

Anti counterfeiting and traceability of agricultural products

Through the tea anti-counterfeiting label traceability system, not only can consumers achieve full traceability of tea, but it is also beneficial for the production management of standard tea companies. The content of the traceability system includes tea base information, tea garden information, cultivation activities, tea processing, packaging, inspection and evaluation, etc. The system will register and record all processes to ensure the traceability of all information. In addition, the system also has a dedicated function of regulating imports and all regulatory functions. The government and professional regulatory departments can timely, conveniently, and fully understand the basic information of tea companies within the system, including usage status, production overview, packaging status, product trends, etc. This will promote further standards in the operation and management of tea companies, further enhance their management level, and ensure the quality of tea. At present, the tea industry is facing the following problems: 1. Consumers cannot accurately determine the authenticity of tea through their own investigation, nor can they know the origin information of tea; 2. The manual inventory by manufacturers or distributors has caused a lot of trouble, time, and labor during inventory counting; 3. The entire process of tea cultivation, processing, distribution, and retail lacks information resource sharing, and the quality cannot be accurately monitored and traced; 4. Counterfeit and inferior tea seriously harms the interests of brand tea merchants, damages the reputation of all tea malls, and poses a food safety crisis. In the areas of Wengjiashan Village and Longjing Village, tea labels from other places are quickly labeled as West Lake Longjing. In addition to the Jiefang Road Tea Mall, spending spies also visited Wengjiashan Village and Longjing Village located in the first-class production area of West Lake Longjing. The reporter learned that Hangzhou West Lake Longjing is divided into first level production areas and second level production areas. The first level production area includes the traditional five central production areas of Shifeng, Longjing, Yunqi, Hupao, and Meijiawu, while the second level production area refers to Longjing produced in the West Lake area of Hangzhou, such as Longwu and Zhuantang, in addition to the first level production area. Every year during the Longjing tea picking season, a pot is set up at the doorstep of every household in this area to stir fry the tea leaves they pick at home. The spending spy randomly visited several farmers, all of whom patted their chests to indicate that their West Lake Longjing was the most authentic. As soon as the spending spy in front of them hesitated slightly about the high value of West Lake Longjing tea, the farmer immediately answered with a heartfelt heart, There is a cheaper Longjing tea. They immediately introduced some special West Lake Longjing. These so-called cheaper Longjing teas are indistinguishable from the appearance, aroma, and brewed tea soup by most people. Farmers have also made it clear that these out of town dragon wells can be sold directly as West Lake dragon wells. For example, a farmer directly recommended Wuniu Zao, which is also on the same mountain slope, to a spending spy at a much cheaper price of about 1500 yuan per kilogram; The tea, which has a significant difference in appearance from West Lake Longjing, is also deceived by some farmers as West Lake Longjing; Some farmers mysteriously took out tea produced in Tonglu, which is more than 70 kilometers away from Hangzhou. In order to promote this business, the farmer even stated that the Tonglu tea sold by their relatives on consignment here could have been labeled with the West Lake Longjing tea origin maintenance anti-counterfeiting label. In order to satisfy the customers, the farmer confidently ensured, This is an authentic anti-counterfeiting label that can be easily found on the computer. If you stick it on or send it out, you can rest assured. So, this bag of tea, clearly produced in Tonglu, was labeled with the anti-counterfeiting label West Lake Longjing and transformed into authentic West Lake Longjing tea. Some industry insiders have also revealed that such situations are not uncommon, and the methods used are very secretive. There are basically two types of fake dragon wells, one is fake, and the other is mixed in according to the share, mixed and sold. To address this, a QR code anti-counterfeiting label and quality traceability system is used to establish a tea anti-counterfeiting label and quality and safety tracking and traceability system. Once counterfeit or substandard tea is found, and there are quality and safety issues, the equipment can read and write labels with only identification on the tea packaging. By contacting the tea product anti-counterfeiting label database, the authenticity and quality of tea can be tracked and traced, and the links in question can be identified. This plays a very important role in protecting brand tea farmers or enterprises. So how to establish a QR code quality traceability system? The QR code product traceability management system is mainly used to prevent products from being counterfeited and to monitor the process of product circulation. Consumers can check product variety, origin, exporter, weight, nutritional content, and other information by scanning the QR code on the packaging box. By using advanced Internet of Things technology, automatic control technology, automatic identification technology, Internet technology and professional tools, and by giving a unique ID card to a single product, we can achieve one code for one product, one code for one product, and one code for one object. We can collect and track data on

production, storage, distribution, logistics, market inspection, consumption and other links of products, and achieve full life cycle management of product production, storage, sales, circulation and service links. The organic food one code traceability anti-counterfeiting system, which has a long history of anti-counterfeiting development, consists of three parts: tracking, traceability, and anti-counterfeiting. It can assist enterprises in tracking and monitoring all aspects of procurement, production, circulation, and sales. Helping enterprises achieve more real-time, efficient, accurate, and reliable product quality management, enabling them to have a more complete and competitive production process, comprehensively improving product quality management capabilities, enhancing customer satisfaction and loyalty, achieving real-time information sharing, helping enterprises reduce production costs, increase profits, and thus giving enterprises more competitive advantages throughout the entire production process. The long-standing anti-counterfeiting system traceability certificate uses QR codes as the main carrier to bind and generate a unique and non-repetitive electronic identity for each product circulating in the market. When consumers purchase and use products, they can easily and quickly query the relevant information of their purchased products from the central database through mobile query software, allowing consumers to consume with peace of mind. At present, multiple cities across the country have established a food one code anti-counterfeiting traceability system. Changan anti-counterfeiting has also created a long-standing anti-counterfeiting traceability system for multiple food enterprises, helping businesses establish an organic food safety traceability system and safeguarding enterprise product brands. We specialize in providing agricultural product quality traceability, customized development of tea quality traceability solutions, tea quality traceability systems, and food quality traceability. If you need more quality traceability related cases and materials for agricultural products, food, pharmaceuticals, dairy products, alcohol, meat, etc., please contact us.

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