

# Translation Strategies of Agricultural and Forestry Products in Heilongjiang from the Perspective of Industry-Education Integration

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## Abstract

With the advancement of globalization, agricultural and forestry products, as vital components of local culture and economy, have increasingly attracted attention from both domestic and international markets. Heilongjiang Province, as a significant agricultural region in China, boasts agricultural and forestry products with distinctive regional features. In the context of industry-education integration, the precise and effective translation of Heilongjiang's agricultural and forestry products not only helps enhance the international influence of local brands but also promotes the international development of the regional economy. This paper explores the translation strategies for Heilongjiang agricultural and forestry products from the perspective of industry-education integration, analyzes the challenges encountered in translation, and proposes corresponding solutions.

## Keywords

Industry-Education Integration; Heilongjiang; Agricultural and Forestry Products; Translation Strategies.

## 1. Introduction

As globalization deepens, the exchange of goods and cultures around the world has become more frequent. Local specialty industries, especially agricultural and forestry products, face enormous opportunities and challenges. The global market's demand for unique local products is growing, but how to effectively promote these products to international markets and secure a place in the competition has become a crucial issue for local economic development. This is particularly true for Heilongjiang, a large agricultural province, which is rich in agricultural and forestry resources such as rice, soybeans, matsutake mushrooms, blueberries, and black fungus, all of which carry significant regional and cultural characteristics. However, how to accurately convey the value and cultural significance of these products to international consumers relies on effective translation strategies and market communication methods. In the context of globalization, translation is not just a linguistic conversion but a cultural bridge. Effective translation can help local products enter broader international markets and enhance the global influence of local brands. Therefore, effectively translating agricultural and forestry products in the context of global competition is a crucial step in enhancing the competitiveness of local specialty industries.

Heilongjiang Province, located in northeastern China, is an important agricultural province with abundant agricultural and forestry resources and a unique geographical advantage. The agricultural and forestry products of Heilongjiang include Wuchang rice, matsutake mushrooms, black fungus, blueberries, and wild fish, all of which have unique qualities and cultural backgrounds. However, the market promotion of these products still faces several bottlenecks: first, the market awareness needs to be improved. Although Heilongjiang's agricultural and forestry products are of high quality, their recognition and influence in

international markets remain limited, especially among high-end consumer groups. Second, translation quality needs improvement. Due to the lack of professional translation teams and standardized translation processes, many promotional materials for Heilongjiang agricultural and forestry products suffer from inaccurate translations or cultural misinterpretations, making it difficult for foreign consumers to understand the uniqueness and value of the products, thus hindering their international market promotion.

Industry-education integration refers to the deep cooperation between education and industry, combining educational resources with industry demands, and using various forms such as school-enterprise cooperation and training bases to jointly cultivate professionals who meet market demands. The integration of industry and education is a crucial approach to addressing the challenges in aligning higher education with industrial needs. It plays a significant role in enhancing the effectiveness of talent cultivation, stabilizing employment, and promoting economic development. (Song Liqiu, Qi Hongxue, 2025: 247)[1] In the field of agricultural and forestry product translation, the industry-education integration model is also of significant importance. First, industry-education integration can cultivate professional talent for agricultural and forestry product translation. In traditional translation education, although language proficiency and translation skills are emphasized, there is often insufficient understanding of the specific industry (such as agricultural and forestry products) and cultural background. Through industry-education integration, students can not only learn language and translation skills in the classroom but also understand market demands, brand strategies, and cultural connotations of agricultural and forestry products through enterprise cooperation, thus cultivating composite talents with both translation skills and industry knowledge. Second, industry-education integration can promote innovation in translation practice. Through in-depth cooperation with enterprises, educational institutions can provide more accurate market-oriented translation for agricultural and forestry products, while enterprises can adjust translation strategies based on industry demands, improving translation quality and dissemination effectiveness. This two-way interaction not only promotes the development of the local economy but also enhances the spread of local culture. Under the background of industry-education integration in Heilongjiang Province, agricultural and forestry product translation will inject new vitality into the international promotion of the local economy, while improving translation quality and cultural transmission accuracy, further enhancing the recognition and competitiveness of Heilongjiang's agricultural and forestry products in the global market.

