

Research on the Development of Rural E-commerce in "One Village One Product" of Shaanxi Province

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Abstract. Agriculture in China has always been in a basic strategic position in the social and economic development, so developing modern agriculture and building agricultural products brand at the same time will undoubtedly promote the development of agriculture and the competitiveness of agriculture in the international arena. Based on the analysis of the development of one village one product in Shaanxi province, this paper puts forward the bottleneck of developing one village one product rural e-commerce in Shaanxi Province, and explores the way of combining one village one product modern characteristic agriculture with rural e-commerce suitable for the development of Shaanxi Province.

1. Introduction

Shaanxi introduces the concept of "One Village One Product" characteristic agriculture development, combines the elements of agricultural resources, local advantages and Internet e-commerce to realize the centralization, scale and standardization of agricultural development, and strives to expand the extension industry of agriculture and create a distinctive modern agricultural brand, which is of great importance to promoting the development of rural economy and the growth of farmers' income level.

2. The Development Status of "One Village One Product" in Shaanxi Rural Areas

As one of the earliest provinces to develop the strategy of "One Village One Product", Shaanxi has achieved remarkable results with the strong support of the government and the leading enterprises, and has become a new source of farmers' economic growth. With the development of modernization of One Village One Product and e-commerce, Shaanxi has continuously upgraded its agricultural brand, and its industrial regionalization features are obvious. By the end of 2018, Shaanxi has 139 state-level demonstration villages and towns, of which 71 are related, 36 are in southern Shaanxi and 32 are in northern Shaanxi. The industrial types of demonstration villages and towns are mainly planting, followed by leisure agriculture and few breeding and processing industries and handicraft industries.

2.1 The Emergence of Well-known Brands

Since Shaanxi launched the strategy of "One Village One Product" modern agriculture, relying on the rapid development of e-commerce, the well-known brand of characteristic agricultural products in Shaanxi Province has been increasing. More than 30 products, such as apples in Weinan, selenium-enriched tea in Ziyang, beef cattle in Qinchuan, farmers' paintings in Huxian County and grape No. 8 of Hutai, have been known outside the province, and have become the main source of the characteristic industries of local rural economic development and the improvement of farmers' income level.

2.2 Regional Industrial Belt has Obvious Characteristics

Shaanxi Province has formed a modern agricultural industry belt in central Shaanxi with strong gluten wheat, kiwifruit, grape of No. 8 Hutai and characteristic vegetables as the main products; a modern agricultural industry belt in southern Shaanxi with silk, tea, rape, edible mushrooms and

medicinal materials as the main products and a modern agricultural industry belt in northern Shaanxi with dairy goats, apples and greenhouse vegetables as the main products.

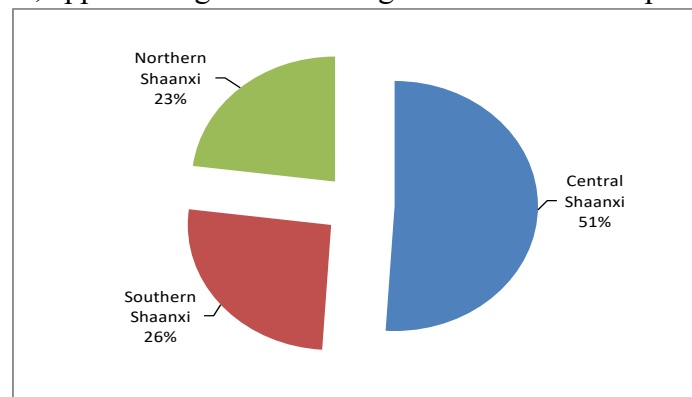


Figure 1 Regional Distribution of National One Village One Product Demonstration Villages and Towns in Shaanxi Province

2.3 Gradual Extension of Industrial Chain

With the continuous expansion of the scale of fruit and animal husbandry in Guanzhong, it has led to the vigorous development of its corresponding extended industries, such as the rapid development of fruit refrigeration transportation and dairy processing enterprises; while southern Shaanxi is mainly based on Chinese herbal medicine bases, focusing on the production and processing of Chinese herbal medicine, accelerating the process of agricultural modernization; finally, northern Shaanxi is mainly based on apple industry, further processing and development of agriculture. By-products, such as vinegar, fruit juice and so on, develop sales, transportation and other extended industries simultaneously.

3. Restricting Factors of Rural E-commerce Development of "One Village One Product" in Shaanxi

Shaanxi is a big and powerful agricultural province in China, but since ancient times, Shaanxi has been located in the inland of China. The farmers' thinking is conservative and their ability to accept new knowledge and e-commerce skills is weak, which makes Shaanxi have certain restrictions on the development of rural e-commerce "One Village One Product".

3.1 The Cooperation among the Main Bodies of Industry Development is not Close

Effective industrial cooperation between "One Village One Product" demonstration villages and leading enterprises and relevant cooperative organizations has not yet been generally formed. Farmer households have serious deficiencies in the relevant professional technology, and they have no experience in operation and management. There are also many demonstration villages which rely solely on the government's policy support. They have neither established farmers' professional cooperatives nor cooperated with local leading enterprises. The phenomenon of following the trend is very serious.

3.2 The Technical Level and Cultural Quality of Production Organizers are Weak

Farmer households are the main force in the development of "One Village One Product" modern agriculture. However, many farmers in Shaanxi have conservative values and ideology, low level of general education and culture, slow learning and acceptance of new things, poor grasp of rural e-commerce and agricultural modernization technology, and some even do not know how to develop Internet e-commerce. About 74% of the rural labor force below junior middle school education level in Shaanxi Province, while only about 16% of the farmers have received agricultural related technology training and Internet e-commerce. Since the development of "One Village One Product" modern agriculture in Shaanxi Province, more than 60,000 demonstration

farmers have been trained with modern characteristics, but only about 1% of the total number of farmers in Shaanxi Province. It has greatly restricted the development needs of "One Village One Product" modern agriculture and rural e-commerce, but it is also difficult to meet the needs of specialization and skills of urban and rural labor market, seriously affecting farmers' income.

4. Development Countermeasure of "One Village One Product" Rural E-commerce in Shaanxi Province

4.1 Playing the Government's Guiding Role and Enhancing the Closeness of Cooperation among the Main Bodies

Shaanxi Province needs to strengthen the corresponding skills training and organizational management ability for farmers in order to achieve better and faster development of agricultural modernization of "One Village One Product". At the same time, it needs to organize visits to learn the successful experience of other areas, improve the recognition and application of e-commerce, and strengthen the propaganda and promotion of existing characteristic brands. Because most of the farmers are not well educated, they need to learn. Because of the poor ability, it is necessary for the government to organize farmers to participate in agricultural technology exchanges, and to guide the e-commerce operation of farmers by universities and social organizations.

4.2 Increase the Support and Support to Peasant Households

For peasant households and enterprises, local governments need to strengthen their organization and leadership to help peasant households solve the problems that may exist in their daily production and development, such as technology, capital and sales. By inviting relevant experts and technical experts to build a peasant household consultation platform, peasant households can solve their problems, improve their problem-solving ability, and establish a "One Village One Product" characteristic agriculture. Modernized development of the corresponding project funds, joint financial institutions to improve the scale of rural credit, reduce the "One Village One Product" access threshold, but also to provide more opportunities for the development of high-quality agricultural products. At the same time, "One Village One Product" of modern agriculture and rural e-commerce development of the corresponding preferential policies to publicize and encourage farmers to participate.

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