

Agricultural Products E-commerce Logistics Model Innovation and Development Trend

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Abstract

the circulation channels of agricultural products in world-class cities can be divided into two parts: "market circulation" and "market circulation". Market circulation refers to the process in which agricultural products are finally transferred to consumers by retailers, processors and large consumer groups after they are distributed, traded and priced in various wholesale markets by producers directly or through listed groups and commodity collectors. The circulation outside the market refers to the circulation form in which agricultural products are directly transferred to retail institutions, consumer groups or sold to individual consumers or directly traded by producers, listed groups, retailers and consumers instead of through wholesale markets.

Keywords

circulation; The market; Trade; The electronic commerce.

1. The Background

The formation of the world agricultural products circulation and trading system and the agricultural products market system is influenced by the social system, agricultural production and economic development level of various countries. At present, the world agricultural products logistics mode can be summarized into the following three types.

1.1. East Asian Model

Japan and South Korea are the main representatives of this model. They all take the wholesale market as the main channel and auction as the means. Take Japan as an example. There are 88 central wholesale markets invested by the central and local governments in Japan, with an annual turnover of ¥6 trillion and ¥20 million, and 1,513 diversified local wholesale markets with an annual turnover of ¥5 trillion and ¥18 million. 81 per cent of vegetables and 72 per cent of fruits passed through Japanese wholesale markets. Among the customers engaged in the trade of vegetables and fruits in the wholesale market, 59% and 66.5% of the total amount of goods are loaded through the association of farmers or any other combination, while other merchants account for 17.8% and 20.1% of the total amount of goods. The trading method is mainly auction. In Osaka central wholesale market, the ratio of fruits and vegetables sold through auction is up to 90%; The circulation of national agricultural products using this mode mainly presents the following characteristics: 1. Its circulation process is shown as "producer - listed group - wholesaler - intermediate wholesaler - retail store - consumer", so its profit distribution is uneven; (2) circulation standardization, legal system, high efficiency.

1.2. Western European Model

France, Germany, the Netherlands and other countries are the main representatives of this model. Compared with the east Asian model, the western European wholesale market has a smaller proportion of circulation, and most large wholesale markets still adhere to the principle of public welfare. For example, France designated 23 wholesale markets as national public

welfare wholesale markets. At the same time, the wholesale market for agricultural products in these countries form is also different, produce direct proportion present a rising trend, such as outside Paris in France to set up a wholesale market - hengist international wholesale market, due to encourage the development, production, sales integration, and putting the prenatal and postnatal relevant enterprises set up in the countryside, agricultural products in Paris direct proportion present a rising trend. In addition, due to the developed market information network of western European countries, agricultural products trade within the region and between countries is very active, and import and export products also occupy a certain proportion in the wholesale market. Its national agricultural products circulation mainly presents the following characteristics: (1) encourage the development of production, plus, marketing integration, and the prenatal, postpartum related enterprises built in the countryside; (2) build a complete modern large-scale public welfare wholesale market for agricultural products; (3) standardized production of agricultural products.

1.3. North American Model

The United States, Canada and Australia are the main representatives of this model. North American model of direct selling system is very developed, agricultural products sales are mainly direct. For example, the characteristics of the agricultural products market system in the United States are that the grain futures market is developed, and the direct sales between the producing areas of fruits and vegetables, large supermarkets and chain distribution networks account for about 80%, while the distribution through the wholesale market only accounts for about 20%. Due to the development of retail chain operation network and supermarket in these countries, the scale and power of their retailers continue to expand, requiring stable supply of goods, timely supply, the distribution of direct distribution form of origin also came into being, in these countries, large supermarkets, chain distribution retailers around the trade of agricultural products. For example, the supply of agricultural products in New York is not concentrated in the suburbs, but in the specialized production areas far away. Most agricultural products are sold directly to retailers from the origin. Developed highway network and modern transport fresh facilities also provide important technical guarantee for New York to realize direct sales in producing areas. Its national agricultural products circulation mainly presents the following characteristics: 1. The distribution of the wholesale market in large cities; (3) short distribution channels, fewer links, high efficiency; (4) complete service institutions; (5) spot market and futures market at the same time, the market trading to the counterparty trading.

