



福州茉莉花茶
FUZHOU JASMINE TEA

全球重要农业文化遗产促进 福州茉莉花茶品牌建设的途径研究

Pathways for Promoting Fuzhou Jasmine Tea Brand Building through Globally
Important Agricultural Heritage Systems



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- ◆ 本研究旨在探讨如何更好的利用全球重要农业文化遗产（GIAHS），促进中国福建福州地区特有的茉莉花茶品牌的建设与发展。通过文献整合与案例分析，概述GIAHS对提升农产品品牌价值的重要性，分析福州茉莉花茶的品牌特征，历史文化、产品特点、传统工艺及其市场前景等。
- ◆ This study aims to explore how to make better use of globally important agricultural cultural heritage (GIAHS) to promote the construction and development of jasmine tea brand in Fuzhou, China. Through literature and cases, the importance of GIAHS to enhance the brand value of agricultural products was summarized, and the brand characteristics, history and culture, product characteristics, traditional technology and market prospects of Fuzhou Jasmine tea were analyzed.



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- ◆ 探讨福州是如何用好GIAHS“金字招牌”的，从树立标牌标志石碑，到产品包装特定图案，设计统一的产品LOGO，将全球重要农业文化遗产的象征意义赋予其上，探索制定GIAHS标志的授权使用及管理规范，总结一套GIAHS促进品牌打造的福州方案。分析GIAHS在品牌打造运用方面的优势和不足，并提出发展建议，以期借助GIAHS，增强福州茉莉花茶的品牌影响力，拓宽其国际市场，同时为其他农业文化遗产的保护与发展提供借鉴。
- ◆ Discuss how Fuzhou makes good use of GIAHS "golden signboard". Summarize a set of GIAHS to promote brand building in Fuzhou. This paper analyzes the advantages and disadvantages of GIAHS in brand building and application, and puts forward development suggestions for the protection and development of other agricultural cultural heritage.

1. 品牌基础——历史文化底蕴深厚

Brand foundation - deep historical and cultural heritage

——福州茉莉花茶

F u z h o u J a s m i n e T e a

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



1.1.1 茉莉西来——西汉时传入

introduced into China during the Western Han Dynasty

千年茉莉“莫离”福州，茉莉花与福州的缘分可以追溯到西汉时期，当时茉莉从遥远的古罗马，经海上丝绸之路，作为香料来到福州并在此扎根。由于福州独特的地理和良好的气候，茉莉在福州被广泛种植。

Jasmine cannot leave Fuzhou. During the Western Han Dynasty, jasmine came to Fuzhou as a spice from ancient Rome via the Maritime Silk Road and took root here and was widely cultivated.



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1.1.1 茉莉西来——西汉时传入

introduced into China during the Western Han Dynasty

茉莉花原产波斯一带，西汉时经由海上丝绸之路传入中国，在福州落户。我国最早关于茉莉花的记述来自晋朝嵇含的《南方草木状》中引用西汉陆贾《南越行纪》里面的一段话，说南越境内五谷无味，百花不香，但茉莉花却特别芳香，因为它从别国移植而来，以陆贾的生卒年推断茉莉花在我国栽培历史超过两千年。

Jasmine is native to Persia. The earliest account of jasmine in China comes from the Jin Dynasty's "Southern Vegetation", which mentions that the grain in South Vietnam is tasteless and all flowers are not fragrant, but jasmine is particularly fragrant. Based on the author's birth and death years, jasmine has been cultivated in China for more than two thousand years.



1.1 历史文化底蕴深厚

Profound historical and cultural heritage



1.1.2 花香入茶——宋朝窖制技艺 Fuzhou jasmine tea scenting technique began in the Song Dynasty



宋朝

茉莉满城

宋朝时福州已经是茉莉满城之都。福州乌山上至今仍保留着北宋福州太守柯述的“天香台”题刻，天香就指的是茉莉花。

In the Song Dynasty, Fuzhou was already the capital of the city of Jasmine.



南宋·许棐《茉莉》“荔枝乡里玲珑雪，来助长安一夏凉。”荔枝上市时，也是茉莉花开的时候。

In the Southern Song Dynasty, when litchi went on the market, it was also the time for jasmine to bloom.

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



1.1.2 花香入茶——宋朝窈制技艺

Fuzhou jasmine tea scenting technique began in the Song Dynasty



起源于宋

茉莉花茶的诞生源于宋朝中医对香气和茶保健作用的充分认识，据福建工商史料“榕城茶业发展史”中记载，福州窈制花茶可追溯到南宋以前，已有800年以上历史。

Jasmine tea was born in the Song Dynasty when Chinese medicine fully recognized the aroma and health care function of tea. According to historical records, Fuzhou jasmine tea scenting can be traced back to before the Southern Song Dynasty, with a history of more than 800 years.

