Innovation on Strategy of Agricultural Products Circulation Channel Based on the Mode of “Agriculture-Supermarket Jointing”

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Abstract: The industrialization of agricultural products in China is getting better and better, and the circulation channels have many paths relatively. At present, the circulation channel of agricultural products in our country has many problems, such as too many agents, weak information and high costs, so the overall loss of agricultural products in the circulation stage is large, and the cost of circulation may be far higher than the product itself, which directly hinders the healthy development of the agricultural products market of China. The author first analyzes the main circulation channels and modes of current domestic agricultural products, then analyzes the characteristics of the mode of “agriculture-supermarket jointing”, and finally explores the promotion path of the circulation channels of agricultural products on the basis of the mode of “agriculture-supermarket jointing”.

1. Introduction

There are many kinds of agricultural products, and the quality specificity is also different. The circulation mode also shows different characteristics. “Agriculture-supermarket jointing” is the joint of agricultural products and supermarkets. Its essence is to directly connect supermarkets with agricultural products in a modern circulation mode, so that small rural production of thousands of households can connect with the ever-changing urban market, and build an integrated industrial chain of production and marketing in such a mode to truly satisfy the three parties of businesses, farmers and consumers. The marketing mode of “agriculture-supermarket jointing” has been affirmed by modern people, and it is also an ideal research program in the circulation channels of agricultural products in China in the future.

2. The Main Current Circulation Channels and Modes of Agricultural Products in China

The current domestic circulation channels and circulation models of agricultural products are relatively complex. From production to consumers, the circulation channels in the whole stage are diversified and the circulation nodes are complex. After the consolidation, the channels and models of the circulation nodes are mainly analyzed. The channel represents the route and stopover points experienced during the transfer phase, which are determined by the supply chain. The supply chain of agricultural products is the main process of production-acquisition-transport/storage-handling/packaging-distribution-sales. The more processes are, the greater the value-added space is. Farmers mainly undertakes the work of production, and dealers or wholesalers carry out the distribution and sales process, retailers are represented by the most terminal of agricultural products, especially the sales process with the main location of supermarkets, stores, vegetable markets, and farmers market.

The current situation can be divided into five points. (1) There are many circulation channels, and the circulation mode is complex, which makes the overall cost remain high. (2) Logistics technology cannot keep up with the development of the era of science and technology, and the transportation of high-demand agricultural products still shows many problems. At present, the transportation can only meet the requirements of normal temperature transportation and natural
logistics transportation, and the preservation technology and transportation time will make the agricultural products itself show a great damage. The loss from picking loss, transportation loss, and storage loss to sales performance is huge. (3) The dispersion of agricultural product management entities is large. The scale of individual farmers or private small workshops engaged in agricultural products management is small, the degree of specialization is low, the construction of network information shows a significant lag and the operational stability is also poor. (4) Trading methods and modern rhythm do not match with each other. (5) The packaging capacity is low and the brand advantage is lacking. The current agricultural products lack products with good brand and good reputation.

3. Characteristics of the Mode of “Agriculture-Supermarket Jointing”

The “agriculture-supermarket jointing” is a way to directly transfer the agricultural products from the farmers to the merchants for sale by crossing the middle wholesalers and distributors based on the signing of the intention agreement between the farmers and the merchants. It is a sales model that directly enters the supermarket based on high-quality agricultural products. Relatively speaking, there has many characteristics of constructing the mode of “agriculture-supermarket jointing” on the basis of market economic conditions. (1) To promote farmers' income and enrich the people's food. After the farmers increase their income, they can better produce better quality products and carry out research on new planting varieties and planting techniques; the people's food can also be more colorful. (2) Less circulation and low cost. The “agriculture-supermarket jointing” directly interrupts the intermediate links, and the circulation cost is directly reduced by more than 20%, and consumers enjoy the benefits of the price. (3) The quality of agricultural products is guaranteed. Long-term and incorrect transportation methods can threaten the quality of the product. The market for agricultural products is ever-changing. After the supermarket's procurement chain is in the production base, the market regulation function is reflected. The merchants demand the farmers according to the actual needs of the market. The farmers plant the products better in production and research. Such a process has a certain guarantee for the sales and quality of the entire agricultural products. (4) The loss of agricultural products is reduced. The overall facilities with modern operation mode are complete, and the management will be more precise. For agricultural products, even in the process of transportation, the storage and transportation can be handled according to the actual conditions of the products. Scientific and reasonable means can ensure that the agricultural products consumers see are pesticide residues within the safety value and fresh.

