

Research on the Influencing Factors of Bamboo Certification Market in China

Enlong Xia, International Centre for Bamboo and Rattan, Beijing 100102, China

Introduction

Bamboo is widely recognized as one of the most important forest resources and emerging as a critical substitute for wood. To develop bamboo resource, the bamboo certification is accepted as an efficient way to respond the environmental issues and global sustainable development. Several certification programs have been identified as the primary mission by some NGOs including the Programme for the Endorsement of Forest Certification (PEFC) and the Forest Stewardship Council (FSC). China is also the first country to successfully create and maintain large FSC management units (FM) and chain of custody (COC), value-chain certificates for bamboo. Bamboo industry is also considered as a sunrise industry with development potential in the future. Establishing a healthy bamboo forest certification market has become an important way to promote global sustainable development, combat climate change and reduce poverty in the region.

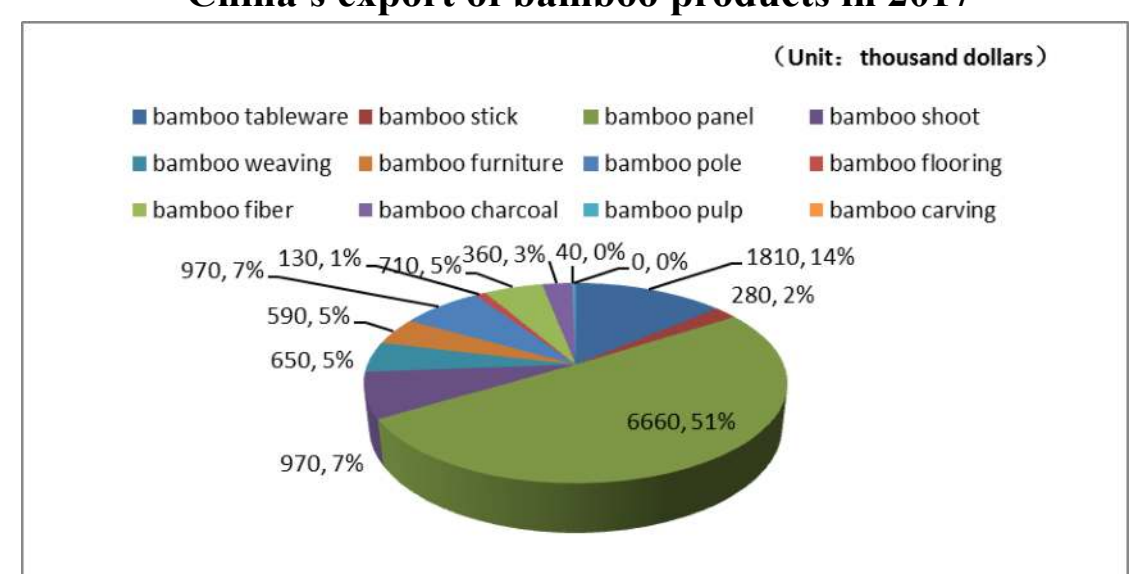
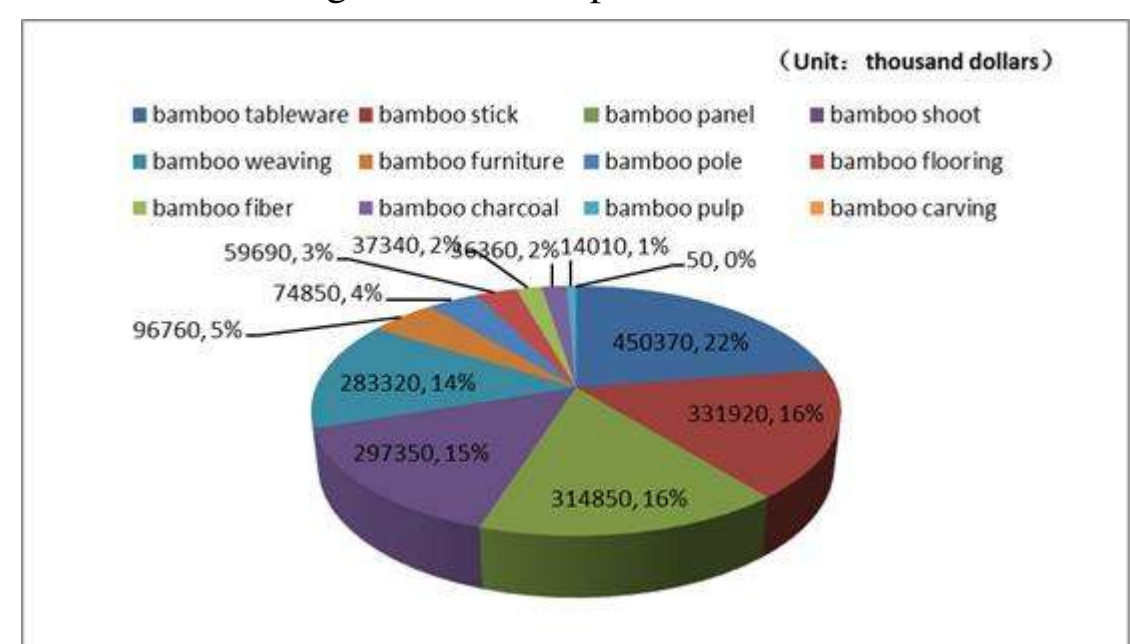
Objective