2. Marketing Plan

2.1. Agricultural Product Sales Plan

We must unswervingly take the road of industrialization and take the initiative to understand the market with market thinking, constantly participate in and grasp the ability of the market, and implement the standardization of products on the basis of scale. Organize standardized production, so as to produce the same kind of products while giving full play to the high efficiency, and occupy a relatively large share of the regional market with its absolute quantity, and constantly improve the popularity; In the mature conditions, with its own absolute advantage in the field of varieties, pay attention to the high-end line organization brand production, constantly improve reputation. We can also use the marketing method of limited supply of high-end products to occupy and conquer high-end consumption with its excellent quality, guide the development direction of the whole consumer market and even the industry, and achieve the goal of high quality and good price. In order to pay enough attention to the impact of logistics and distribution links on the industry, we must give full play to its positive role. The characteristics of the logistics industry have certain requirements on the

standardization of the quantity and continuous supply of agricultural products. Otherwise, the logistics mode with high cost and low efficiency will be formed, and the smooth entry of agricultural products into the consumer market will be affected or restricted. Industrialization is to ensure a large share of supply with large-scale production, with high quality products to achieve brand sales.

2.2. Strengthen Publicity Intensity.

Attach importance to the important propaganda role of the news media. Fully understand the catalytic fermentation propaganda role of the news media. At the same time, we should be good at using the concept of "smart agriculture" to conduct online and offline interactions, improve the level of public participation, and make green, organic, safe and healthy living habits. Of course, can also use products challenge competition, farming experience, parent-child play and other popular ways and methods, so that kangyuan modern agriculture and a lot of agricultural products into thousands of households. Give full play to the role of the Internet. In recent years, e-commerce of agricultural products has become a new force. Internet + agriculture is the general trend of development. In fact, every link of the agricultural industrial chain has been connected with the Internet. E-commerce is an effective big platform for online and offline communication and communication, but we should change the pattern that e-commerce always USES online high profile "burning money" to earn fans' popularity and push offline, and turn it into cultivating high-quality agricultural products to form a drainage from offline to online.

2.3. Continuous Reform and Innovation

It is suggested to set up agricultural industrial park management committee in due course. Its functions are as follows: accelerating agricultural transformation, vigorously developing modern agriculture, carrying out supply-side structural reform and providing effective supply; Give full play to the advantages of market survival; We will do a good job in providing market research, information dissemination and technical guidance services, build a platform for centralized display of outstanding agricultural products, and clear product circulation channels. We will promote efficient agricultural technology, establish a sound social service system, and provide strong support for sustained and efficient development. Set up prize fund, the key of best action, preferable and has formed its own core technology and brand agriculture joint company, to encourage integration expansion incubation, concerned about a potential growth good small and medium-sized agricultural enterprises, with the listing of its agricultural products sales and increases as the main reference standards of awards to fill, encourage healthy competition, form a development strategy.

3. Improve the Quality of Agricultural Products

Many agricultural products based on the elements of climate or astronomy environment, its quality is very outstanding, such as turpan grapes, a file of the northeast rice, yunnan wenshan notoginseng, etc, but with such quality into the high-end market is not enough, must be from breeding, planting process improvement, further enhance processing specifications, etc.

For example, the average fruit farmer knows that the need to spray more than 26 kinds of pesticides, in order to ensure that the apple is not pest infestation, and this kind of apple to pay special attention to the well-being of the high-income class, can afford it? Adept person all know, an apple export demand 147 testing, and sale in domestic market, apple was now have had intense attention on food safe at home and abroad, especially media reported numerous and complicated because of the excessive pesticide, heavy metal exceeds bid, the poisoning, as the consumption of farm operators, if you want to let oneself have more income, must not eat the ancestor and the cost of local special environment, enhance the kinds of improved, including

the appearance, taste, nutrition, safe sex, processing technology, etc., this is the warp and woof of value-added agricultural products in ascension.

For sichuan a group to develop the high quality of eggs, strict in accordance with the organic standards, the woods, the hen is eating insects between mountains, drink mountain spring grew up, as in the consumptive link adhere to the original ecological environment, make the quality of eggs, color, texture, marketing content had significantly increase, in the Shanghai market, an egg to 4 yuan of money, is 10 times the ordinary eggs, because the quality is good, every day can be sold in thousands of pieces, become a high-end crowd of daily life necessities.

As for getting rid of the low value of agricultural products operators, must try to do different in quality, stand out, so it is possible to sell more than ten times the price of ordinary products, quality performance value, indeed.

3.1. Product Structural Packaging

Ordinary we found that the current example, most of the agricultural products packaging is relatively short to let a person shine at the moment of thought, a lot of products selected or corrugated paper bags, plastic bags, perfunctory, above indicate the origin and name of the brand, in fact such packaging often let a person feel level is low, high-end consumers how can like this product? The packing of the products, matching and products of excellent quality to such talent, bring out the best in each other, to shape the brand value, the research found that the value of a product 60% comes from the packaging, because consumers often do not understand the product in essence, often with the aid of the packing image, text to clarify, vivid talent think that it is ignored in many agricultural operators.