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



1.1.2 花香入茶——宋朝窈制技艺 Fuzhou jasmine tea scenting technique began in the Song Dynasty



源于宋

花与茶

福州茉莉花茶品质独特，决定因素之一就是其窈制工艺。福州茉莉花茶窈制工艺基本原理就是运用茉莉花的吐香和茶叶的吸附特性，经过一系列的操作，让花与茶完美融合，达到闻香不见花，花增茶味，以益茶香的效果。



The unique quality of Fuzhou Jasmine tea is determined by its scenting process. The basic principle of the process is to use the aroma of jasmine and the adsorption characteristics of tea, through a series of operations, so that the flower and tea are perfectly integrated to achieve the effect of smelling flowers.

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



1.1.2 花香入茶——宋朝窰制技艺

Fuzhou jasmine tea scenting technique began in the Song Dynasty

成熟于明

- 至明代，茉莉花茶加工技术有了较大发展，传统窰制工艺趋于成熟，徐勃《茗谭》记载，“闽人多以茉莉之属，浸水瀹茶”；《福州府志》记载，“明万历年间，福州产茉莉花茶”。

Until the Ming Dynasty, the processing technology of jasmine tea had developed greatly, and the traditional process of scented tea tended to mature. Xu Bo recorded in Ming Tan that "the people in Fujian mostly lived in the genus Jasmine, Yue Tea (Yue Tea)." "Fuzhou Fu Chronicle" records, "Ming Wanli period, Fuzhou produced jasmine tea."



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1.1.2 花香入茶——宋朝窈制技艺 Fuzhou jasmine tea scenting technique began in the Song Dynasty



发展创新 Development and innovation

- 窈花方式：陶罐窈→箱窈窈→囤窈（地面窈）→机械窈；
- 干燥：蒸煮焙干→铁锅炒干→烘笼烘干→机械烘干；
- 窈花方法：花一层，茶一层→手工拼和→机械自动拼和。

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



福州茉莉花茶窈制工艺入选人类非物质文化遗产代表作名录

The scenting process of Fuzhou jasmine tea was selected into the representative list of intangible cultural heritage of humanity



[[朝闻天下](#)]联合国教科文组织“保护非物质文化遗产政府间委员会” 46个项目参加新一轮非遗名录评审 [简介](#) ✓

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2022年11月29日，包含“福州茉莉花茶窈制工艺”在内的中国传统制茶技艺及其相关习俗，在摩洛哥被联合国教科文组织列入人类非物质文化遗产代表作名录。成为福州市首个“世界级”非遗项目。

2022年12月12日，习近平总书记对非物质文化遗产保护工作作出重要指示，强调要扎实做好非物质文化遗产系统性保护，推动中华文化更好走向世界。

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



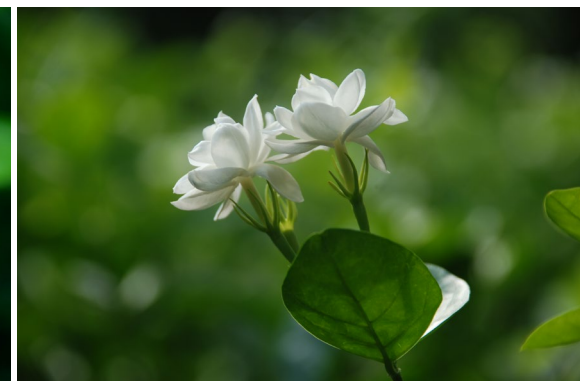
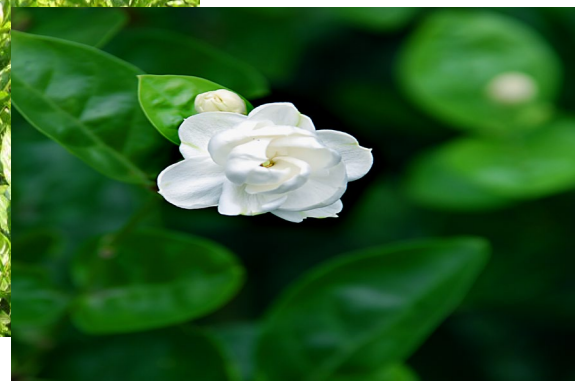
1.1.3 香传八闽——清代至今

Fuzhou jasmine tea fragrance wafts throughout Fujian



家家户户种茉莉 Every family grows jasmine

清朝描写福州为“山塘日日花城市，园客家家雪满田”，彼时福州茉莉花茶发展可谓鼎盛，正是八闽飘香。这种空前盛况的产生得益于福州开埠，进而成就了当时福州的“世界茶港”地位。



