
RESEARCH ARTICLE

Study on the Content of Prefabricated Dishes Policy Texts in Guangdong Province from the Perspective of Policy Tools - Policy Text Analysis Based on NVivo

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ABSTRACT

In recent years, as an emerging industry, prepared dishes have gradually entered people's vision, with rapidly growing market share and gradually increasing government support. This paper investigates the structure of the prefabricated dishes policy from the perspective of policy tools by constructing a two-dimensional analysis framework of "policy tools-policy themes" and analysing the content of 59 policy texts that are strongly related to the prefabricated dishes policy using NVivo12. The results found that the published policy documents have the problems of irrational overall structure of policy tools, imperfect distribution of policy themes, and poor adaptability of policy tools and policy themes. Based on this analysis, it is proposed that policy support be improved by optimising the proportional structure of policy tools, improving the release of policy documents for each theme, and improving the degree of matching between policy themes and policy tools.

KEYWORDS

Prefabricated dishes, policy tools, policy texts, Guangdong Province, Nvivo

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1. Introduction

"Prefabricated dishes should have both prepared and dish characteristics, highlight industrialised pre-processing features and dish attributes, they have and meet the characteristics and requirements of large-scale, standardised, clean and regulated food production and processing." The General Administration of Market Supervision and other six departments jointly issued the Notice on *Strengthening Food Safety Supervision of Prefabricated dishes and Promoting High-Quality Development of the Industry* on 21 March 2024, which for the first time clarifies the definition and scope of prefabricated dishes, strengthens food safety supervision of prefabricated dishes, and clarifies the direction of promoting the construction of food safety standards and quality standard systems for prefabricated dishes (Xinhua News Agency, 2024).

Exploring the current development trend of the prepared food market, we find that the growth momentum mainly stems from the intensive expansion of self-built and third-party central kitchen locations, the increasing improvement of the cold chain logistics and distribution system, as well as the demand for industrial upgrading of B-end catering enterprises, the fast-paced lifestyle of C-end consumers, the pursuit of fresh and healthy eating habits, and the joint promotion of the new retail model. The resonance effect of multiple factors intertwined puts the prepared food market in a remarkable rapid growth stage (Cai, 2021). The *Opinions of the State Council of the Central Committee of the Communist Party of China on Comprehensively Promoting the Key Work of Rural Revitalisation in 2023* clearly put forward the "enhancement of the standardisation and standardisation level of the industry of clean vegetables and central kitchens. Cultivate the development of the pre-prefabricated dishes industry." Echoing the policy spirit of promoting the domestic macro-circulation since 2021, building a unified national market in 2022, and breaking through geographical restrictions, it has promoted the continuous exploration and accumulation of the trillion-dollar track. On 25 March 2022, the official website of the General Office of the People's Government of Guangdong Province issued the *Ten Measures on*

Accelerating the High-quality Development of the Prefabricated Dishes Industry in Guangdong, otherwise, the government of Foshan City puts forward "six one project", and Dongguan Municipal Government put forward the *implementation programme for the development of the prefabricated dishes industry*, a series of measures to promote the high-quality development of the Guangdong prefabricated food industry.

However, although the government has posted relevant policies to support the prefabricated food industry from various aspects, there is a lack of in-depth research on the policy's text. Nowadays, the research on this emerging industry is more from the market perspective, focusing on the definition, existing problems, and future development trends, but it lacks research on the combination of policy release, structural rationality, and other aspects. I believe that the support of government policies has a crucial role in the development of the industry; therefore, this paper intends to study the structure of the prefabricated dishes policy from the perspective of policy tools based on the content analyses of 59 policy texts that are strongly related to the prepared food policy.

2. Research design

2.1 Selection and Analysis of Policy Texts

2.1.1 Selection of Policy Texts

I limit the scope of policy text selection to the Guangdong Province level and select policy texts from websites such as the Bailu database and official government websites. The criteria for policy selection include the following three points: firstly, the policies are issued by administrative units such as the People's Government and the Market Supervision Bureau; secondly, the policies include policy documents such as laws, regulatory, notices, opinions, and programmes; and thirdly, the policy topics are closely related to the policies of prefabricated dishes. After sorting and screening, as of March 2024, 59 policy texts (refer to Table 1) that are strongly related to prefabricated dishes were finally obtained.

