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**NATIONAL STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

GB/T 31045-2025

Replacing GB/T 31045-2014

Brand valuation - Agricultural products

品牌价值评价 农产品

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Foreword

This document complies with the provisions of GB/T 1.1-2020 "Standardization Work Guidelines Part

1.Structure and Drafting Rules of Standardization Documents". Drafting. This document replaces GB/T 31045-2014 "Brand Value Evaluation of Agricultural Products". Compared with GB/T 31045-2014, except for structural adjustments... Aside from integration and editorial changes, the main technical changes are as follows:

- a) The term and definition of "agricultural products" have been added (see 3.1);
- b) The indicators for agricultural product brand strength have been revised (see Chapter 4, Chapter 5 of the.2014 edition);
- c) The evaluation model for agricultural product brand value has been revised (see Chapter 5, Chapter 4 of the.2014 edition);
- d) The evaluation process has been modified, and the original evaluation process has been adjusted and optimized (see Chapter 6, Chapter 6 of the.2014 edition). Please note that some content in this document may involve patents. The issuing organization of this document assumes no responsibility for identifying patents. This document was proposed and is under the jurisdiction of the National Technical Committee on Standardization of Brand Evaluation (SAC/TC532). This document was drafted by: Shenzhen Institute of Standards and Technology, China Brand Building Promotion Association, China National Institute of Standardization, and Inner Mongolia Jiamoumu. Industry Co., Ltd., Tianhong Digital Technology Commercial Co., Ltd., Yunnan Provincial Institute of Product Quality Supervision and Inspection, CCIC Technical Services (Shenzhen) Co., Ltd. The company, Shenzhen Kaixin Animal Husbandry Technology Co., Ltd., Huace Testing & Certification Group Co., Ltd., and Shenzhen Agriculture and Food Investment Holding Group Co., Ltd. Limited Liability Company, Shanghai Yimin Food Factory (Group) Co., Ltd., China Brand Magazine Co., Ltd., Ji'an Municipal Agricultural and Rural Industry Development Co., Ltd.

Exhibition Service Center, China Quality Certification Center Co., Ltd. The main drafters of this document are. Zhao Yunlong, Tan Yun, Wang Xiaoya, Guo Jingting, Wang Ke, Zhu Na, Lü Anran, Wu Fang, Xi Xingjun, Dang Jiayao, and Zhang Yu. Feng Lei, Niu Zhirui, Tian Yun, Yang Xingling, Huang Heling, Liu Xiaonong, Hu Shuyu, Li Wengui, Yu Yaqin, Chen Yanxia, Zhong Haotian, Jiang Chongbin, Jiang Qingqing Wu Ping, Jia Yanyan, Liu Yong, Zhang Ning, Nie Lanjun, Xie Miaoqi, Han Yue, He Linlin, Wan Feng, Yang Liren, Peng Jianhong. The release history of this document and the document it replaces is as follows:

---First published in.2014 as GB/T 31045-2014;

---This is the first revision. Brand value evaluation of agricultural products

1 Scope

GB/T 31045-2025 is the Chinese national standard covering putting a number on an agricultural brand - the quality and the geographic origin behind it, the market recognition and the price premium it commands, and the calculation that turns those into a value a regional brand can be traded or defended on. Issued on 31 October 2025, it has been in force since 31 October 2025, replacing GB/T 31045-2014.

This document provides the brand strength, evaluation model, and evaluation process for evaluating the brand value of agricultural products. This document applies to enterprises or enterprise groups (hereinafter collectively referred to as "enterprises") engaged in agricultural product production, primary processing, distribution, and sales. Brand value assessment is also applicable to industry organizations and third parties conducting brand value assessments of enterprises. This document is not applicable to the evaluation of regional agricultural brand value.

2 Normative references

The contents of the following documents, through normative references within the text, constitute essential provisions of this document. Dated citations are not included. For references to documents, only the version corresponding to that date applies to this document; for undated references, the latest version (including all amendments) applies. This document.

GB/T 29185 Brand Terminology

GB/T 29186 (All Parts) Evaluation of Brand Value Elements

GB/T 29187 Brand Evaluation. Requirements for Brand Value Evaluation

GB/T 29188 Brand Value Evaluation - Multi-Period Excess Return Method

3 Terms and Definitions

The terms and definitions defined in GB/T 29185, GB/T 29186 (all parts), GB/T 29187 and GB/T 29188, as well as the following terms and definitions. This applies to this document.

3.1 agricultural products Primary products derived from agriculture, forestry, animal husbandry, and fisheries, i.e., plants, animals, microorganisms, and their products obtained in agricultural activities. product.

Note. This includes unprocessed produce obtained directly from agricultural activities, as well as produce that has undergone sorting, peeling, shelling, crushing, washing, cutting, freezing, waxing, grading, and packaging. Products that have undergone initial processing but whose basic natural properties and chemical characteristics remain unchanged are distinguished from products that have undergone processing to the point that their original form is no longer recognizable. "Food" or "Products". [Source: GB/T 31738-2015, 3.1]

4 Brand strength

4.1 Overview The evaluation indicators for agricultural product brand strength include tangible elements (K1), quality elements (K2), innovation elements (K3), service elements (K4), and non-tangible elements. Shape element (K5). Examples and explanations of evaluation indicators at each level are provided in Appendix A.

4.2 Evaluation Indicators

4.2.1 Tangible Elements May include.