1.1 历史文化底蕴深厚

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1.1.3 香传八闽 ——清代至今

Fuzhou jasmine tea fragrance wafts throughout Fujian



福州开埠

清道光年间，福州开埠（公元1844年），到1853年才有茶叶输出，但其后呈井喷之势。尤其受到太平天国运动的影响，上海一带的茶叶贸易大部分都转到福州和厦门。1854年，福建茶出口量达13万担，次年即增至26万担。根据1871—1873年的外贸统计，中国平均每年出口值为11000万元，其中茶叶出口值为5797万元，占52.7%。

1.1 历史文化底蕴深厚

Profound historical and cultural heritage

1.1.3 香传八闽 ——清代至今

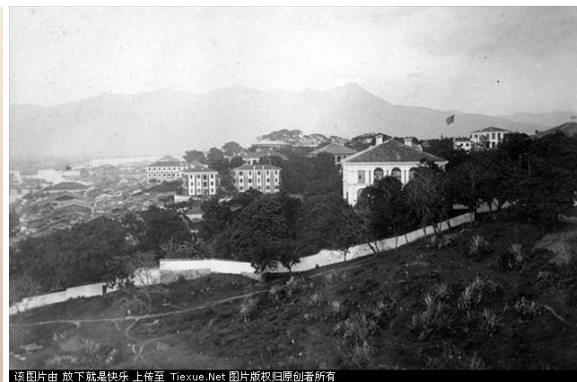
Fuzhou jasmine tea fragrance
wafts throughout Fujian



世界茶港

Fuzhou was once a world tea port

1854年，输出的茶叶价值占全国茶叶出口总值的35%~44%，福州港仅茶叶出口一项，就占全国出口总值的20%左右，成为中国港口的执牛耳者，世界航海图志上中国塔特指马尾罗星塔，因为茶叶贸易福州成为世界的航标。



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1.1 历史文化底蕴深厚

Profound historical and cultural heritage

1.1.3 香传八闽 ——清代至今

Fuzhou jasmine tea fragrance
wafts throughout Fujian



皇家贡茶 Royal Tribute Tea

清朝咸丰年间，慈禧太后对茉莉花有特殊的偏爱，福州茉莉花茶成为**皇家贡茶**，形成了大规模商品化生产热潮，福州成为了全国茉莉花茶生产中心和集散地。

1.1 历史文化底蕴深厚

Profound historical and cultural heritage



中国历史上最早机械制作茶的地区

The earliest machine-made tea area in Chinese history

1872年, 俄国人在福州泛船浦开办阜昌茶厂, 福州成为中国历史上最早机械制茶的地区。福州泛船浦又名番船浦, “走马仓前观走马, 泛船浦内看番船” 描绘出当时百舸争流的盛景。

1.1 历史文化底蕴深厚

Profound historical and cultural heritage

1.1.3 香传八闽 ——清代至今

Fuzhou jasmine tea fragrance wafts throughout Fujian



20世纪80年代中期至90年代中期，福州茉莉花茶生产遇到发展好时机，茉莉花种植面积近10余万亩。

1985年，福州市政府将茉莉花定为市花。

In 1985, the Fuzhou municipal government designated Jasmine as the city flower.



1.1 历史文化底蕴深厚

Profound historical and cultural heritage

1.1.3 香传八闽——清代至今 Fuzhou jasmine tea fragrance wafts throughout Fujian



1994年时任福州市委书记习近平同志为福州茶厂新厂房奠基。

福州茶厂

到20世纪60年代，福州茉莉花茶已行销22个国家和地区。

By the 1960s, Fuzhou jasmine tea had been sold to 22 countries and regions.



1.1 历史文化底蕴深厚

Profound historical and cultural heritage

国茶
福州茉莉花茶

1.1.3 香传八闽 ——清代至今

Fuzhou jasmine tea fragrance
wafts throughout Fujian



1972年，毛泽东主席（左三）与尼克松总统（左四）在中南海举行会谈。左一为周恩来总理，右一为基辛格博士。

福州茶厂生产的茉莉花茶一直被列为外交部礼茶。1972年，尼克松访华时，福州茉莉花茶被毛主席用来接待尼克松总统。
In 1972, during Nixon's visit to China, Fuzhou jasmine tea was used by Chairman Mao to receive President Nixon.