Table 1. Catalogue of Prefabricated dishes Related Policy Texts (Partial)

serial number	Name of policy	Date of enactment	Department of Enactment
1	Notice on the Declaration and Review of Guangdong Agricultural Brands in 2021	11th October 2021	Guangdong Provincial Department of Agriculture and Rural Development
2	Guangdong Provincial Department of Agriculture and Rural Affairs on the issuance of the "Guangdong Provincial Department of Agriculture and Rural Affairs on the promotion of agricultural industrialisation leading enterprises bigger and stronger implementation of the views" notice	28th December 2021	Office of Agriculture and Rural Affairs
3	Foshan Nanhai District People's Government on the issuance of the "Foshan Nanhai District on the implementation of the "three rural" reform and transformation to promote the implementation of high-quality revitalisation of the countryside of the views" notice	26th January 2022	Office of the People's Government
4	Notice on the organisation of the 2022 provincial modern agricultural industrial park declaration of entry work	29th January 2022	Office of Agriculture and Rural Affairs
5	Guangdong Provincial Market Supervision Administration on the Issuance of the 2022 Supervision and Inspection Plan for Food Business Units in Guangdong Province	15 March 2022	Market Supervision Authority
6	Ten Measures to Accelerate the High-Quality Development of Prefabricated dishes Industry in Guangdong	25th March 2022	Office of the People's Government
...
23	Guangdong Provincial Administration of Market Supervision on the approval of the issuance of the project of the development plan of local standards for prefabricated dishes notice	8 September 2022	Market Supervision Authority
24	Dongguan Municipal People's Government Office on the issuance of Dongguan City to promote the development of	14th September 2022	Office of the People's Government

serial number	Name of policy	Date of enactment	Department of Enactment
	prefabricated dishes industry implementation programme notice		
25	Dongguan Municipal People's Government Office on the Establishment of Dongguan Prefabricated dishes Industry High Quality Development Work Joint Conference System Notice	14th September 2022	Office of the People's Government
26	Notice on the Establishment of Joint Meeting System for the High-Quality Development of Prefabricated dishes Industry in Shanwei City	15 September 2022	Office of the People's Government
27	Announcement on the public solicitation of opinions on "Several measures to accelerate the development of the Hakka prefabricated dishes industry in Meizhou City (draft)".	20 September 2022	Directorate of Agriculture and Rural Affairs
28	General Office of the People's Government of Guangdong Province on the issuance of Guangdong Province to promote the high-quality development of cold chain logistics "14th Five-Year Plan" implementation programme notice	23rd September 2022	Office of the People's Government
...
58	Foshan Municipal People's Government Office on the issuance of Foshan City to support the quality development of prefabricated dishes industry a number of measures notice	Letter dated 18 January 2024 from the Permanent Representative of	Office of the People's Government
59	Foshan City Shunde District Agriculture and Rural Affairs Bureau on the issuance of "Foshan City Shunde District to create provincial-level modern agricultural industrial park financial funds management approach" notice	Letter dated 6 March 2024 from the Permanent Representative of	Directorate of Agriculture and Rural Affairs

2.1.2 Word Frequency Analysis of Policy Texts

Nvivo, as a qualitative analysis software, can be used to classify, annotate and visualise the interview materials and policy texts. Using NVivo12 for statistics and analyses, according to the frequency of occurrence of important words in the policy texts, all the policy texts were explored and imported into NVivo12 to generate a prefabricated word cloud map of the dishes, and the importance of the key words was judged from the size of the key words and the location where they appeared. Among the 59 texts, the key word frequencies are "industry," "agriculture," "enterprise," "prefabricate," and "development," indicating that the overall development direction of the policy texts related to prefabricated dishes in Guangdong Province is to strengthen the construction of the prefabricated dishes industry through enterprises, which in turn promotes the development of agriculture and the revitalisation of the countryside.

2.2 A Two-dimensional Framework for Analysing Policy Instruments - Policy Themes

2.2.1 Dimension X: Types of Policy Instruments

The X dimension is the type of policy instrument. This paper adopts Lasswell and Zegveld's categorisation to classify the types of policy instruments into supply, environmental, and demand types (Cao & Cui, 2019). Firstly, as a new type of industry, the development of prefabricated dishes is inseparable from the support of government policies, the provision of enterprise technology, and public recognition; secondly, the proposed industrial policy for prefabricated dishes mainly focuses on the aspects of industry, capital, and technology, which is a better match with the model; in addition, the classification method has been widely used in the field of innovation in various industries, which has certain reference significance.

