

Evaluation and Recommendation of E-Commerce Platform for the Construction of Agricultural Products

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Abstract. Our country is a big agricultural country and apply e-commerce to agricultural development has great significance for the development of e-commerce agriculture. Agro-crystal daily life is inseparable from the consumer goods, e-commerce sales of agricultural products, the sale opens up a new market, provides a new channel. As agricultural producers, how effective guide the production and use of e-commerce has become a demand for increased sales. This article describes the current situation of agricultural products and platform construction recommendations, we believe that having a certain significance for the future development of agricultural product and agriculture industry.

Introduction

Our country is a large agricultural country basis, it can be said to support the agricultural development and progress of the whole economy and society. Good policy on the agricultural sector continued in 2015, "Central One" file 12 consecutive years highlighted the "three rural" areas of issues, including the important area of rural and agricultural modernization, food security, rural e-commerce. And during the two sessions this year, Lian Zhen, deputy director of the NPC in its proposal mentioned, it is necessary to develop appropriate national policies and measures to support the healthy and orderly development of rural electricity supplier for the new normal economy added new power, but also for the implementation of the "three rural" work of the new direction. Under strong boost Chinese agricultural information, agricultural modernization, Chinese agriculture in the coming era. Although Chinese agricultural information at this stage it is still in the initial stage of development, but the traditional agribusiness in the field of information technology continue to accelerate extensive expansion, relying on rural electricity providers to open up agricultural information technology market, it will make the entire market more diverse agriculture industry and diversification. In recent years, the rural electricity supplier presents a "blowout" trend of rapid development. Enter 2015, many large commercial enterprises have joined the development and construction of rural electricity supplier in the past. Jingdong, Ali Baba, Suning Tesco has said it would have established a wide coverage area, large capital investment in the county sales service centers, and some agribusiness include DBN, Long Ping High-Tech, etc. have all increased in the field of rural electricity provider investment, for the rapid development of rural electricity provider to provide a "positive energy." With the computer network technology, industrial upgrading, low price and worldwide communication through e-commerce platform into the practical test, already we have the conditions for large-scale applications. So how should allow farmers to actively find ways to increase income? We know that the main source of income of farmers rely on sales of agricultural products, so that the active use of rural electricity providers to promote sales of agricultural products is the last choice.

Through the information infrastructure platform, service platform, trading platform and the platform for fostering talent analysis can be found, Chinese e-commerce platform has made remarkable achievements in agricultural products, agricultural products online trading market beginning to take shape. However, the current e-commerce platform for Chinese agricultural products are still some problems:

Network infrastructure in rural China is lagging behind the current Internet penetration in rural areas, only 15% (2009), and urban (44.6%), there is still a big gap. At the same time, PC penetration is still low in rural areas, according to the survey, 19.7 percent of the rural one of the main non-users not using the Internet is no Internet access equipment, as well as 3.5% because no local network access conditions (CNNIC, 2009). Clearly, Chinese rural Internet penetration levels still relatively low, there is a big gap compared with more than 50% of farm-net rate of European and American countries. In addition, our e-business infrastructure in rural areas there are significant regional differences, the higher the level of the eastern coastal areas and western regions lower significantly behind the national average, showing a decreasing gradient from east to west trend.

Although China has a large number of agricultural sites, but these sites primarily to promote agricultural enterprises sites mainly provide professional agricultural e-commerce site is less, to provide network services to third parties online trading platform is less, mainly agricultural e-commerce also stay in the first two levels, it restricted the e-commerce of agricultural products to a higher level. Meanwhile, the current agriculture-related e-commerce platform showing a trend everywhere, generally small-scale third-party websites agriculture, and awareness is not high.

Our country has not yet established a talent training platform specifically for agricultural e-commerce, at present, there is still the main choice will be members of the rural information brokers and rural culture, no agricultural popularization of e-commerce, rural Internet users use the network is mainly used for online games and entertainment, e-commerce usage is very low, much lower than other project network entertainment. In addition, farmers have computers and the Internet is the lack of knowledge, according to the survey, the rural non-users not using the Internet is still the most important reason "do not understand computer / network" in 2009, this proportion is still as high as 38.8% (CNNIC, 2009), and 2007 of Glasgow City survey, farmers not by reason of information technology (ICP), the "do not use" accounts for only 12.5%.

Given the quality of agricultural products specifications and transport conditions particularity of online transactions existing logistics and distribution, and other laws and regulations do not apply to agricultural support system e-commerce, Chinese relevant laws and regulations of e-commerce system is still basically vacancies, only Hainan introduced "Hainan agricultural online trading rules" to specifically regulate agricultural online transactions.

