya, GUAN NONG SHARE (international registration No. : 1447192, 1506153, 1513767), GOVERNOR G, Jieyou Gongzhu (domestic registration No. : 10074486, 10948394), Loulan (international registration No. : 1287666, 1319768), Miwa, Tiancai (international registration No. : 898883), Tiancai (international registration No. : 999574, 1001882), Graphics (international registration No. : 1409276), Xiaochu (domestic registration No. : 1196975, 1384610, 36775284), Yuyi HOH H (international registration No. : 856692, 934951, 1338894, 1338895)
Beverages and beer	4	Loulan (international registration No. : 1287666), Wusu, Wusu Beer, WUSU
Alcoholic beverages	7	Juandao, Gucheng, Loulan (international registration No. : 1062612, 1068668, 1104531), SUNTIME (international registration No. : 824476, 841690)

3.2 Brand construction of national grain production functional zones and important agricultural product protection zones to be strengthened

Xinjiang has functional zones for rice, wheat, and corn production, as well as protection zones for cotton and sugar beet production. However, corn and sugar beet have not yet been protected by geographical indications. For cotton, only Awat long-staple cotton and 148th Regiment colored cotton are under geographical indication protection. The number of

geographical indications related to rice and wheat is also limited, and their brand development needs to be strengthened.

3.3 GI protection to be improved

Many of Xinjiang's famous and special agricultural resources have no GI protection, and the natural and humanistic factors of numerous GIs have not been thoroughly studied. The use of special marks for GI is unsatisfactory, with as many as 75 types (accounting for 34.72%) having no market entities using their special marks for GI. Standardized production lags

behind, with as many as 183 types (accounting for 84.72%) lacking dedicated GI product standards. The creation, application, protection, management, and service of GIs are still imperfect.

3.4 GI related design patents for packaging and containers are particularly few Xinjiang has only a limited number of valid agricultural related design patents for packaging and containers, and even fewer are specifically targeted at particular products, for example, 2 for corn (corn flour), 3 for chickpeas, 6 for safflower seed oil, 2 for sunflower seed oil, 1 for badam (almond), 15 for walnuts, *etc.* Moreover, those related to geographical indications are particularly scarce.

3.5 Regional public trademarks and Madrid international trademarks are few Regional public trademarks are few, with 18 collective trademarks and 120 certification trademarks. Madrid international trademarks are also few, with only 97 agriculture related ones, among which geographical indication type Madrid international trademarks are even rarer.

3.6 Industrial cluster brand development lags behind The development of industrial cluster brands lags behind, especially for national advantageous characteristic industrial clusters such as the Xinjiang Autonomous Region Corn Industrial Cluster, the XPCC Corn Industrial Cluster, the Xinjiang Autonomous Region Cotton Industrial Cluster, the XPCC Cotton Industrial Cluster, the Xinjiang Autonomous Region Hotan Facility Vegetable Industrial Cluster, the XPCC Tomato Industrial Cluster, the XPCC Pig Industrial Cluster, the Xinjiang Autonomous Region Brown Cattle Industrial Cluster, the Xinjiang Autonomous Region Ili Horse Industrial Cluster, and the XPCC Military Reclamation Dairy Industrial Cluster; the XPCC Aral City Textile Raw Material Production and Processing Industrial Cluster—a national characteristic industrial cluster for small and medium-sized enterprises; and the Xinjiang Cotton and Textile Garment Industrial Cluster—one of the ten major industrial clusters of Xinjiang.

3.7 Counterpart assistance to Xinjiang needs targeted support for the cultivation of specialty agriculture The counterpart assistance to Xinjiang provided by 19 provinces and cities in eastern and central China is a national strategy, forming a multi-dimensional assistance system covering economy, science and technology, culture, education, talent, and other fields. In the past, priority was given to improving people's livelihoods, addressing issues such as employment, education, and housing, and implementing projects in key areas including education, healthcare, and industrial parks. However, targeted counterpart assistance to Xinjiang for specialty agriculture is insufficient, and precise support is needed for the cultivation of specialty agriculture.

4 Brand agricultural development and strategies for enriching the people and revitalizing Xinjiang

4.1 Leverage the resource advantages of grain and edible oils, and develop Xinjiang and China good grain and oil products We should investigate the resource advantages of grain and edible oils in Xinjiang. We need to construct national grain production functional zones and important agricultural product protection zones for wheat, corn, and rice. In accordance with local conditions, we should build production bases for various grain and

oil crops, including barley, black wheat, buckwheat, highland barley, millet, chickpeas, soybeans, sweet potatoes, potatoes, sunflower seed oil, sesame oil, flaxseed oil, cottonseed oil, walnut oil, safflower seed oil, sea-buckthorn oil, and tiger nuts. We must focus on developing national advantageous characteristic industrial clusters such as the Xinjiang Autonomous Region Corn Industrial Cluster and the XPCC Corn Industrial Cluster, as well as the Xinjiang Grain and Food Processing Industrial Cluster. We should adhere to the new development philosophy and create "Taste of Xinjiang" premium products, Xinjiang good grain and oil products, and China good grain and oil products.