4. Research on the Promotion Path of Circulation Channels of Agricultural Products on the Basis of the Mode of “Agriculture-Supermarket Jointing”

4.1 To Build an Integrated Innovative Model of Agricultural Products

The integrated innovative mode of agricultural products is to combine all retail investors into cooperatives or agricultural companies for agricultural production, and integrate them into a complete part for jointing with supermarkets to meet the actual needs of supermarkets, including the requirements of types, quantity, and quality. In the whole process, farmers can be organized into an integrated and industrialized agricultural production organization in the form of equity dividends, so that they can be connected with supermarkets, and can also realize an industrialized production environment. After the production is standardized, information management and barcode technology management are carried out to ensure the safety and accuracy of each agricultural product seedling, collects information from the production seed to the fruit, and traces the traceability of the data to ensure the controllability of safety and quality of the agricultural products.

4.2 The Helps From Distribution Center to Transport and Storage Agricultural Products Better

Supermarkets can build their own distribution centers for agricultural products according to the scale, or farmers can organize to set up distribution centers. The whole wholesale work and logistics
work of agricultural products are all completed by the distribution center, which has the advantage that the overall transaction, storage and even reprocessing and distribution are subject to control. Under the mode of “agriculture-supermarket jointing”, the distribution center can ensure that the overall transaction is smoother. In addition, advanced electronic information technology can assist the better distribution and transaction of agricultural products, truly achieve resource integration and large-scale distribution, so that the logistics cost can be controlled, which is also a link that determines the success or failure of the mode of “agriculture-supermarket jointing”. The distribution center is rationalizing the adjustment of the circulation and processing of agricultural products. The whole process of selection, sorting, freezing and packaging of agricultural products, including the later stage of deep processing, can be completed in the distribution center. The workload of these works is large, as well as the low uniformity of agricultural products’ specifications and discrete quality, so it can be centralized in the distribution center to complete processing tasks and other tasks, which can improve the scale of circulation and processing from the overall management, and better formulate effective strategies after accumulating processing and circulation experience. In the whole process, unified management, advanced circulation technology and efficient processing efficiency make the overall work of the distribution center have a qualitative leap.

4.3 To Carry out Purchase Mode of Online Ordering Business in the Stage of Supermarket Docking

After the jointing of agricultural and supermarkets, the agricultural products sold will be more fresh and the quality will be guaranteed, and then the sales channels will be opened. The online shopping has been a living habit, and the online purchase of agricultural products shows more limitations. Based on the current situation, supermarkets can build online e-commerce platform for agricultural products, and perfect the management of e-commerce platform to help agricultural products develop better in e-commerce sales channels, so that agricultural products can also break the limitations and move towards the ordering measures of network integration. The establishment of a perfect online ordering channel for agricultural products requires not only the establishment of the platform, but also the maintenance and management of the platform, as well as online settlement, online delivery and other processes, which needs more research from supermarkets or farmers. In addition, the supermarket also needs to readjust and reorganize the structure of commodity allocation. At present, consumers think that the agricultural products of supermarkets are more expensive and the quality is inferior to that of farmers’ markets, so the sales volume of agricultural products of supermarkets is limited. However, referring to the experience of American agricultural products marketing through supermarkets, Chinese supermarkets should adjust the overall layout, formulate the most reasonable agricultural products marketing plan, improve the types and quality of fresh products in agricultural products, increase the sales area of agricultural products, to increase the sales proportion of agricultural products and help improve the market competitiveness of supermarkets.

Finally, it is also important that the supermarkets provide feedback information to the farmers after the jointing, and the two sides work together to build a research platform. This research platform mainly promotes the variety and quality of agricultural products. Specifically, the whole process should be strictly controlled to ensure that each agricultural product is safe and reliable from seedling to planting, fertilizing, picking, and later packaging and transportation sales. Only in this way, can the sales characteristics of agricultural products under the mode of “agriculture-supermarket jointing” be demonstrated, and can the development of the sales mode of “agriculture-supermarket jointing” be promoted.

5. Conclusion

The mode of “agriculture-supermarket jointing” can help farmers to better sell their products and ensure the income of farmers. It can also reduce the cost of purchase for the supermarket, improve the quality of purchased agricultural products, and increase sales of the supermarket. In addition, by
the jointing of “agriculture and supermarket”, consumers can spend less money to buy fresher, quality-assured produce. Therefore, this is a win-win situation. After considering the product distribution channels, we first set up an integrated innovative model to ensure the quality and output of agricultural products, and then start from the distribution center to build an integrated distribution center with processing, transportation, and packaging, and undertake part of the processing work and reduce the cost of sales. It is finally sold from the online and offline modes, and the sales indicators are analyzed. The demand feedback guides the farmers' planting, which makes the overall agricultural super sales model have better prospects.

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