## **2. The Current Situation of Heilongjiang Agricultural and Forestry Product Translation**

Heilongjiang Province, located in northeastern China, boasts unique geographical advantages and abundant agricultural and forestry resources. The province's agricultural and forestry products are diverse and distinctive, including Wuchang rice, matsutake mushrooms, wild blueberries, black fungus, and Keshan soybeans. These products not only enjoy a reputation in the domestic market but also possess significant development potential in international markets. The following are the characteristics and cultural backgrounds of Heilongjiang's main agricultural and forestry products. These products share the common feature of being sourced from Heilongjiang's unique natural environment, possessing natural advantages and strong market competitiveness.

With the changing consumer health consciousness and the increasing demand for natural, green, and organic foods, Heilongjiang's agricultural and forestry products have enormous market potential. Particularly in the international market, with the advancement of the "Belt and Road" initiative and the strengthening of global trade, Heilongjiang's distinctive

agricultural and forestry products have entered the global spotlight, winning the favor of consumers in more and more countries and regions.

Despite the vast market prospects for Heilongjiang's agricultural and forestry products, many challenges still exist in translation practices. The following are common issues encountered in the current translation process:

First, translation accuracy and cultural differences. Translating Heilongjiang's agricultural and forestry products is not just about language conversion but also cultural transmission. Due to cognitive differences in various cultural contexts, cultural misunderstandings or information loss often occur in the translation process. Some local food ingredients and drinks, such as matsutake or Dongning black fungus, are difficult to accurately convey their cultural values and the traditional knowledge behind the food, which may cause foreign consumers to fail to appreciate their uniqueness.

Second, the lack of professional translators. Since agricultural and forestry products involve specialized fields, translators are required to not only have strong language skills but also possess a profound understanding of agriculture, forestry, and related product knowledge. Currently, there is a shortage of translators with professional expertise in the translation of Heilongjiang agricultural and forestry products, especially in accurately translating local specialty products and conveying their cultural backgrounds.

### 3. Exploration of Translation Strategies for Heilongjiang Agricultural and Forestry Products

#### 3.1. Transliteration + Generic Translation

Brand names are transliterated into the target language (such as English) and supplemented with generic product category names. This method retains the uniqueness of the brand's original pronunciation while clearly indicating the product type to avoid cultural misunderstandings. This approach is suitable when the brand name itself does not have a special cultural meaning or when its original pronunciation already has market recognition, especially for brands named after geographic locations or people.

Example 1: 北大荒大米

Translation: Beidahuang Rice

Analysis: This translation adapts perfectly to the “北大荒” brand. “Beidahuang” is transliterated using Pinyin to retain its uniqueness as a geographical mark from a specific historical period in China. The suffix “Rice” succinctly defines the product's essence, ensuring that international consumers, even if unfamiliar with the historical and cultural background of “Beidahuang,” immediately recognize it as a core agricultural product—rice. This combination of transliteration for the proprietary name and direct translation for the product category strikes a perfect balance between brand identity and product information.

Example 2: 奎山粉条

Translation: Kuishan Vermicelli

Analysis: This translation is a perfect example of the “Transliteration + Generic Translation” strategy. “Kuishan” (奎山) is a transliterated place name that highlights the product's origin, inheriting the regional reputation and quality assurance of the “Kuishan” brand in the Chinese market. The term “Vermicelli” is more precise than the general “Noodle” or “Starch Noodle,” accurately reflecting the thin, noodle-like nature of the product, thus avoiding confusion with other starch-based products. This translation ensures the accurate transmission of product information in a cross-cultural context.

### 3.2. Meaning-Based Translation + Cultural Adaptation

Extracting the core cultural or natural imagery from the brand name and converting it into words with similar positive associations in the target language, with supplementary product descriptions when necessary. This approach is suitable for brand names that contain significant natural, historical, or cultural symbols, such as Pearl(珍珠), Spring Pearl(春珠), Echo Water(响水), etc., where literal translation may cause ambiguity or lose aesthetic appeal.