China is rich in bamboo resources, leading the world in bamboo cultivation technology, processing and utilization level, research and development capacity, production capacity and trade volume. At present, in the process of bamboo forest management, people pay more attention to economic benefits, but ignore the comprehensive benefits such as ecological benefits, social benefits and cultural benefits. The development of bamboo forest certification in China has a broad development prospects, and the mature and stable construction of bamboo forest certification market is very important, this paper will systematically analyze the current impact of bamboo forest certification market development of many factors, for China's bamboo forest certification development to find a new solution.

Results

Through the investigation of bamboo enterprises that have passed the certification of bamboo forest and those that have not passed the certification of bamboo forest, it is found that the enterprises that have passed the certification of bamboo forest are mainly concentrated in the processing enterprises of bamboo furniture, bamboo flooring, bamboo handicrafts and a few bamboo forest enterprises or cooperatives that sell raw bamboo. These certification units are generally the industry's time-honored units, certification enterprises engaged in the bamboo industry time in general about 10 years, new processing enterprises are few. Products are mainly sold to Europe, North America, Japan, Canada, Oceania, South America and part of the domestic market. From the feedback of these certification enterprises, the current factors affecting the bamboo certification market mainly include the following aspects: (1)Global environmental action; (2)Changes in people's consumption concept; (3)The internal demand of sustainable development of bamboo industry; (4)The need for responsible corporate development; (5)Government green procurement policy orientation.

According to the statistical results, most of the enterprises think that the certification has substantial improvement on the operation and management, to a large extent to broaden the bamboo sales channels, price rise, and determine a stable buyer; However, some enterprises believe that the expected effect has not been achieved after the certification, and they have not felt a big change. The certification only improves the popularity of the enterprise, but has little impact on product sales. The distinct difference of certification effect shows that the certification market mechanism is not perfect, and there is still a lot of work to be strengthened and improved.



The above five aspects are the core elements that affect bamboo forest certification, and also the basis for the healthy development of bamboo forest certification. In addition, bamboo forest certification costs are high, certification materials are scarce, the audit process is too long, the market awareness of the label is not high, the lack of market incentives, the lack of certification standards of technical support, supporting services, the lack of regulatory safeguards are also important factors affecting the development of bamboo forest certification. In the survey, it was found that many certified enterprises carry out bamboo forest certification for the purpose of meeting the purchase requirements of business partners, developing new products, expanding sales channels and enhancing brand value.

Conclusion

The development of bamboo certification still has long way to go in China. Currently, its bamboo certification market is influenced by many factors. Based on a deep analysis the market development of bamboo industry and an updated status of its certification in China, this paper aims to provide some practical suggestions for its future development. The suggestions include: (1)supporting the establishment of bamboo forest certification market; (2) encouraging the public people a to green consumption habit of bamboo; (3) improving the supporting guarantee measures of bamboo forest certification; and (4) strengthening supervision of bamboo certification agencies.