4.2 Practicing the big food concept and build a diversified food supply system It is recommended to investigate the diversified food resources in Xinjiang and implement the *Opinions on Practicing the Big Food Concept and Building a Diversified Food Supply System* (General Office of the State Council Document No. 46[2024]). Focusing on grain and edible oils, and combining fruits and vegetables, livestock products, and aquatic products, we should build a diversified food supply system to effectively ensure national food security and the supply of important agricultural products, thereby practicing the big food concept: (i) Develop food resources in an all-round and multi-channel manner to expand the sources of food supply; (ii) Vigorously promote scientific and technological innovation to improve the quality and efficiency of food development; (iii) Advance the construction of the entire industrial chain to enhance the value chain of food development.

4.3 Improving the GI intellectual property protection and supporting the development of brand agriculture It is necessary to investigate the famous and special agricultural resources in Xinjiang and analyze the natural and humanistic factors of their geographical indications. We need to register geographical indication collective trademarks or geographical indication certification trademarks with the China National Intellectual Property Administration (CNIPA) Trademark Office, or apply to the CNIPA for GI product protection. Market entities within the protected scope of geographical indications should be encouraged to use special marks for GI. We should formulate dedicated local standards for GI products of geographical indication specialties, strive for national standards for GI products, and promote the standardized development of the geographical indication industry. We need to build national GI product protection demonstration zones and national geographical indication protection projects. We should develop Chinese GI products that are mutually recognized and protected between China and the EU, as well as "Belt and Road" GI brands. In this way, it is expected to improve the creation, application, protection, management, and service of geographical indication intellectual property, cultivate regional public brands of agricultural products, and support the development of brand agriculture.

4.4 Promoting the creation of design patents for packaging and containers, and enhancing the use of special marks for GI We should promote the creation, application, protection, management, and service of design patents for packaging and containers targeting GI products and GI trademarks in Xinjiang. The special marks for GI should be indicated on the design patterns, so as to enhance the use of special marks for GI, give full play to the

regional public brand effect and economic benefits of geographical indications, and promote the high-quality development of the geographical indication industry.

4.5 Strengthening the registration of regional public trademarks and Madrid international trademarks, and build a new development pattern We should strengthen the registration of regional public trademarks, including collective trademarks and certification trademarks (especially GI trademarks), for the famous and special products of Xinjiang. Moreover, we should cultivate well-known trademarks of China primarily based on GI trademarks, so as to enhance the domestic visibility of regional public brands. We should also strengthen the registration of Madrid international trademarks, especially GI trademarks, and combine them with the Chinese GI products that are mutually recognized and protected between China and the EU, as well as the "Belt and Road" GI brands, thereby raising the international visibility of regional public brands. We need to fully, accurately, and comprehensively implement the new development philosophy, accelerate the construction of a new development paradigm with domestic circulation as the main body and domestic and international circulations reinforcing each other, and build the core area of the Silk Road Economic Belt.

4.6 Thriving advantageous and characteristic industrial clusters to promote enriching the people and revitalizing Xinjiang It is recommended to encourage interrelated enterprises, specialized suppliers, service providers, financial institutions, manufacturers of related industries, and other relevant organizations to form groups with competitive and cooperative relationships, thereby promoting the cluster-based development of agriculture in Xinjiang. We need to focus on building 16 national advantageous characteristic industrial clusters, one national characteristic industrial cluster for small and medium-sized enterprises, as well as the Xinjiang Grain and Food Processing Industrial Cluster, the Xinjiang Cotton and Textile Garment Industrial Cluster, and the Xinjiang Green Livestock Product and High-Quality Fruit and Vegetable Industrial Cluster. This will help achieve strong supply security, strong technological equipment, a strong management system, strong industrial resilience, and strong competitiveness, and advance the strategy of building an agricultural powerhouse. By thriving advantageous and characteristic industrial clusters and revitalizing rural areas, we can promote enriching the people and revitalizing Xinjiang.

4.7 Carrying out targeted counterpart assistance to Xinjiang for specialty agriculture and implement the Party's Governance Strategy for Xinjiang in the new era Based on the agricultural characteristics and advantages of Xinjiang, the 19 provinces and cities in eastern and central China should carry out targeted counterpart assistance to Xinjiang for specialty agriculture, so as to improve the agricultural quality and efficiency of counterpart assistance to Xinjiang, especially in the four prefectures of southern Xinjiang, namely Kashgar, Hotan, Aksu, and Kizilsu, which were formerly deeply impoverished areas at the national level, as well as in three newly established border counties: He'an, Hekang, and Cenling. We should strongly support the construction of national grain production functional zones, impor-

tant agricultural product protection zones, national characteristic agricultural product advantageous zones, national characteristic agricultural product advantageous counties, hometowns of specialty products in China, national "One Village One Product" demonstration villages and towns, and agricultural product quality safety; support the improvement of regional public brands of agricultural products in China, national famous, special, high-quality and new agricultural products, national special-quality agricultural products, "Taste of Xinjiang" premium products, and Xinjiang and China good grain and oil products; support the high-quality development of national advantageous characteristic industrial clusters, national characteristic industrial clusters for small and medium-sized enterprises, and Xinjiang's advantageous industrial clusters; and support the strengthening of brand mark-related agricultural intellectual property protection, including geographical indications, design patents (for packaging and containers), and trademarks. We must fully, accurately, and comprehensively implement the Party's Governance Strategy for Xinjiang in the new era, and strive to build a modern agricultural industrial system in a socialist modernization of Xinjiang that is united and harmonious, prosperous and wealthy, culturally advanced, enjoys contentment and security, and has a sound ecological environment.

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