二十世纪八九十年代，福州花茶加工厂有近千家，茉莉花茶年加工量接近8万吨。福州茉莉花茶凭票供应。

1.2 品质独特优秀

Unique and excellent quality



1.2.1 地标保护:

Geographical Indication Protection

福州茉莉花茶同时具备地理标志证明商标、原产地产品保护标志、农产品地理标志3个地理标志，其产地、品质和声誉受到法律保护。

Fuzhou Jasmine Tea also has geographical indication certification trademark, product protection mark of origin, geographical indication of agricultural products, and its origin, quality and reputation are protected by law.



目前，国家知识产权局启用红色新标

1.2 品质独特优秀

Unique and excellent quality



1.2.2 品质特征——省级标准： Provincial Local Standards

其茶叶以福州烘青绿茶为原料，采用福州含苞待放的茉莉鲜花进行窈制，香气鲜灵持久，滋味醇厚鲜爽，汤色黄绿明亮，叶底嫩匀柔软，是世界茉莉花茶中的上品。

With Fuzhou roasted green tea as raw material and jasmine flowers in Fuzhou as scenting material, the tea has a fresh and lasting aroma, mellow and fresh taste, bright yellow and green color, and tender and soft leaf base, making it the best jasmine tea in the world.



1.2 品质独特优秀

Unique and excellent quality

1.2.2 品质特征——省级标准：Provincial Local Standards

根据福建省地方标准《地理标志产品福州茉莉花茶》，福州茉莉花茶按感官指标分为特级、香毫级、春毫级、银毫级、银毫级以上特种茶。

Fuzhou jasmine tea is divided into special grade, fragrant grade, spring grade, silver grade, and special tea above silver grade according to sensory indicators.



- **外形**

紧结多毫，黄绿尚润，匀齐平伏，略含嫩茎

- **内质**

香气滋味鲜浓，汤色淡黄明亮，叶底嫩绿匀亮

- **窈次**

最低要求四窈一提

- **其他要求**

具有福州茉莉花茶的风味特征，无霉变，无异味，产品洁净除含少量花干外，不含杂质，不含任何添加剂

2.品牌现状——福州的城市金名片

Fuzhou's City Gold Business Card

——福州茉莉花茶

Fuzhou Jasmine Tea

福州茉莉花茶已成为福州的城市金名片

F u z h o u C i t y G o l d C a r d

- ◆ 福州深入挖掘福州茉莉花茶的历史文化价值，并通过多种渠道传播福州茉莉花茶文化，增强福州茉莉花茶品牌影响力，有力推动福州茉莉花茶产业复兴。
- ◆ 2011年，福州被授予“世界茉莉花茶发源地”称号；2012年，福州茉莉花茶被授予“世界名茶”称号；2014年，“福州茉莉花与茶文化系统”被联合国粮农组织认定为“全球重要农业文化遗产”；2020年，福州茉莉花茶入选中欧地理标志首批保护清单；2022年，包括“福州茉莉花茶窰制工艺”在内的中国传统制茶技艺及其相关习俗被联合国教科文组织列入人类非物质文化遗产代表作名录。
- ◆ 福州茉莉花茶文化已成为福州最具有国际知名度的传统文化标识，成为最能体现福州海洋文化、海丝文化的城市金名片。



- ◆ Fuzhou will dig deep into the historical and cultural value of Fuzhou jasmine tea, spread Fuzhou jasmine tea culture through various channels, enhance the influence of Fuzhou jasmine tea brand, and vigorously promote the rejuvenation of Fuzhou jasmine tea industry.
- ◆ In 2011, Fuzhou was awarded the title of "World Birthplace of Jasmine Tea"; In 2012, Fuzhou Jasmine Tea was awarded the title of "World Famous Tea"; In 2014, the "Fuzhou Jasmine and Tea Culture System" was recognized as "Globally important Agricultural Cultural Heritage" by the Food and Agriculture Organization of the United Nations; In 2020, Fuzhou Jasmine tea was selected into the first batch of protection lists of China-Europe Geographical Indications; In 2022, traditional Chinese tea-making techniques and related customs, including "Fuzhou Jasmine tea scenting process", were included in the Representative list of intangible Cultural Heritage of Humanity by UNESCO.
- ◆ Fuzhou jasmine tea culture has become the most internationally renowned traditional cultural symbol of Fuzhou, and has become the city's golden card that can best reflect Fuzhou's Marine culture and sea silk culture.