In this paper, I integrate the supply-type policy tools from public services, infrastructure, scientific research and development, talent cultivation, and financial support, which is defined as the basic guarantee provided by the government for the prefabricated dishes industry; the environment-type policy tools are divided into financial and tax incentives, supervisory and management, target planning, administrative co-ordination and brand building, which is defined as a favourable external environment provided by the government for the prefabricated dishes industry; and lastly, the demand-type policy tools are divided into industrial

clusters, international exchanges, demonstration pilots and marketing channels, which is defined as the conditions created by the government from the demand side for the development of prefabricated dishes industry (Table 2). By analysing the formulation of the prefabricated dishes policy through this policy tool model, it is helpful to understand more comprehensively the purpose of the prefabricated dishes policy, future trends, and areas for improvement.

Table 2. Categorisation and explanation of prefabricated dishes policy instruments

Form	Policy Tools	Define
Supply-type	public service	Explore innovative agricultural socialised service forms and modes through the provision of public innovative service platforms, improvement of supporting policies, integration of resource elements, etc.
	infrastructure	Assisting in the processing and production of prefabricated dishes through supporting warehousing and cold-chain logistics, upgrading the level of agricultural facilities and equipment, and constructing cold storage facilities for agricultural products at their place of origin
	scientific research and development	Through the establishment of a technological innovation centre for the prefabricated dishes industry, give full play to the technological support of universities and scientific research institutions, and promote the research and development of new forms and new categories of prefabricated dishes, cold storage and preservation technology, and other systematic research.
	Talent cultivation	Development of professional and technical personnel through cooperation with scientific research institutions
	Financial support	Setting up industrial funds, equity investment funds and other upgraded financial services to provide financing support to prefabricated dishes enterprises
Environmental-type	Financial and tax incentives	Financial support for traders in the prefabricated dishes industry, financial subsidies for policy-type agricultural insurance
	supervisory and management	Through digital information construction, optimising the regulatory process, building a whole-process traceability system for important agricultural products, and doing a good job of regulating the production, storage, transportation and financial loans of prefabricated dishes.
	target planning	Constructing a new pattern of industrial development through the preparation of a mapping of the prefabricated dishes industry and the formulation of development plans and principles
	administrative co-ordination	Government departments do a good job of coordinating the prefabricated dishes industry by strengthening top-level design, optimising the industrial layout and strengthening organisational leadership
	brand building	Strengthening the branding of prefabricated dishes, cooperating with cultural and creative enterprises, and applying for patents and certification trademarks for specific products in order to accelerate standardisation
Demand-type	industrial clusters	The prefabricated dishes industry synergistically integrates one, two and three industries, and through the formation of industrial alliances, linking upstream and downstream enterprises, creates industrial parks with clustered development and strong radiation power, and cultivates the formation of new market advantages.
	international exchanges	Organising exhibitions such as the International Food Expo to promote international trade and exchanges in the prefabricated dishes industry in key promotion areas in the Guangdong, Hong Kong and Macao Greater Bay Area
	Demonstration pilots	Building leading demonstration enterprises of prefabricated dishes, building standardised demonstration farms, creating local characteristics of prefabricated dishes products, and building key industrial parks to form a radiation-driven role
	marketing channels	Building modern logistics clusters and cold chain warehousing, promoting the application of digital technology, expanding the marketing network of prefabricated dishes markets, and expanding internal and external links, urban and rural consumer markets in the form of a combination of "online + offline".

2.2.2 Dimension Y: Policy Content

Dimension y is the content of the policy theme, which is the core content of the policy text; through the analysis of the policy theme can be a better understanding of the value orientation and objectives of policy implementation (Liu & Wang, 2024). The policy theme is the core content of the policy text. Usually, the X dimension visualises the use of policy instruments, but the Y dimension reflects the extent to which the content elements of the policy text match the selection of the type of policy instruments (Wu et al., 2024). Based on the *Ten Measures to Accelerate the High-Quality Development of the Prefabricated dishes Industry in Guangdong* and other prefabricated dishes policy documents, I summarise the themes into six dimensions: finance and taxation, industrial, regulatory, financial, talent and logistics, and analyse the governmental behaviours such as prefabricated dishes policy formulation from these six dimensions deeply.