And I help beat organic domestic enterprises - organic farm, initiative in organic vegetables pioneered in bilingual Chinese and English on the package, clarify organic food do not contain pesticides, insecticides, application of biological organic fertilizer, etc. To clarify, for consumers to quickly understand what is organic food, where his benefit is, to eliminate the doubts of choose and buy, consumers and good results have been achieved, only in Shanghai regional carrefour gubei store monthly sales reached more than 30. Today, however, most organic food manufacturers, even today, have all kinds of certification marks on their packaging, and rarely elaborate on the characteristics and detailed information of their products, thus missing the opportunity to communicate with consumers directly and at the lowest cost.

In fact about agricultural product packaging, we can be roughly divided into the inner packing and outer packing, outer packing we in addition to choose commonly used green agricultural products, also can use orange yellow, golden color, red means more sunshine, administrative levels, the colour of life, as far as possible in the front of the packaging design is a sharp image, consumers can in 5 meters away can be seen, but on the other side of the outer packing can use images with text expound way, introduced the source of the product, history, origin, culture, characteristics, nutrition, food crowd, edible method, etc., more over introduced the key lies in the difference, And the corresponding consumer manufacturers and contact information text should be smaller, because this is not the main consumer attention information. The outer packing material can be based on the size of the product texture, bold use of some special materials, such as pottery, leather bags, porcelain, so as to highlight the image, highlight the value of agricultural products.

Inner packing, it is necessary to make some exquisite brochures and manuals, or small handicraft, introduced products and origin of cultural background, natural environment, local conditions and customs, etc., and deepen the consumer understanding, trust and goodwill of products, such as consumption of apple's manufacturer, able to complete in the packaging are printed on the paper some apple: apple detoxification, eat an apple every day don't have to see a doctor "science and common sense and folk adage, consumers in eating an apple a day, will

strengthen he again use behavior, thus become a focus on consumers to lay the foundation of the product.

Of course, for high-end consumers, the reasons for purchase and common selling points should be noted on the package, so as to separate the detailed products for in-depth exploration.

3.2. High Price Highlights of Excavation

Good products are often called forth, and this is the main reason why many high-quality agricultural products are not selling well these days. For example, organic flour produced by ennong in hebei province is made from 1,000 jin of stone, which keeps the nutrition in the mouth. With ordinary flour immediately drew the line, other flour grinding machine, my flour is mixed with the traditional made of stone mill, the consumer will generate novelty seeking, after all, now long to the flour, and highlight the benefits of this process, taste better, preserve nutrition wheat purchase interest points, the height of the consumer identity, of course, price is five times more expensive than ordinary flour, but sold out of stock, in short supply.

Therefore, to shape the reasons for selling at a high price, we must explore the characteristics of agricultural products themselves, as well as the local natural environment and cultural background to appeal, and try to highlight the characteristics of man without self, man with my own essence, and man with his own essence. As a company in nanjing to go to the mountain chicken called "pheasant", consumers heard this name is very novel, not only that, invite consumers to catch a chicken on the mountain, but the chicken and pheasants, not in a tree, is in the mountain stream, is not so good, but there are a lot of people, catch a chicken as hunting, enterprises have also made very good economic benefits, due to his family's chicken is different with others.

Companies engaged in product operation should find ways to exploit and shape the common value of products and spread it, so that they are not afraid of losing the market.

3.3. Shaping Product Legends

For many famous and excellent agricultural products, there is a special legend and story behind them. As operators, they are not only selling agricultural products themselves, but also selling and promoting a culture, a concept and a way of life. This is what many companies ignore the central, that how to make the shape, we can with the drama of a measuring line and to clarify the onset of a thing, is a news, news after the spread and deepening from time to time, will it into the air, and then into legends, myths, that is a fairy tale, often this situation is what everyone desire, because everyone no matter where he, position, have to return to self, advocate natural, the hope of us is to create such an atmosphere and experience, especially high income, high level, the high grade of consumers.

Wild roses from the quality and color, flavor, for example, is as long as Bulgaria rose with the match, but someone who knows her beauty and happiness, in fact can via folk legends and folk tales for transmission, because of the girl's name is called guli in xinjiang, and its meaning is the meaning of roses, we isolate their ethnic customs and singing and dancing, to carry on the shaping, walked out of the xinjiang.

