THE REALISTIC VIEW ON FOOD SAFETY SPECIALIZED CAMPAIGN PROGRAM IN CHINA

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*Specialized Campaign* is a kind of mobilized campaign that focuses on solving those social and economic problems in the process of China's social transformation. In China, due to the long-time complexity and the shortage of supervision on food safety, food safety specialized campaign is the most effective method to solve food safety problem within a short time. The campaign has, in a certain degree, promoted the economic development and maintained the stability of our society. According to China's food safety situation, the mobilized specialized campaign model not only conforms to the current reality in China, but also of great necessity.

By consulting correlative literature, the paper uses the textual literatures researches and typical cases study. By analyzing the background, current situation and effect of China's "food safety specialized campaign" from 2004 to 2012, the paper summarized the model and regularity of its development. The paper also analyzed some negative effects generated from the campaign, such as the high cost of supervision, short duration and result rebound. By combining current and future economic and social development together, standing on the height of top design, using regular theory and method, the paper presented an effective thought of solving China's food safety problem. The thought is using law to ensure food safety, to integrate and perfect the administrative resource of food safety supervision, and using "the invisible hand" to realize economic supervision, to mobilize the whole society to pay attention to food safety.