

Analysis on Agricultural Development of CSA in China

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Abstract. This paper puts forward the concept of CSA, Community supported agriculture - Community support agriculture industry, and it is a kind of benefit-sharing and risk-sharing cooperative agriculture business model in surrounding farms and its surrounding communities. Then the paper analyzes the influencing factors of CSA agricultural development in China including political factors, economic factors, sociocultural factors and science and technology factors. At last, the paper provides suggestions for promoting agricultural development of CSA in China.

1. Introduction

As the GDP has been increasing in our country year by year, the per capita consumption level also constantly improves, and more and more people have the ability to consume a higher quality product. Our main food grain consumption per capita reduced year by year, while the consumption of meat, fruit and vegetable is increasing steadily which bring great hope to CSA mode of the development of organic farms. .

2. The concept of CSA

CSA, Community supported agriculture, is a kind of benefit-sharing and risk-sharing cooperative agriculture business model in surrounding farms and its surrounding communities, that is to say, consumers pay for agricultural products in advance in a period of time, then farmers use the funds in production according to the organic standards and distribute agricultural products to consumers on a regular basis. At the same time, consumers can participate in farming experience provided by the farm and participate in activities and other recreational activities.

3. Analysis on the influencing factors of CSA agricultural development in China

3.1 Political factors

In the 13th five-year plan, China proposes that agricultural development should follow the development concept of "innovation, coordination, green, openness and sharing", so as to realize the transformation of the supply system of agricultural products from focusing on increasing production to focusing on quality and efficiency. Organic industry under CSA model is one of the important development directions of sustainable agriculture and shared agriculture, and it has won the support of national policies and development opportunities. In addition, the trade war between China and the United States that set off a wave in 2018 and it has attracted the attention of many scholars on agriculture and given a reflection on China's agriculture. Compared to other countries, less cultivated land and more people in our country results in labor-intensive agriculture which took a lot of labor costs, plus the less market breed, uneven product quality, low brand awareness , so imported agricultural products compared to domestic agricultural products have certain advantages. CSA organic farms with the pursuit of product quality, the opportunity of independent brands vacancy of domestic organic industry will be the strong competitors.

3.2 Economic factors

GDP increases year by year in our country, and all the residents' per capita consumption level also constantly improve. More and more people have the ability to consume a higher quality product. In

2013-2016, China's main food grains per capita consumption reduced year by year, while additional consumption of agricultural products such as fresh fruits and vegetables has been increasing steadily. With a stable and sustainable economic development, the good development momentum of China's economic environment bring huge hope to CSA mode of organic farms. However, the overall level of agricultural employment wages in China has always been at a low level, resulting in a shortage of talents, which has caused some obstacles to the long-term development of the organic industry under the CSA model.

3.3 Sociocultural factor

As people living standard unceasing enhancement, coupled with the problem of food safety in recent years, people's consumption concept has increased from meeting the food and clothing to the pursuit of quality. According to the relevant data, more and more people, especially young people of high education degree, are willing to accept the higher price of organic food and higher levels of CSA pattern recognition, the CSA organic industry has brought unprecedented opportunities of development. But at the same time, the quality of agricultural products in the market is uneven. There are many illegal businesses selling low-quality agricultural products under the name of "organic". Under the CSA model, consumers can deeply participate in the production of products and know the production process through the production log every day, which greatly enhances the trust of consumers and wins the development space for organic agriculture under the background that consumers still have insufficient trust in organic agriculture.

From the point of view of social culture, the CSA mode of organic agriculture in China still faces enormous challenges. Bitter and tired work in agriculture has been deeply rooted in the hearts of the people, so only a handful of young people are willing to work in agriculture with related agricultural high level talent shortage. The national agricultural census bulletin shows that the number of agricultural production and operation is 314 million in 2016, of which only 1.2% of college graduate or above, and 85.4% are elementary school and junior high school level. Farmers with less education are often used to use pesticide decontamination in livestock breeding, and the mode of production in a short period of time is difficult to adapt to the organic standards. It is an obstacle to the development of the organic industry.

3.4 Science and technology factors

In recent years, we vigorously promote the development of agricultural modernization in our country, according to the national agricultural census bulletin of 2016. Compared to 2006, the number of combine in our country increases 1.1 times, the area of national greenhouse 3.3 times and an the area of greenhouses 1.1 times. On the whole, our country's agricultural mechanization degree enhances unceasingly, and level of facility agriculture development improves, and the process of agricultural modernization accelerates. More convenient traffic in remote rural areas and higher level of informationization provides a great convenience to the development of organic agriculture. At the same time in the current "Internet +"background, CSA model can satisfy the people's deeply involved in the production, make people understand the dynamic product anytime and anywhere. The introduction of a large number of science and technology has established the good channel in the mutual supervision for consumers and farmers, at the same time it also give farmers to provide better service for consumers to create a good platform, deepen the trust between the consumers and farmers, and greatly promote the CSA mode of the development of organic agriculture in our country. However, the cost increase brought by science and technology input is also a major problem for the development of CSA organic agriculture, and small enterprises will face greater challenges.

4. Suggestions for promoting agricultural development of CSA in China

The core of CSA agriculture is to produce organic agricultural products so that customers can eat healthy food, so the whole industrial chain must strictly follow the standards of organic production. In the production of raw materials, we strict checks to ensure the safety of each raw material; In

terms of product quality control, the management team of CSA agriculture should publish the production log every day, publicize the production process, and conduct regular testing. From input to production to delivery, CSA agriculture should adhere to the relevant standards of organic agriculture to ensure the safety and reliability of product quality. In the production process, CSA agriculture should adhere to the local main production varieties, not outsourcing; Main varieties of the season, no anti-season; At that time mature variety, not ripening. In terms of disease and insect pest control, farms should focus on prevention, adopts "physical + biological" comprehensive treatment, and never uses chemical drugs to ensure the safety of products.

5. Summary

The development of organic industry under the CSA model with Chinese characteristics is faced with huge challenges such as the impact of other products at home and abroad, input of human resources and technology costs, immature development of science and technology, and lack of social integrity. At the present stage, it is still difficult to move forward. However, there exist the following advantages: the stable political situation, more and more attention of our country, the improvement of the national consumption level and health consciousness awakening, people lifestyle changes and high pursuit, the development of economy and science and technology, as well as the perfection of relevant laws and regulations provides the opportunity for development. In addition, environmental protection is fundamental for the CSA model sustainable development of human beings and the world economy, in the long run, CSA model of organic industry development in China's success is just around the corner.

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