

Research Article

Sports Nutrition Food Industry Chain Development Research

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Abstract: Through the study of Henan sports nutrition food industry chain optimization, the study analyses development advantage and competitive advantage of Henan in sports nutrition food industry chain and existing problems and challenges in Henan sports nutrition food industry chain and at the same time introduces the theory of supply chain management to the development of sports nutrition food industry chain, clearly optimizes countermeasures of sports nutrition food industry chain. Pointing out sports nutrition food industry development direction and focus in Henan province, providing reasonable reference for government policy making, playing a strong impetus effect of sports nutrition food industry in Henan.

Keywords: Countermeasures, food industry chain, sports nutrition food

INTRODUCTION

Sports nutrition food industry involves national economy industry which has the characteristics of long industrial chain, large span in businesses, high industrial connection degree. Its aim is to build modern industrial system in Henan province, also is one of the important strategic support to implement the rise of central plain industry. To promote the upgrading of industrial structure of Henan province and absorb labor employment, meet consumer demand, expanding the area of employment, to solve "three agriculture" problem, from "China granary" to "Chinese kitchen" and "table of the world" across, we must develop the sports nutrition food industry.

The food industry is a sunrise industry in the national economy and people's livelihood, build a modern industrial system in our province, one of the important strategic support for the industry is to achieve the rise of central China (Stephen, 2004). Sports nutrition food is not necessities, relative to other flour products, with the improvement of people's living standard, demand for meat is increasing, also more and more diversified demand is variety, Sports nutrition food has a larger market space and growth prospects in the future, the Sports nutrition food industry not only focus on developing Henan meat industry with the theoretical and practical significance, but also realize the rise of central China in the other area of central focus.

MATERIALS AND METHODS

Henan sports nutrition food industry relying on their own advantages, start early, relatively develop fast, standing in the domestic leading position to some

extent, but with the rapid development of economy, the increasingly fierce market competition both at home and abroad, the six provinces in central are developing sports nutrition food with strong attack and improve the upgrading of consumption structure of people's living standard and food safety issues, introduced the advanced idea of supply chain management in food industry chain (Porter, 2000). Henan sports nutrition food industry chain exists with certain problem and faces some challenges, we must understand the situation clearly, leading real sports nutrition food industry to leading industry, building a foothold in our province.

The development advantages of sports nutrition food industry in Henan is obvious, some scholars analyze the advantages and good development opportunities from the overall perspective, but less scholars systematically analyze the meat industry in Henan, in view of those, the essay specifically analyze the formation conditions of advantage and development situation of sports nutrition food industry in Henan and comparatively analyze the situation with the neighboring provinces, so we clearly understand the situation of the sports nutrition food industry in Henan (Schmalensee, 1989). The essay analyze the problems and challenges of sports nutrition food industry Chain in Henan through the theory of industrial chain and point out the importance and investment model of sports nutrition food industry chain, analyze the problems and challenges sports nutrition food industry in Henna that restricted the meat industry to play the driving effect on the economy of Henan, basing on the previous chapters (Rong-Li, 2009). Define the future development ideas for sports nutrition food industry in Henna, for example, firstly, we must change the concept to depend on natural resources and turn

comparative advantage into competitive advantage, secondly, we must take the featured development road and develop strongly, finally, we must walk the industrial clusters road and also provide the strategy to speed up the development of sports nutrition food industry from three levels, such as the government, enterprises and intermediary organizations. In the last chapter made a summary of the study and pointed out that the lack of analysis and direction for further research and also hope to provide a reference for future research value and new perspective.

Henan is as a major agricultural province and animal husbandry province with nearly 1 billion people, it owns adequate feed resources and excellent location that provides unique advantage to develop meat industry, the development of meat industry is the need for economic growth in Henan Province. The meat industry in Henan with its advantages develop quickly and also to some extent possess leading position in the same industry, however, the rapid development of economy, increasingly fierce competition in domestic and international market, the more attention to meat industry paid by six central provinces, the upgraded consumption structure brought by improvement of living standards, the importance of food safety issues enhanced by people and the advanced supply chain management concepts introduced to meat industry, all which bring some issues and challenges to meat industry in Henan's, we must grasp the situation, really develop the meat industry into a leading industry of modern agriculture in our province and build our province into the core region of the safety and top quality meat products that base on central and radiate nationwide and strike the world (Jie, 2010).

Analysis of a certain industry concentration is the most commonly used industry concentration index, it represents the industry (industry) concentration using the largest numbers among n companies related

numerical numbers (such as sales, added value, the number of employees, total assets, etc.) in the largest industry (industry), General with a certain industry's top four enterprises (or production value) of the sales account for industry to measure the proportion of the total sales. CR4, shows that the higher the concentration of the industry, the market competition tends to monopolized; On the contrary, the lower the concentration, the market competition tends to be more competitive. Set medium is an important measure of industry market structure, the calculation formula is:

$$CR_n = \frac{\sum(X_i)_n}{\sum(X_i)_N}$$

where, CR_n is the largest concentration in several enterprises, general n takes 4 or 8, X_i : represents the I companies production, production, sales, the number of employees, total assets, etc. N: the largest several companies in the industry; N: the total number of enterprises within the industry. American economist bain calculation result according to the market structure is divided into $CR4 < 30\%$ for competitive and $CR4 > 30\%$ in politic market.

