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Study on the Construction of Food Safety Governance Mechanism in China

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Abstract. In recent years, China's food safety problem is relatively prominent, seriously affecting people's life and health and social harmony and stability, and has become a focus of widespread concern. The food safety problem needs the whole society to carry on the coordinated management, one of the keys is to establish and improve the food safety governance mechanism. The food safety governance mechanism belongs to the diversified comprehensive system, including the contract mechanism, the supervision and accountability mechanism, the traceability mechanism, the propaganda and education mechanism, the information release and sharing mechanism, which constitute a harmonious and orderly operation of the food safety governance mechanism pedigree, and cooperate with each other to jointly ensure the realization of the food safety goal.

1. Introduction

Food is the priority of the people. In recent years, food safety issues have occurred frequently in China, such as Sanlu milk powder, clenbuterol and poisonous gelatin, which have seriously affected the healthy construction of China and social harmony and stability. The issue of food safety involves many actors, which requires the whole society to carry out coordinated governance, one of the key lies in the establishment and improvement of food safety governance mechanism. And the so-called food safety governance mechanism refers to the process and way to achieve the governance goal by clarifying and coordinating the relationship between the various food safety governance subjects in order to form the governance resultant force. The choice and design of food safety management mechanism is an important issue to determine the effectiveness of food safety management. In foreign countries, Henson et al. (2001) first proposed the public-private joint management model of food safety. Marian et al. (2007) believe that food safety co-governance can overcome the shortcomings of government management resources shortage, which can not only improve performance but also reduce governance costs. Elo-die et al. (2012) established a more complete framework for joint governance of food safety. In China, Chen yanli (2014) believes that social co-governance of food safety needs to build a cooperative operation mechanism featuring bottom-up, initiative and win-win cooperation between multiple subjects. Xiao jinghua et al. (2014) believe that the two keys to the realization of the social co-governance mechanism of food safety are the collaborative contract design in the quality coordination of food supply chain and the construction of the information disclosure mechanism of the whole supply chain. Feng Junli (2015) proposed to establish the traceability system and HACCP system of food production enterprises as the core to establish a corporate-level supply chain collaborative management mechanism and a government-level food safety collaborative management mechanism. Wu Xiaodong



(2018) proposed that the monopoly supervision of food safety should be transformed into a multi-center, cooperative and negotiated public governance model. Zhou Guangliang (2019) research believes that a "government + related multi-agent" collaborative supervision path should be constructed to achieve the whole process of national food safety supervision. Wang Ani, Xu Biao, and Gu Hai (2020) combed the relevant governance theories from four perspectives of market, government, industry, and other social forces, constructed a food safety governance process model, and divided the regulatory process into rule formulation, rule supervision, and There are three stages of rule execution, and then analyze the role play and governance mechanism of each subject in different governance stages. In summary, it can be found that the related food safety governance mechanism research has made positive progress, but it is still not systematic and sound enough, and the operability is not strong. In view of this, this study will scientifically and systematically construct China's food safety governance mechanism, with a view to providing reference and reference for food safety governance decision-making departments.

2. Construction of China's food safety governance mechanism

2.1. Construction of food safety governance organization

The establishment of a food safety governance mechanism should be based on the premise and foundation of the establishment and improvement of food safety governance organizations. In this regard, first of all, on the basis of fully inspiring the power of all parties in the whole society and clarifying the responsibilities of each governance subject, a social safety co-governance organizational system covering the whole process of the supply chain, wide participation and coordination can be established. Specifically, it is to form government leadership and supervision, supply chain organization member enterprise autonomy and self-discipline, industry association support and assistance, consumer association assistance and supervision, academic leadership and authoritative voice, third-party certification and testing agency certification, Nine-in-one food safety social co-governance pattern including news media promotion and supervision, extensive participation of consumers and the public, and law enforcement by law departments, each of which has its own functions and responsibilities, cooperates to ensure that food safety objectives and Let consumers be satisfied.

2.2. Construction of food safety governance mechanism

The purpose of the establishment of China's food safety governance mechanism is to establish and improve the food safety social co-governance mechanism. For this, it is necessary to fully stimulate the positive forces of all aspects of the whole society to form a coordinated and cooperative food safety social co-governance pattern on the basis of each role. As a comprehensive operation system, the food safety governance mechanism belongs to the category of multiple mechanisms and is a collection of multiple subordinate mechanisms, including contract mechanism, regulatory accountability mechanism, traceability mechanism, propaganda and education mechanism, information release and sharing mechanism, they work together to ensure food safety. The specific contents of each subordinate governance mechanism of food safety are as follows:

The contract mechanism refers to the signing of food safety contracts between adjacent members of the upstream and downstream food supply chains, so that raw material suppliers, food processing enterprises, distributors and consumers form a community of destiny and interests, and share the honor and loss, thereby suppressing concerning opportunistic behavior, and thus preventing potential food safety hazards, it is ultimately responsible for consumers' health. By establishing and perfecting the food safety contract mechanism and effectively exerting the binding role of the food safety contract, each upstream member subject of the food supply chain can be consciously responsible to the downstream member subject, strengthen the food safety autonomy and self-discipline behavior, take proactive integrity, and strictly fulfill the food safety commitment In accordance with relevant national food quality standards and regulations, organize production and operation activities such as raw material supply, processing, storage, transportation, and sales, and strive to establish and maintain their own good

brand image and reputation in order to have sustainable market competitiveness and maintain healthy and stable development.