Example 3: 珍珠山野生菌

Translation: Pearl Mountain Wild Mushrooms

Analysis: This example showcases a successful cultural adaptation. The literal translation of “Zhenzhu Mountain” (珍珠山) may retain the information but the meaning-based translation “Pearl Mountain” (珍珠山) is more effective. “Pearl” (珍珠) in Western culture also carries positive associations such as “precious,” “pure,” and “naturally formed,” aligning well with the brand’s high-quality, green, and healthy image. “Wild Mushrooms” (野生菌) directly points to the product’s nature and core selling point, emphasizing that it originates from nature and is not artificially cultivated.

Example 4: 响水村贡米

Translation: Echo Water Village Tribute Rice

Analysis: This is a creative cultural adaptation. The literal translation of “响水” as “Loud Water” would create negative associations of noise, completely contradicting its poetic undertones. The translator creatively adapted it to “Echo Water,” preserving the poetic imagery of flowing water and echoing valleys. The term “Tribute Rice” adds an elegant touch, not only conveying “tribute” but also alluding to its historical prestige as a “tribute product”(贡品), subtly enhancing the product’s historical value and rarity.

### 3.3. Hybrid Translation + Functional Annotation

This approach combines partial transliteration with meaning-based translation and adds explanatory phrases to clarify product characteristics (such as organic, green, geographical indication, etc.). This method is suitable for brands composed of compound words (such as “Senjiao” or “Beiwei”) or when it is necessary to highlight certifications, production processes, or additional value.

Example 5: 北味天然山珍

Translation: Beiwei Natural Forest Products

Analysis: This hybrid strategy strikes a balance between brand recognition and functional description. The core name “北味”(Beiwei) is retained through transliteration, preserving the brand’s unity and ownership. The term “Natural Forest Products” is a functional enhancement of “natural mountain delicacies” (天然山珍), emphasizing the product’s natural and unprocessed qualities. The term “Forest Products” is more universally understood internationally than the more localized “Mountain Delicacies” and encompasses a broader range of products such as mushrooms, wild vegetables, etc.

Example 6: 森骄有机山野食品

Translation: Senjiao Organic Wild Edibles

Analysis: This translation is an excellent example of functional annotation. “森骄”(Senjiao) is transliterated to preserve brand continuity and exclusivity. The term “Organic Wild Edibles” not only corresponds to “山野食品” but also emphasizes key aspects such as organic certification and wild, non-cultivated origin. This translation efficiently communicates the product’s extraordinary characteristics and appeals to consumers seeking organic, high-quality wild food products.

#### 4. Innovative Model of Translation for Heilongjiang Agricultural and Forestry Products under Industry-Education Integration

As globalization progresses, the cross-cultural communication of local specialty products becomes increasingly important. Heilongjiang, a key province in northeastern China, has immense potential for its agricultural and forestry specialties in international markets. However, their global promotion depends not only on product quality and market demand but also on precise and effective translation strategies. As the central institution for talent development, universities have an imperative to spearhead the innovation of collaborative educational models through industry-academia integration. They must precisely align their programs with cutting-edge developments and practical needs of various industries to foster high-quality, interdisciplinary, and innovative talent capable of meeting the demands of new quality productive forces. (Chen Libin, Zhao Lisha, Wang Xiaohua, 2025: 113)[2] In this context, the industry-education integration model offers a fresh perspective, enabling collaboration among universities, enterprises, and local governments to advance the translation of Heilongjiang's specialties and achieve mutual benefits. Below, we explore innovative models for translating these specialties under industry-education integration.

The in-depth collaboration and synergistic development among the stakeholders of industry-education integration communities require more efficient platforms for guidance, support, and service. (Liu Xiao, Wang Yeqing, 2024: 113)[3] Within the framework of industry-education integration, combining translation education with practical application can significantly improve translation quality and cultivate professionals who meet market demands. This model not only enhances students' practical skills but also improves enterprises' translation services, thereby facilitating the international dissemination of Heilongjiang's agricultural and forestry specialties.

First, collaboration between universities and enterprises is central to industry-education integration. Through such mechanisms, universities can adapt their curricula to industry needs and standards, equipping students with stronger market adaptability. Enterprises, in turn, gain access to high-quality translation services that meet industry standards, particularly for local agricultural and forestry specialties. Universities in Heilongjiang can partner with local agricultural companies, food producers, and e-commerce platforms to undertake practical translation projects. Enterprises provide real translation needs, while universities offer students hands-on translation tasks. This collaboration allows students to hone their translation skills, especially in using professional terminology, conveying local culture, and applying marketing translation strategies. Enterprises can also provide feedback on students' work, optimizing their translation projects.