2.2.3 X-Y Two-dimensional Analysis Framework

The improvement of the prefabricated dishes policy system needs to be considered in terms of the rationality of the policy tools and the matching of the policy contents. Therefore, the policy elements and structure are crucial to the overall analysis effect (Tan et al., 2020). On the basis of previous studies, I construct a two-dimensional analysis framework of policy instrument dimension and policy theme dimension to analyse the prefabricated dishes policy quantitatively (Figure 1) (Liu & Wang, 2024).

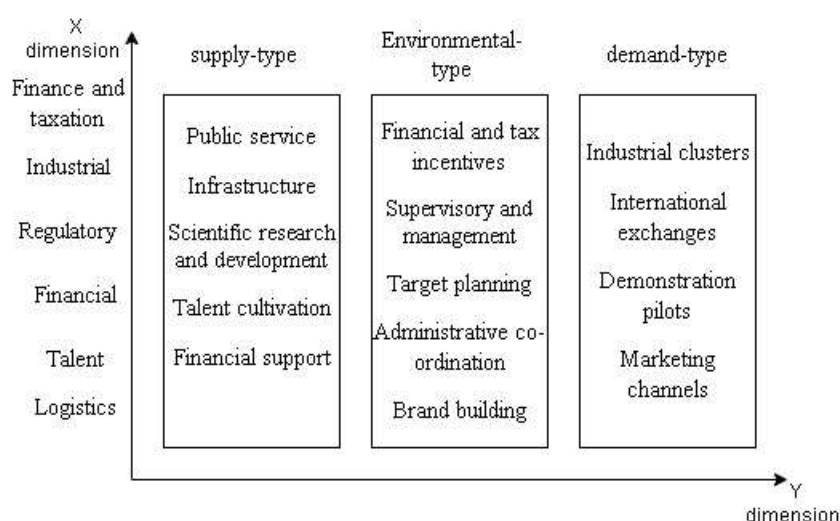


Figure 1 Two-dimensional analytical framework for the text of the Prefabricated dishes Policy

2.3 NVivo Software-type Text Coding for Prepared Dish Policies

Two types of coding currently exist in academia: bottom-up free coding and top-down sequential coding (Liu & Wang, 2024). The former is mostly a rooted theoretical coding approach, while the latter constructs a coding system based on the research subject. Given that the main body of research in this paper is policy texts, I imported 59 policy documents strongly related to prefabricated dishes into Nvivo12 and coded them word by word and sentence by sentence according to the specific content expressed in the policy documents from the dimensions of policy tools and policy themes, respectively, and the dimension of policy tools (X dimension), which contains three first-level indexes of supply-type, environment-type, and demand-type policy tools and 14 second-level indexes. The policy theme dimension (Y dimension) contains six aspects: industry, finance and taxation, finance, logistics, talent, and regulatory.

3. Results of Quantitative Analyses of Policy Texts

3.1 Analysis of the Policy Instrument Dimension (X Dimension)

The 59 policy texts were counted, and a total of 376 codes were obtained (Table 3). It was found that environmental policy instruments had the highest share of 40.96%, followed by supply policy instruments at 35.64%, and the lowest share was demand policy instruments at 23.40%.

In the supply-type policy tools, the proportion of financial support is the highest (35.07%), and the proportion of talent cultivation is the lowest (10.45%), which indicates that the government has a higher degree of support in terms of funding, and can recognise the importance of funding for industrial development, while talent cultivation fails to match it, and can't make optimal use of the funds; in the environment-type policy tools, supervision and management accounts for the highest (40.91%), and financial and tax incentives accounted for the lowest proportion (7.79%), industrial development needs supervision, but the proportion is too high is not conducive to stimulating market vitality. In addition, although there is a certain amount of financial support, tax incentives

are also required to coordinate and balance the proportion; thus, the real implementation of the tax can be cut, and fees can be reduced; demand-type policy tools, the industry clusters accounted for the highest proportion (37.50%), and the lowest proportion of the international exchanges (12.50%). While encouraging the market to develop industrial parks and integrate industrial chain, the government should also play an auxiliary role in the market, take advantage of the superior geographic location of the Greater Bay Area, strengthen international exchanges, and draw on the advanced experience of foreign prefabricated dishes development to drive domestic development.