The regulatory accountability mechanism refers to the relevant food safety regulatory bodies (including government, legal departments, news media, industry associations, consumer associations, consumers, the public, etc.) in accordance with the principles of division of labor and collaboration, and adopting appropriate methods in accordance with regulations and laws and means to supervise and punish violations and violations of food safety responsibility subjects to ensure that food safety objectives are achieved. Among them, the government is the leader and helm of food safety governance. It is responsible for establishing and improving food safety standards and laws and regulations, streamlining and improving the supervision system, and conducting food safety inspections (when necessary, entrust third-party testing and certification agencies to conduct testing and Certification), etc., the legal department is responsible for severely punishing the subjects of food safety violations and crimes in accordance with the law, aimed at suppressing opportunism through deterrence, thereby ensuring food safety and reliability; the news media is responsible for public opinion supervision, reporting and Disclosure, and explain the possible harm; the food industry association is responsible for strengthening the industry's food safety autonomy and self-discipline, establishing and improving industry norms, rewards and punishment mechanisms, and promoting industry integrity, the consumer association is responsible for safeguarding consumer rights and supervise issues and participate in the formulation of laws, regulations, rules and mandatory standards related to consumer rights, consumers, as food safety victims and parties, should strive to improve food safety awareness and professional literacy. Relevant departments make reports, the public should make efforts and consciously improve food safety awareness and professionalism, and participate in the joint construction of food safety networks.

The traceability mechanism refers to the main body of each member enterprise of the food supply chain should be clear and bear their respective quality and safety responsibilities and obligations, can quickly trace the root cause of the quality and safety problems or hidden dangers, and accountability for quality and safety dereliction of duty or malfeasance, so as to achieve radical cure and elimination from the source. In this regard, the raw materials, semi-finished products or finished products provided by the main bodies of each member enterprise of the food supply chain (including raw material suppliers, food processing enterprises and distributors, etc.) should be used as a traceability point to establish a food quality and safety traceability management platform and ensure smooth operation, and detailed records, preservation and use of information management technology to mark and publish information to customers or consumers on information that may affect food quality and safety, so as to facilitate inquiry and traceability, thereby preventing and controlling food quality and safety issues occur.

The propaganda and education mechanism refers to the relevant food safety governance body (including the government, news media, academics, industry associations, consumer associations, etc.) according to their respective responsibilities the ownership, is responsible for food safety standards, laws and regulations, and matters needing attention of publicity, promotion and popularization, and provide relevant consulting services, and strive to improve the food safety consciousness and quality of the whole society, and to nurture and shape good food safety culture, everyone is about food safety and to form a good atmosphere of moral integrity. Carrying out food safety publicity and education is the basic work of food safety management, which is a fundamental move. Among them, the government should be responsible for establishing and improving the system of food safety publicity, education and promotion, and making food safety publicity public and institutionalized; The news media should be responsible for strengthening the publicity and public opinion guidance of food safety knowledge, standards, laws and regulations; The academic community should be responsible for providing timely and scientific theoretical guidance and policy suggestions on food safety technology and management, as well as popularizing food safety knowledge, providing consulting services and providing education and training. The trade association shall be responsible for the publicity, promotion and service of food safety standards, technology, management and information within the industry, guide the food production and marketing subjects to carry out production and marketing in accordance with the law,

and promote the construction of industry integrity. The consumer association shall be responsible for providing food safety information and consulting services to consumers and the public, and popularizing food safety knowledge.

The information release and sharing mechanism refers to the establishment of a sound and unified food safety information release, transmission, management and sharing platform to organically connect the "information islands" into one, making it normal and coordinating the orderly operation to achieve food safety information openness and transparency, thereby improving the effectiveness of food safety governance. The accuracy, smooth flow and sharing of food safety information are essential for food safety governance, and the establishment of information release and sharing mechanisms is an important basis, premise and means for achieving social co-governance of food safety. In response to this need, one is to establish and improve the national food safety basic information database and credit system, the second is to improve the construction of the national food safety information network and establish a unified national food safety information publishing platform, the third is to expand the scope of disclosure of food safety information, including general food safety trends, daily monitoring information, food safety incident information, food processing enterprise credit information, food safety risk assessment information, risk warning information, etc.

3. Conclusion

The issue of food safety is a major issue of people's livelihood, and the Chinese government attaches great importance to this, and proposes to carry out coordinated governance of the whole society of food safety, comprehensively and deeply promote the modernization of the food safety governance system and governance capabilities, and the construction of the food safety governance mechanism is one of the key and core. Based on this, this paper studies and discusses the construction mechanism of the food safety governance mechanism, and believes that the food safety governance mechanism is a collection of multiple subordinate governance mechanisms, including contract mechanism, regulatory accountability mechanism, traceability mechanism, propaganda and education mechanism, information release and sharing mechanisms, they do not exist in isolation, but cooperate with each other to form a joint force to jointly ensure food safety and reliability.

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