This we can see, a consumption of tea in guizhou manufacturers have done very well, every time they participate in the exhibition collection in terminal sales staff, the clothes are the characteristics of the local miao clothing, singing folk songs, meet past guests, has obtained the very good communication effect, a lot of people to taste, "three tea" its up to purchase. So the scene of the brand chain wine consumers brought to the home, brought to the mind, and then through their four directions.

4. Develop Diversified and Personalized Needs

Now we find that most of the agricultural products are to meet people's basic needs. Are we just to meet the needs of food and clothing? Many of China's coastal regions are as rich as thriving countries, with more, higher, deeper and more individualized demands for agricultural products. Therefore, according to their own product characteristics, corresponding to the common needs of consumers, meet their increasingly demanding requirements, in order to achieve higher profits.

Once initiative an enterprise of high-grade rice consumption, for example, main development of brown rice market, due to the brown rice is combined with the food and agriculture organization (fao) to promote one of the best nutrition food, thus to multiple packaging of the product, according to the weight loss beauty women, pregnant women, business people, the elderly, separation and depth of the solution and regulate education, in the high-end market has obtained the result that expect is less than in Beijing, consumer discovers suddenly found the dream ankang food for many years, is there any toxic reaction, sales made continuous rise. In fact, many agricultural products originally contain many special nutrients and biological activities, and the market is short of the skills of the market and consumer groups, resulting in the phenomenon that good products cannot be sold and consumers cannot get good agricultural products.

4.1. Channel Innovation is the Way out for High-End Agricultural Products

Nowadays a lot of produce, hope to enter modern wholesale channel, be like selling, supermarket, convenience store to wait, in fact, these channel because the threshold is higher, enter the arena cost, promotion cost is overwhelmed by heavy burden, still have account deadline to, even drag arrears, it is not effective channel to a lot of produce.

In fact, some big cities in Beijing and Shanghai have presented professional wholesale terminals for selling high-end agricultural products, such as lohas city and hexin organic products. Their distribution is an effective way, because the main high-end groups are also concentrated in these areas.

Of course, according to the structure of the product line or the combination with other farm products enterprises in the region, it is also a very good form to build terminals and set up franchised chain stores. In fact, there were once such as yunnan,

Specialty shop opened out, business is very good, but the lack of system planning and terminal wholesale improvement. This is the time for some agricultural enterprises to enter, such as honey products enterprises, not necessarily selling only honey. I can use the exclusive store network sales characteristics of agricultural products.

And for some high-end agricultural products, we just as well choose hotels, business clubs, clubs, airports, restaurants, beauty salons height section of the site for in-depth implementation is also a way.

4.2. Break Through the Traditional Communication Mode

Using traditional forms of advertising communication, is burning money for agricultural enterprises, and not see a few benefits of wrist compare effective wrist is, after things marketing, journalism, public relations marketing, open markets, remember not long ago, a professor at the university of Beijing sell rice news, has obtained high attention, the enterprise sales pressure has eased, and around us there are many attack time to hype, reach the purpose of the low capital spread.

As the victory of the farmer mountain spring brand, thousand island lake in zhejiang province widely known, and therefore have a company stood on the shoulders of giants, the launch of the thousand island lake organic fish head, way to promote products after the news conference,

a lot of high-grade hotels and aquatic businessman, were actually eat all sales of the company for 3 years production down, basic don't want to sell to come in, the price is still rising from time to time. Therefore, agricultural products enterprises must not honestly work for television stations, newspapers, find a break point, it hype up, the whole scene on the activation.

4.3. Invention Depth of Service Form

How, selling produce. May I help you, too? Yes, because of the service, the value of the ability to further enlarge agricultural products, high-end consumer recognition, think about it, an apple in the fruit store to sell, at most 5 yuan, but in the beauty store to detox, or do spa, but hundreds of yuan, which is the value of the important reason is to provide services. And how to do their own services for agricultural enterprises, such separation of my practice to explore.

5. Conclusion

An organic farm in Beijing for example, farm into the outdoor training base, recruit to the training company personnel to visit, the personnel training company and bring their students to training here, has obtained the very good learning information, from time to time and tasted all kinds of novel pollution-free agricultural products, and these people involved in the training, most are professional managers, enabling them to become the loyal customer, the farm because the farm after field service, magnified value, obtained the new development.

Agricultural product marketing planning company believes that as an agricultural enterprise, our vision must be long-term, in the minds of consumers, plant an acre of land, let them blossom and bear fruit, when they fail (the mind is full of trust and goodwill to the product), that is when you win.

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