Table 3. Reference share of basic tools for prefabricated dishes policy on X dimension

name (of a thing)	reference points	percentage
Supply-type policy instruments	134	35.64 %
public service	20	14.93 %
infrastructure	23	17.16 %
research and development of science and technology	30	22.39 %
talent cultivation	14	10.45 %
financial support	47	35.07 %
Environmental-type policy instruments	154	40.96 %
financial and tax incentives	12	7.79 %
supervise and manage	63	40.91 %
target planning	14	9.09 %
administrative co-ordination	49	31.82 %
intellectual property rights (law)	16	10.39 %
Demand-type policy instruments	88	23.40 %
industrial clusters	33	37.50 %
international exchanges	11	12.50%
demonstration pilots	24	27.27 %
marketing channels	20	22.73 %

3.2 Analysis of the Policy Theme Dimension (Y Dimension)

The analysis of policy texts according to the six themes reveals that the distribution of policy texts in the thematic dimensions is also relatively obvious (Table 4), with the categories of “industry” and “regulatory” accounting for the largest proportion of 27.42% and 24.60%, respectively. This shows that when the government develops new industries, it pays more attention to the regulatory issue and regulates the market order from the source. In line with the policy tools, the proportion of talents and taxation is the least among the policy themes, which is only 6.85% and 3.63%, indicating that it is necessary to increase the attention to these two aspects so as to make them fit in with other themes.

Table 4. Percentage of reference to thematic content of prefabricated dishes policy on Y dimension

name (of a thing)	reference points	percentage
finance and taxation	9	3.63 %
industrial	68	27.42 %
regulatory	61	24.60 %
financial	49	19.76 %
talent	17	6.85 %
logistics	44	17.74 %

3.3 Cross-analysis of Policy Instruments and Policy Themes (X-Y Dimensional Analysis)

Crossing the X dimension of policy tools with the Y dimension of policy themes results in a matrix two-bit distribution table through NVivo12 (Table 5). It can be found that in the three themes of finance, talent, and logistics, supply-type policy tools are mainly used to promote industrial development from the supply side. Among them, finance is mainly concentrated in the financial support in the supply-type policy tools; the other two types of policy tools are scattered distribution, and the number is small; talent is also concentrated in the talent cultivation part of the supply-type policy tools, and is rarely distributed in the environment-type and demand-type policy tools; the logistics category is mainly distributed in the infrastructure of supply-type policy tools and the marketing channels of demand-type policy tools, but less in environmental policy tools.

Finance, taxation, and regulatory mainly use environmental policy tools, relying on the external environment to drive industrial cultivation and development. Among them, finance and taxation are only distributed in financial support in supply-type policy tools and in marketing channels in demand-type policy tools; regulatory is distributed in the supervision and management and administrative co-ordination of environment-type policy tools, and a small number of them are distributed in the public services

and financial support of supply-type policy tools, none of them are distributed in demand-type policy tools. Industry accounts for the largest proportion of policy themes, mainly focusing on demand-type and environment-type policy tools, pulling the market economy from the demand side to expand market share. In addition, it is also distributed in supply-type policy instruments, which is more balanced compared to other themes.

Table 5. Two-Dimensional Distribution of Prefabricated dishes Policy Texts

	Supply-type policy instruments					Environmental-type policy instruments					Demand-type policy instruments				Subtotal
	public service	infrastructure installation	Research and development of science and technology	Talent cultivation	Financial support	Financial and tax incentives	supervise and manage	target planning	administrative coordination	intellectual property rights (law)	industrial clusters	international exchanges	Demonstration pilots	marketing channels	
finance and taxation	0	0	0	0	3	7	0	1	1	0	0	0	0	1	13
industrial	5	1	8	0	1	0	3	4	12	1	28	3	9	4	79
regulatory	1	0	0	0	1	0	59	0	1	0	0	0	0	0	62
financial	2	1	2	0	38	7	2	0	4	1	0	0	1	1	59
talent	1	0	5	12	0	0	0	0	0	2	0	0	0	0	20
logistics	5	20	2	0	0	0	2	1	2	0	0	3	2	10	47
Subtotal	14	22	17	12	43	14	66	6	20	4	28	6	12	16	280