RESULTS AND DISCUSSION

The food industry chain model to build: By introducing the third-party information center to optimize the sports nutrition food industry chain, Optimization of Sports nutrition food chain model information is shown in Fig. 1.

This information management model in the industrial chain is introduced into the third party information center (e-commerce platform), its advantages are:

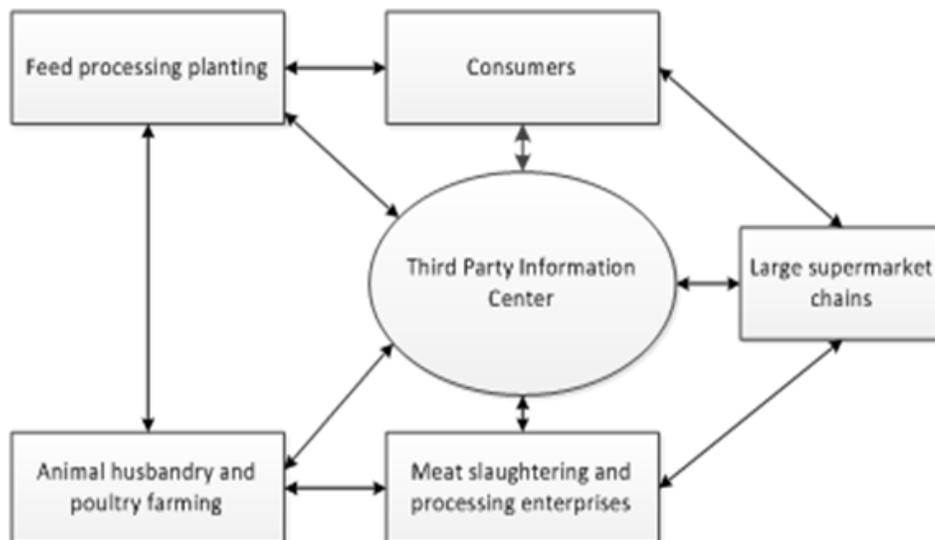


Fig. 1: Sports nutrition food chain model

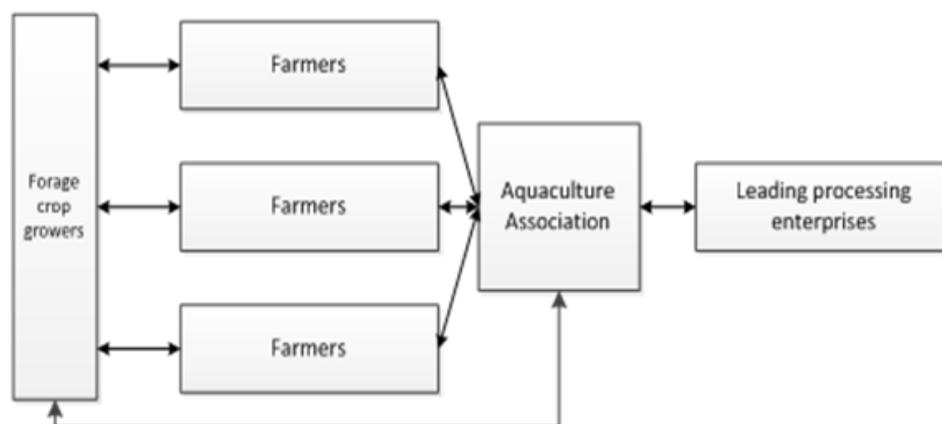


Fig. 2: Organization management model

- Consumer demand information fast circulates between the sports nutrition industry chain, improves the efficiency of the industrial chain, according to the demand of consumer information, adjusts the meat slaughtering and processes enterprise production, animal husbandry and planting situation of forage crop, is conducive to the standardization of the entire industry chain management, the standardization of meat production, improve the quality of meat food production.
- To highlight the consciousness of the whole chain, enhance coordination mechanism, only the whole chain collaborative interact with the good operation, industrial chain each link, the realization of the interests of the whole chain each link is greater than the benefits.

The realization of the interests of the each link is to be on the premise of the realization of the whole chain interests, to establish information sharing, Shared interests coordination mechanism of risk-sharing.

Sports nutrition food chain model of industrial organization building: By introducing breeding professional associations and leading enterprise merger and reorganization in small processing enterprises, optimize the meat food industry chain organization league, optimization of meat food chain organization management model is as shown in Fig. 2.

CONCLUSION

The working ideas of sports nutrition food industry chain in Henan in the future is: go a way of industrial agglomeration; Take the path of characteristic development; Take the path of industrial chain integration. Proposing countermeasures from three aspects of the government, enterprises and intermediary organizations in meat industry, chain optimization countermeasures are put forward. Industry chain organization management model and information management model is established in this study as the work direction of further research, to provide the reference value and the new research perspective in the future research.

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