



OPEN ACCESS

APPROVED BY
Frontiers Editorial Office,
Frontiers Media SA, Switzerland

*CORRESPONDENCE
Xv Liang
✉ 18810737002@163.com

RECEIVED 15 September 2025
ACCEPTED 29 September 2025
PUBLISHED 13 October 2025

CITATION
Wei H, Li G, Liang X, Li Y and Huang Q (2025)
Correction: Innovating agricultural marketing:
credit codes as a new tool to boost sales of
place-of-origin products.
Front. Sustain. Food Syst. 9:1705673.
doi: 10.3389/fsufs.2025.1705673

COPYRIGHT
© 2025 Wei, Li, Liang, Li and Huang. This is an
open-access article distributed under the
terms of the [Creative Commons Attribution
License \(CC BY\)](#). The use, distribution or
reproduction in other forums is permitted,
provided the original author(s) and the
copyright owner(s) are credited and that the
original publication in this journal is cited, in
accordance with accepted academic practice.
No use, distribution or reproduction is
permitted which does not comply with these
terms.

Correction: Innovating agricultural marketing: credit codes as a new tool to boost sales of place-of-origin products

Hengshu Wei¹, Guilong Li², Xv Liang^{3*}, Yuwei Li³ and Qiuli Huang⁴

¹School of Economics, Xinjiang University of Finance and Economics, Urumqi, China, ²School of Business Administration, Xinjiang University of Finance and Economics, Urumqi, China, ³Business School, Central University of Finance and Economics, Beijing, China, ⁴Party School of the CPC Xinjiang Production and Construction Corps Committee, Wujiaqu, China

KEYWORDS

credit code, place-of-origin agricultural products, credibility cue, brand authenticity, regulatory focus

A Correction on

[Innovating agricultural marketing: credit codes as a new tool to boost sales of place-of-origin products](#)

by Wei, H., Li, G., Liang, X., Li, Y., and Huang, Q. (2025). *Front. Sustain. Food Syst.* 9:1544401. doi: 10.3389/fsufs.2025.1544401

Affiliation Business School, Central University of Finance and Economics, Beijing, China was omitted for authors Xv Liang and Yuwei Li. This affiliation has now been added for authors Xv Liang and Yuwei Li.

Authors Xv Liang and Yuwei Li were erroneously assigned to affiliation Party School of the CPC Xinjiang Production and Construction Corps Committee, Wujiaqu, China. This affiliation has now been removed for authors Xv Liang and Yuwei Li.

Publisher's note

All claims expressed in this article are solely those of the authors and do not necessarily represent those of their affiliated organizations, or those of the publisher, the editors and the reviewers. Any product that may be evaluated in this article, or claim that may be made by its manufacturer, is not guaranteed or endorsed by the publisher.