4. Problems and Recommendations for Countermeasures

4.1 Problems with the Policy Text

4.1.1 Poor Overall Structure of Policy Instruments

The distribution of prefabricated dishes policies in terms of policy tools is unbalanced. According to the analysis of the data, environment-type policy tools and supply-type policy tools are used in a higher proportion, while demand-type policy tools account for a smaller proportion, leading to an imbalance in the matching of supply and demand policies. In addition, there is also the problem of structural irrationality within each policy tool: firstly, among the supply-type policy tools, the proportion of financial support is the highest(35.07%), while the proportion of talent cultivation is the lowest(10.45%); secondly, among the environment-type policy tools, the proportion of supervision and management and administrative coordination is the highest, 40.91% and 31.82%, respectively. In the five classifications, the whole proportion of these two has been over 70 %; finally, among the demand-type policy tools, which account for a relatively small proportion, there is also the problem of irrational internal structural distribution, with industrial clusters showing the highest proportion at 37.50 % and international exchanges accounting for only 12.50 %.

4.1.2 Poor Distribution of Policy Themes

The distribution of policy themes is mostly dominated by industry (27.42%) and regulatory (24.60%), with the proportion of the two together exceeding half; as a market and economy-oriented policy, it reflects that the government pays more attention to the development and regulatory of industry. Meanwhile, logistics policies (17.74%) also account for a higher proportion, indicating that the government can also pay attention to products that require special modes of transport and provide corresponding support. However, too much concentration or similarity in policy themes may lead to insufficient policy inputs in other key areas, resulting in an inability to promote the high-quality development of the industrial economy comprehensively.

Otherwise, insufficient attention has been paid to talent policies. Talent is a key driver of innovation and development, while statistics found that talent policies accounted for only 6.85 % of the total, and policies need to be tilted more towards talent to cope with the fast-changing market. Insufficient attention has been paid to financial and tax policies. Although financial support has been given to enterprises through bank-enterprise docking and special bonds on the financial side, the matching degree on the financial and tax side is obviously insufficient. Heavy tax and fee payments are not conducive to enterprises' coping with the

market risks brought by emerging industries; thus, appropriate tax and fee reductions are conducive to the sustainable development of the market.

4.1.3 Poor Match Between Policy Instruments and Policy Themes

The effectiveness of policy instruments depends on a well-balanced mix and application (Liu & Wang, 2024). The table shows that there is an imbalance in the distribution of policy instruments across different policy themes. In the theme of industrial, demand and environment-type policy instruments are used more frequently, while supply-type policy instruments are relatively less frequent.

At the same time, the singularity of policy thematic tools, the insufficient use of policy tools, and the lack of in-depth policy support also undermine the effectiveness of policies. For example, regulatory rely mainly on environment-type policy instruments. In talent and logistics, supply-type policy instruments are used relatively less, and in finance, environment-type and demand-type policy instruments are underused. All of these factors are detrimental to the matching and sustainability of policy instruments.

4.2 Recommendations for Countermeasures

4.2.1 Optimising the Proportional Structure of Policy Instruments

To balance the policy instruments of supply, environment, and demand-type. First, the proportion of demand-type policy instruments should be increased to boost the development of the prefabricated dishes industry. Expanding industrial clusters, increasing public-private co-operation, providing communication and marketing channels, and prompting social forces to take the initiative to develop the market for prefabricated dishes. The second is to reduce the dependence on single policy tools, such as environmental policy tools in the supervision and management and administrative co-ordination accounted for too high a proportion; it should be increased in the proportion of financial and tax incentives and intellectual property protection appropriately, form a diversified combination of policy tools.

1. Enhance talent cultivation and optimise capital supply

With regard to supply-type policy tools, initially increase the cultivation of talents and raise the proportion of it. Currently, the proportion of talent cultivation is 10.45 %, far lower than the 35.07 % of financial support and mismatched with the 22.39 % of scientific and technological research and development. Strengthening cooperation between universities, research institutions, and enterprises is necessary to cultivate high-quality talents that meet the needs of the industry. In addition, optimise the allocation of funds and provide diversified financial support methods. For example, in order to innovate the financial support mode, the development of enterprises can be supported through various forms such as loan discounts, venture capital, and equity investment, and at the same time, the funds provided should also benefit more small and medium-sized enterprises to achieve a balanced market ecology.