2.1 世界茉莉花茶发源地： The birthplace of jasmine tea in the world



世界茉莉花茶发源地

2011年12月，举办国际茉莉花茶发源地会议，福州被国际茶叶委员会授予“世界茉莉花茶发源地”。



2.2 世界名茶：World renowned tea



世界名茶

2012年举办世界茉莉花茶文化鼓岭论坛，福州茉莉花茶被国家茶叶委员会授予“世界名茶”



2.3 中国重要农业文化遗产： China's Important Agricultural Cultural Heritage



中国重要农业文化遗产

2013年5月21日，农业部公布了首批19个传统农业系统为第一批中国重要农业文化遗产，福州茉莉花种植与茶文化系统入选。福州市人民政府严可仕副市长在北京接牌，并发表讲话。



2.4 全球重要农业文化遗产： Global Important Agricultural Cultural Heritage



Jasmine and Tea Culture System of Fuzhou City, China

...ified as a **Globally Important Agricultural Heritage System** for present and future generations. This system provides an outstanding contribution to promoting food security, biodiversity, indigenous knowledge and cultural diversity for sustainable and equitable development.

29 April 2014



Graziano da Silva
Director-General
Agriculture Organization
of the United Nations



Prof. Li Wen Hua
Chair, GIAHS Steering Committee

GIAHS

Globally Important Agricultural Heritage Systems



全球重要农业文化遗产



2014年4月，福州茉莉花与茶文化系统被联合国粮农组织列入全球重要农业文化遗产保护项目名录。

In April 2014, Fuzhou Jasmine and Tea Culture System was listed as a globally important agricultural cultural heritage protection project by the Food and Agriculture Organization of the United Nations.

3.GIAHS助推品牌发展——福州方案

GIAHS Promotes Brand Development - Fuzhou Solution

——福州茉莉花茶

F u z h o u J a s m i n e T e a

GIAHS促进品牌打造的福州方案

GIAHS 'Fuzhou solution for promoting brand building

- ◆ 作为被联合国粮农组织认定的遗产项目，GIAHS在国际上具有极高知名度和影响力，也为入选GIAHS的地区品牌走向国际市场奠定了基础。丰富的农业生物多样性、人与自然和谐共生的智慧和实践、可持续的农业发展和生态保护，为品牌打造提供了独特的价值主张、深厚的文化内涵和与时俱进的前瞻性。但GIAHS的保护是一个动态管理过程，需要不断适应环境和社会经济变化，这对品牌建设提出了更高的要求。具体到单个遗产地的品牌，其知名度和影响力仍需提升，资源的整合和优化利用程度尚不足，且未形成统一强有力的品牌效应。
- ◆ As a heritage project recognized by the Food and Agriculture Organization of the United Nations, GIAHS has a high level of international recognition and influence. The rich agricultural biodiversity, the wisdom and practice of harmonious coexistence between humans and nature, sustainable agricultural development, and ecological protection provide unique value for brand building. But the protection of GIAHS is a dynamic management process that requires constant adaptation to environmental and socio-economic changes, which puts higher demands on brand building. Specifically, the brand awareness and influence of individual heritage sites still need to be improved, and the integration and optimization of resources are still insufficient, and a unified and strong brand effect has not been formed.

GIAHS促进品牌打造的福州方案

GIAHS 'Fuzhou solution for promoting brand building

- ◆ 作为GIAHS的成功案例，福州通过实践总结出了一套将GIAHS身份用于福州茉莉花茶公用品牌打造的方案，有效促进当地经济发展和农民增收。这套方案包括了福州茉莉花茶从种植、加工到销售的全过程管理，确保每一个环节都能体现出GIAHS的品质要求。
- ◆ As a successful case of GIAHS, Fuzhou has concluded a plan to use GIAHS status for Fuzhou Jasmine tea public brand building through practice, effectively promoting local economic development and farmers' income. This plan includes the whole process management of Fuzhou Jasmine tea from planting, processing to sales, to ensure that every link can reflect the quality requirements of GIAHS.

3.1 三茶统筹——规划引领

Planning and Leading

3.1.1 政策规划：

policy planning



2021年3月23日习近平总书记来闽考察时强调，要统筹做好茶文化、茶产业、茶科技这篇大文章，坚持绿色发展方向，强化品牌意识，优化营销流通环境，打牢乡村振兴的产业基础。Adhere to the direction of green development, strengthen brand awareness, optimize marketing and circulation environment, and lay a solid industrial foundation for rural revitalization.

