

Abstract

With the development of living standard, variance of the disease-spectrum and further understanding of the function of food, healthy food acts as an important role in people's life. Simultaneously, the global healthy food industry (HFI) reveals a rapid development with the increasing requirement of the market. In the past two decades, the HFI developed rapidly in an undec mode, and two peak and two valley periods were presented during its developing process. At the same time, many adverse problems appeared and caused some negative effects. Those caused the HFI became a "damned industry" rather than a "promising industry".

The purpose of this study is to propose a suitable administrative system for HFI, so as to ensure the healthy and steady development of this industry and to provide the correct information to consumers.

In this study, we first reviewed Chinese HFI development history and American HFI administrative system. Furthermore, according to the industrial administrative theory, organizational theory and economic theory, the reasons there are many problems presently on the HFI in our country were analyzed respectively from the development of HFI, the level of technology, characteristics of enterprises, awareness of consumers and administrative problems of this industry. Based on the reasons which caused the problems, some advices were recommended on five subsystem including object system, technology subsystem, social psychology system, organization structure subsystem and management subsystem for the administrative system in this paper.

With the analysis, there are four reasons the HFI presents widely a lot of problems such as exaggerated claims, poor technology, repetition in products, counterfeits and so on. Firstly, the HFI began with out-of-order market, and there was lack of the guides during the development of the industry. Secondly, it was weak on both the basic research and the correlative study of safety and effect evaluation. Thirdly, the consumers are unable to identify the health foods. Fourthly, the force of supervision is weak, at the same time most medial institutions cannot be responsible for guiding the enterprises presently. Therefore, it is recommended that the government should reform the management system by guiding

enterprises to manufacture, educating consumer and provider, adjusting befittingly the organization and so forth.

Keywords: Health Foods, Management system