Second, the industry-education integration model significantly contributes to the cultivation of translation talent. Collaboration between universities and enterprises enables students to acquire not only theoretical knowledge but also practical skills in translation, cross-cultural communication, and professional expertise. Particularly when translating local specialty products, students must master both linguistic techniques and understand the products' background, culture, and market demands.

By innovating the industry-education integration model for the New Liberal Arts, we can not only ensure the quality of economics-focused talent cultivation but also enhance their knowledge and technical reserves. This lays a solid foundation for training a large number of applied economic talents who meet the needs of national economic development. (Zhou Man, Zeng Zhiyong, 2024: 224)[4] The industry-education integration model offers new ideas and momentum for the development of translation strategies for Heilongjiang's agricultural and forestry specialties. Through university-enterprise collaboration, translation education and practice are effectively combined; with modern translation technologies and platforms,

translation efficiency and quality are significantly improved; meanwhile, policy support from local governments and resource investment from enterprises provide a solid foundation for translation work. Driven by this model, the translation of Heilongjiang's agricultural and forestry specialties can achieve efficient and accurate cross-cultural communication, offering strong support for regional economic development and brand internationalization.

## 5. Conclusion

This paper explores the innovative model and development path of translating Heilongjiang's agricultural and forestry products under the framework of industry-education integration. Through a thorough analysis of the current situation of Heilongjiang agricultural and forestry product translation and existing issues, and combining industry-education integration theory and practice, the following main conclusions are drawn:

First, industry-education integration provides new development opportunities for the translation of Heilongjiang's agricultural and forestry products. The integration model effectively consolidates the cooperation mechanism among universities, enterprises, and governments, greatly promoting the cultivation of translation talent and the improvement of translation quality. In this model, the translation of Heilongjiang's agricultural and forestry products can more accurately convey local characteristics and culture, and through cooperation platforms, achieve resource sharing and market expansion, enhancing the international influence of local products.

Second, by optimizing translation strategies and cultivating composite translation talents, Heilongjiang agricultural and forestry products can better enter the international market. Optimizing translation strategies is key to improving the international competitiveness of Heilongjiang's agricultural and forestry products. By combining local characteristics with market needs, using appropriate translation methods can help eliminate cultural differences and enhance foreign consumers' recognition and favorability towards the products. Moreover, cultivating composite talents with cross-cultural communication and professional translation skills is the core to promoting the internationalization of Heilongjiang's agricultural and forestry products.

In conclusion, the industry-education integration model not only provides new development opportunities for the translation of Heilongjiang agricultural and forestry products but also offers a feasible path to enhance the international competitiveness of local specialty products. By optimizing translation strategies, strengthening cross-cultural communication, cultivating composite translation talents, and increasing government and enterprise cooperation, the international dissemination of Heilongjiang agricultural and forestry products will receive greater support. To achieve this goal, governments, universities, and enterprises need to work together, creating a joint effort to promote Heilongjiang's agricultural and forestry products globally.

## Funding Projects

[1] Heilongjiang Provincial Higher Education Teaching Reform Research Project "Research on the Cultivation Model of Innovation and Entrepreneurship Ability for Translation Graduate Students in the Context of Industry-Education Integration" (SJGYY2024249);

[2] The 12th Batch of China Foreign Language Education Fund Project "Research on the Cultivation Mode of Composite Translation Talents under Industry-Education Integration" (ZGWYJYJJ12A030);

[3] Heilongjiang Provincial College Student Innovation Training Program Project “Research on ‘Internet+’ Heilongjiang Agricultural and Forestry Product Translation and Dissemination” (S202410233092);

[4] Ministry of Education Industry-University Cooperation and Collaborative Education Project “Industry-University-Research Competition Integration” Translation Talent Cultivation Mode Research (241001549142451);

[5] Mudanjiang Normal University Graduate Student Science and Technology Innovation Project “Comparison and Analysis of Machine Translation and Human Translation Quality”.

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