近年来，在总书记重要讲话精神的指引下，福州市坚持全产业链发展，推动福州茉莉花茶产业高质量发展。

3.1 三茶统筹——规划引领

Planning and Leading

3.1.1 政策规划： policy planning

做好规划引领

Make good planning guidance

《福州茉莉花与茶文化系统保护和发展专项规划
(2021—2025)》
《福州市非物质文化遗产保护规定》

加强政策扶持

Strengthen policy support

《关于扶持福州茉莉花茶产业发展九条措施》
《关于进一步加强福州市非物质文化遗产保护工作的
十条措施》

持续推广宣传

Continuous promotion and publicity

着力提升福州茉莉花茶区域公共品牌形象

强化人才储备

Strengthen talent reserve

推荐、评选18名福州茉莉花茶窈制工艺市级非遗传
承人（其中国家级1名、省级6名）

加大科研投入

Increase investment in scientific research

不断强化产学研联合，提升产业科技竞争力。

坚持全链发展

the development of the entire chain

发挥行业优势，打造集采花、采茶、制茶、品茶和
购茶为一体的“福州茉莉花茶文化之旅”

(一)

(二)

(三)

(四)

(五)

(六)

3.1 三茶统筹——规划引领

Planning and Leading

3.1.1 政策规划：policy planning

福州市农业农村局文件

榕农函〔2021〕221号

福州市农业农村局关于印发福州茉莉花与茶文化系统保护与发展专项规划的函

各县（市）区人民政府、高新区管委会，市商务局、市财政局、市文旅局、市市场局、市园林中心：

《福州茉莉花与茶文化系统保护与发展专项规划（2021-2025）》已经市政府研究同意，现印发给你们，请配合落实相关工作。

附件：福州茉莉花与茶文化系统保护与发展专项规划（2021-2025）



2021年出台《福州茉莉花与茶文化系统保护和发展专项规划（2021—2025）》，明确了福州茉莉花茶产业高质量发展目标。

Introduce special plans for protection and development

福州市人大常委会文件

福州市人民代表大会常务委员会公告

〔十五届〕第27号

《福州市非物质文化遗产保护规定》已于2020年8月27日经福州市第十五届人民代表大会常务委员会第二十九次会议通过，于2020年12月3日经福建省第十三届人民代表大会常务委员会第二十四次会议批准，现予公布，自2021年1月1日起施行。



-1-

2020年出台，《福州市非物质文化遗产保护规定》让项目的保护活动及相关管理工作有法可依。

Introduce regulations for the protection of cultural heritage

3.1 三茶统筹——规划引领

Planning and Leading

3.1.1 政策规划： policy planning

《福州市茉莉花茶保护规定》

《关于扶持福州茉莉花茶产业发展九条措施》并配套实施方案

《关于推进福州茉莉花茶产业高质量发展行动方案》



福州市茉莉花茶保护规定

福州市人大常委会法制工作委员会
福州市人大常委会农村经济工作委员会 编
福州市农业局

福州市农业农村局 文件 福州市财政局

榕农综〔2020〕240号

福州市农业农村局 福州市财政局印发 《关于支持福州茉莉花茶产业发展九条措施》 实施方案的通知

各县（市）区农业农村局、财政局、高新区农林水利局：
现将《关于支持福州茉莉花茶产业发展九条措施》实施方案印发给你们，请认真贯彻执行。

附件：《关于支持福州茉莉花茶产业发展九条措施》实施方案



2020年8月28日

福州市人民政府文件

榕政综〔2022〕153号

福州市人民政府印发关于推进福州茉莉花茶产业高质量发展行动方案的通知

各县（市）区人民政府、高新区管委会，市直有关单位：
《关于推进福州茉莉花茶产业高质量发展行动方案》已经市政府研究同意，现印发给你们，请认真贯彻执行。



2022年6月23日

3.1 三茶统筹——规划引领

Planning and Leading

3.1.2 文化宣传

Cultural Promotion

进行丰富多彩的茶文化活动和各类宣传展示，如每年的福州茉莉花茶茶王赛，文化节，庆祝国际茶日，“神州行”等，利用全媒体矩阵持续推广宣传福州茉莉花与茶文化系统，着力提升福州茉莉花茶区域公共品牌形象。

Every year, Fuzhou Jasmine Tea King Competition, Cultural Festival, International Tea Day celebration and other activities are held.



3.1 三茶统筹——规划引领

Planning and Leading

3.1.3 科技支撑：Technological support



茶王赛

宣传文化，传承工艺，提升品质，不断加大专业人才培养建设
Promote culture, inherit craftsmanship, improve quality, and continuously
increase the construction of professional talent team.