2. Implementing administrative supervision and increasing financial and tax incentives

With regard to environment-type policy instruments for supervision and management and administrative co-ordination, which account for a relatively high proportion of policies, It is necessary to intensify the implementation to improve the efficiency of policy implementation and the transparency of supervision, to make the implementation of policies fair and just. For the relatively low tax incentives and property rights protection, tax incentives should be increased to reduce the burden on enterprises through tax exemptions, financial subsidies, and other means to encourage enterprise innovation and development. At the same time, the protection of intellectual property rights should be strengthened, the crackdown on infringement should be improved, the innovation achievements of enterprises should be protected, and the investment in research and development should be stimulated so as to enhance the endogenous motivation of enterprises.

3. Promoting international exchanges and improving infrastructure

In response to the demand-type policy tools, in the case of venues and funds allowed, it can be appropriate to organise international exhibitions, strengthen international exchanges, learn from the excellent experience of foreign development, and improve our own technology and management level at the same time to enhance China's prefabricated dishes industry's influence on the international market. For example, Dongguan has formed the China International Prefabricated dishes Industry Expo, and Foshan has held the China International (Foshan) Prefabricated dishes Industry Conference and 2024 Guangdong (Foshan) Prefabricated dishes Industry Expo, are both expanding the influence of China's prefabricated dishes industry effectively. What's more, it provides opportunities for learning and, at the same time, it has contributed to the hundreds of millions of dollars in signing amounts. In addition, for the construction of numerous industrial parks and clusters, it is also necessary to strengthen management planning, improve infrastructure facilities, support multi-channel marketing to expand market coverage and drive the overall development of the industry by summarising the experience of demonstration sites.

4.2.2 Improvement of the Issuance of Policy Papers on Various Themes

With the development of the economic environment and market demands, policies in various areas are needed to be adjusted and optimised. Fewer policy texts related to talent, finance, and taxation have been published, and policy attention should be increased in the areas of talent, finance, and taxation to provide more support and incentives. For example, tax reduction policies should be used to encourage corporate innovation and increase investment in education and training to attract and nurture high-end talent.

4.2.3 Improving the Match Between Policy Themes and Policy Instruments

The distribution of policy tools should be rationally adjusted in response to different policy themes. In financial aspects, it needs to expand market demand through the prefabricated dishes industry development and deepen the comprehensiveness and systematicity of financial policy; in talent aspects, it can not be confined to the government's policy to promote, and it needs to increase the driving role of environment-type tools and demand-type tools; in logistics aspect, it needs to increase the driving role of environment-type tools; taxation and regulatory in the supply and demand needs to be increased appropriately by improving the flexibility and effectiveness of supervision. In addition, it is necessary to increase the use of supply-type policy tools to support the key links of industrial development and also to co-ordinate the use of various policy tools in order to improve the efficiency of policy tools.

Expanding the coverage of prefabricated dishes policy themes, strengthening coordination and integration between different policy themes and tools, forming policy synergy, and avoiding policy conflicts and overlaps to improve policy efficiency. At the same time, establishing a regular assessment mechanism to monitor and assess the effects of policy implementation, adjust the policy direction and configuration of tools according to the results of the assessment, and take timely and good improvement measures is of great significance to the improvement and development of the prefabricated dishes industry.

5. Conclusion

Through the analysis of the policy text of prefabricated dishes in Guangdong Province, it can be found that the policy text of prefabricated dishes at this stage has some problems, such as unreasonable overall structure of policy tools, imperfect distribution of policy themes and poor adaptability of policy tools and policy themes. It is necessary to improve the existing policy text by optimising the use of policy tools, the formulation of policy themes, and improving the adaptability between them.

In addition, there are some limitations in this study: firstly, in terms of spatial dimension, the geographical coverage of the studied text is relatively small, not covering most of the regions in China, and there is a lack of comparisons with foreign countries where the development of the prefabricated dishes industry has become more mature; secondly, in terms of temporal dimension, as the proposed time of the prefabricated dishes is relatively short, and the policy text is concentrated in a period of two years or so, the trend and direction of its development is still uncertain. Based on this, it is necessary to explore the development status of the prefabricated dishes industry in different cities, both at home and abroad, and make comparative analyses with them in the future. At the same time, it is important to pay attention to the subsequent release of the policy documents on prefabricated dishes to clarify its development trend and construct a development path that is clearer and more suitable for the prefabricated dishes industry in Guangdong Province.

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