推荐、评选17名福州茉莉花茶窈制工艺市级非遗传承人

Recommend and select 17 municipal level intangible cultural heritage inheritors of Fuzhou jasmine tea fermentation technology



3.1 三茶统筹——规划引领

Planning and Leading

3.1.3 科技支撑：Technological support

产学研 联合

在农业文化遗产信息监测，单瓣茉莉花基因组研究，产业标准体系建设，产业加工提升等领域，开展校地，校企合作，

Industry university
research collaboration



实施地 方标准

在产品品质方面严格执行《地理标志产品福州茉莉花茶》的有关标准，

Implement local standards



创建标准 化试点

《福州茉莉花茶国家级消费品标准化试点项目实施方案》

Create standardized pilot projects

3.2 GIAHS标志运用

How can Fuzhou leverage the GIAHS strategy



福州茉莉花茶作为全球重要农业文化遗产（GIAHS）的代表作，其“金字招牌”的价值不仅仅体现在茶叶本身的品质上，更在于如何通过一系列的品牌策略将这一遗产的价值最大化。

Fuzhou Jasmine Tea is a representative work of Global Important Agricultural Heritage (GIAHS), and its value is not only reflected in the quality of the tea itself, but also in how to maximize the value of this heritage through a series of brand strategies.



1. 树立标志碑

Erect a plaque to mark a stone tablet

在福州茉莉花茶的核心产区，竖立起象征性的标牌和石碑，这些标牌不仅展示着福州茉莉花茶的地理范围和特色，还传递着其作为全球重要农业文化遗产的荣誉和责任。

In the core production area of Fuzhou jasmine tea, symbolic signs and stone tablets have been erected, not only showcasing the geographical scope and characteristics of Fuzhou jasmine tea, but also conveying its honor and responsibility as a globally important agricultural cultural heritage.

3.2 GIAHS标志运用

How can Fuzhou leverage the GIAHS strategy



2. 设计LOGO标识

Design a unified product LOGO



福州茉莉花茶

FUZHOU
JASMINE TEA



福州茉莉花茶的包装设计融入了GIAHS的标志，通过特定的图案和色彩搭配，体现了其独特的文化和历史背景，让消费者在选择时能够快速识别，有助于构建起一个国际化、统一性的品牌形象。

89/1000实时翻译划译The packaging design of Fuzhou jasmine tea incorporates the GIAHS logo, reflecting its unique cultural and historical background through specific patterns and color combinations, allowing consumers to quickly identify it when choosing, and helping to build an international and unified brand image.

3.2 GIAHS标志运用

How can Fuzhou leverage the GIAHS strategy



3. 制定使用规范 Develop usage guidelines

为了确保GIAHS标志的权威性和稀缺性，福州探索并制定了一套严格的授权使用及管理规范。这包括对使用GIAHS标志的企业和产品进行严格的质量审核，确保只有符合一定标准的福州茉莉花茶才能使用这一标识。

In order to ensure the authority and scarcity of the GIAHS logo, Fuzhou has explored and developed a strict set of authorization, use, and management standards. This includes conducting strict quality audits on companies and products that use the GIAHS logo to ensure that only Fuzhou jasmine tea that meets certain standards can use this logo.



3.3 市场推广

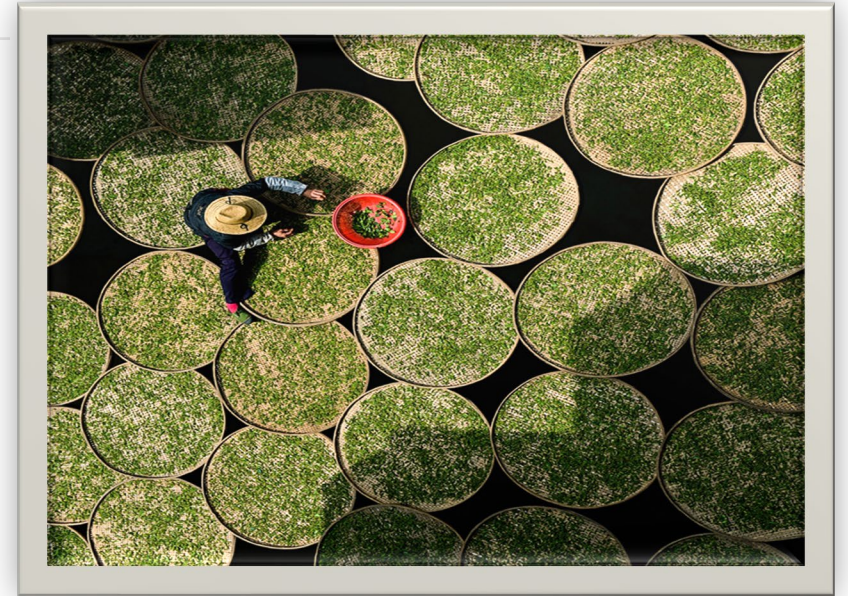
Market Promotion



3.3.1 减贫应用 Poverty Reduction Practice

福州茉莉花茶产业不仅是当地的文化象征，也是推动地区经济发展和助力农民增收的重要产业。福州市政府出台了《关于支持福州茉莉花茶产业发展九条措施》等一系列支持茉莉花茶产业的政策，帮助产业复兴和发展，不仅提升了茶叶品质和产量，还带动了周边茶园的发展和茶农的就业。福州茉莉花茶产业减贫实践将持续发展，助力全球减贫事业，并为乡村振兴贡献力量。

The jasmine tea industry in Fuzhou is not only a cultural symbol of the local area, but also an important industry that promotes regional economic development and helps farmers increase their income. The Fuzhou Municipal Government has introduced a series of policies to support the jasmine tea industry, helping to revive and develop the industry. This not only improves the quality and yield of tea, but also drives the development of surrounding tea gardens and employment opportunities for tea farmers. The poverty reduction practice of Fuzhou jasmine tea industry will continue to develop, contribute to the global poverty reduction cause, and contribute to rural revitalization.



3.3 市场推广

Market Promotion



3.3.2 故事营销 Story Marketing

利用福州茉莉花茶丰富的历史和文化故事，制作文化海报、文稿、宣传片、微电影、展览设计等，展示茉莉花的种植、采摘、制茶过程以及与福州人民生活的密切关系，讲述其作为全球重要农业文化遗产的故事，让消费者感受到品牌的深厚底蕴和独特魅力。

By utilizing the rich historical and cultural stories of Fuzhou jasmine tea, cultural posters, manuscripts, promotional videos, micro films, exhibition designs, etc. are created to showcase the planting, harvesting, and tea making processes of jasmine tea, as well as its close relationship with the lives of Fuzhou people. The story of jasmine tea as an important global agricultural cultural heritage is told, allowing consumers to feel the profound heritage and unique charm of the brand.



3.3 市场推广

Market Promotion



3.3.3 跨界合作

Cross-border Cooperation

福州积极推动茉莉花茶产业的创新发展，满足年轻消费群体的需求，提升品牌的时尚度和市场竞争力。与其他行业如旅游、手工艺、美食等进行跨界合作，开发与茉莉花茶相关的复合型产品，如茉莉花茶口味的糖果、饮料、茉莉花茶香水、茉莉茶点、护肤品（茶叶面膜）、茶旅游等，拓宽品牌的市场范围，不断延伸产业链，提升产品附加值。

Fuzhou actively promotes the innovative development of the jasmine tea industry, meets the needs of young consumer groups, and enhances the brand's fashion and market competitiveness. Cross border cooperation with other industries, such as tourism, handicrafts, food, etc., to develop complex products related to jasmine tea, such as jasmine tea flavored candy, drinks, jasmine tea perfume, jasmine tea, skin care products (tea facial mask), tea tourism, etc.



3.3 市场推广

Market Promotion



3.3.4 国际市场

International Market

福州采取多元化的营销策略，向世界展示福州茉莉花茶通过GIAHS的认证的独特的地理、文化和生态价值。福州茉莉花茶独特的制作工艺和悠久的历史，使其在国际茶叶市场上独树一帜。此外，福州大力推动福州茉莉花茶茶企与国外的零售商和分销商建立合作关系，将福州茉莉花茶推向更多的国家和地区。

Fuzhou adopts a diversified marketing strategy to showcase to the world the unique geographical, cultural, and ecological value of Fuzhou jasmine tea certified by GIAHS. In the globalized market, consumers are increasingly inclined to choose products with stories and cultural backgrounds. Fuzhou vigorously promotes the establishment of cooperative relationships between Fuzhou jasmine tea enterprises and foreign retailers and distributors, promoting Fuzhou jasmine tea to more countries and regions.



- ◆ 福州茉莉花茶的成功为其他农业文化遗产的保护与发展提供了重要启示。一方面，其他遗产地应该重视传统农业技术的传承与保护，保持产品的独特性；另一方面，要加强生态环境保护，将生态优势转化为经济优势；同时，还要积极运用现代市场营销手段，提升品牌形象，扩大市场份额。其他农业文化遗产的保护与发展可借鉴福州茉莉花茶的宝贵经验，在保护传统文化、优化生态环境的同时实现产品质量、经济效益的增长，为全球农业多样性的保护与可持续发展做出贡献。

- ◆ The success of Fuzhou jasmine tea provides important inspiration for the protection and development of other agricultural cultural heritage. On the one hand, other heritage sites should attach importance to the inheritance and protection of traditional agricultural technologies, and maintain the uniqueness of their products; On the other hand, we need to strengthen ecological environment protection and transform ecological advantages into economic advantages; At the same time, it is necessary to actively use modern marketing methods to enhance brand image and expand market share.

感谢您的观看

T h a n k Y o u F o r W a t c h i n g

——福州茉莉花茶

F u z h o u J a s m i n e T e a