The Meaning of Chinese Agricultural E-Commerce Platform Construction

China must build a moderately prosperous society, should solve the farmers' income. With the continuous advance of modernization, Chinese economy has developed, however, the income of farmers has been the key issues related to people's livelihood. Since the communication between rural and urban hindered, lack of urban and rural exchanges, leading farmers market prices, supply and demand information such as lack of proper estimate. It will be a variety of agricultural products backlog of problems, leading to the development of agriculture hampered farmers' income can not be increased. So, should the establishment of agricultural e-commerce platform, and timely feedback of market information, providing information services for agricultural development, thereby increasing the income of farmers.

Farmers and agricultural enterprises in the choice of farming, the market is not able to get effective information, can not be a good grasp of market supply and demand, easy to make the wrong decision, resulting in poor sales of agricultural products, the backlog of such phenomena. Therefore, to provide farmers with effective market information service channels, can effectively solve rural issues, in order to build a socialist harmonious society and realize common prosperity.

Reform and opening up of the boom, has brought Chinese economic takeoff, to promote the development of all walks of life. However, the market economy, blindness and lagging agricultural products, agricultural products will lead to the backlog and other issues, the government's macro-control needs of the country, with the visible hand and to help the development of agriculture. However, e-commerce platform can produce comprehensive and timely feedback of market information, so as to provide a good reference information for the government to stabilize prices aspect, quality supervision. Thus, agricultural e-commerce can be regulated for the relevant state

departments of agriculture provide good service.

Solution of Agricultural E-Commerce Platform Recommendations

Vigorously to improve the network infrastructure, increase rural Internet penetration in rural areas to establish a convenient high-speed Internet access port terminals, computer equipment conditions allow farmers to easily access the Internet through a network subsidized, low-cost implementation of standards and other policies, intend to conduct e-commerce business for farmers' cooperatives, agriculture and agro-large enterprises to establish or optimize network infrastructure to be policy support. For there is no ability to buy computers and other hardware independent farmers, could be addressed by raising the town or village information service station holding capacity. At the same time to increase investment in central and western regions, central and western regions to improve the level of e-business infrastructure, reduce the basic conditions of regional disparities.

Encourage existing agricultural professional party e-commerce service providers to carry out high-level online trading services, there are many levels to train a number of large-scale national and regional agricultural e-commerce service providers. Promote integrated Alibaba e-commerce service providers and all levels of government or other professional agricultural e-commerce service providers electronic trading platform for cooperation and development, and encouraging the creation of integrated electronic service website dedicated subordinate agricultural site, a platform for the online retail of agricultural products. Urge enterprises to adopt and develop safe and convenient online payment platform to improve the security of online transactions of agricultural products.

Through the implementation of "e-commerce Agricultural Talents" program or project, the joint institutions of higher education or vocational training institutions throughout the preparation of special training materials and training courses for farmers, agricultural cooperatives and agricultural enterprises conduct e-commerce knowledge and training to enhance their applications E-commerce awareness and ability, and vigorously develop the rural network brokers to guide existing rural brokers in agricultural online trading.

One particularity of agricultural production, storage, transportation and other aspects of e-commerce to develop specific management practices of agricultural products, online trading rules, and product standardization norms; the second is to further improve the logistics system of agricultural, construction of special agricultural products distribution center and logistics base to promote the development of cold chain logistics, to establish a dedicated fresh agricultural products distribution channels, improve the efficiency of logistics and distribution.

Construction of network marketing is inseparable from a complete network infrastructure. In recent years, financial investment in the country's government for the construction of network infrastructure increased investment. However, the underlying network infrastructure of rural areas is relatively weak compared to the city in terms of network coverage, there are still a big gap. So to continue to build the network infrastructure construction in rural areas, improve the quality of information service, will supply and demand information of agricultural technology and agricultural knowledge to agricultural producers and consumers promptly communicated.

The market economy is the legal economy, in the virtual online trading platforms, but also to establish appropriate laws and regulations, so that transactions carried out under strict credit management, so that enterprises and agricultural producers both sides to establish a good level of trust. Government should accelerate the development of network information platform of laws and regulations to regulate their transactions. The government should establish a credit management system, the formation of mutual trust trading environment.

Agricultural e-commerce as a new form of agricultural development, over a period of time so that farmers can not well received, so to change the concept of farmers, breaking the previous old model, farmers produce e-commerce knowledge of the training and presentations, E-commerce has allowed to produce a clear and deep understanding, so as to enhance farmers' ability to take advantage of access to information, not only help to improve the quality of farmers, agricultural e-commerce and allow effective functioning.

Conclusion

The establishment of agricultural e-commerce platform can promote the development of agriculture, increase farmers' income and promote agricultural information construction, to ensure the safety of Chinese grain reserve, is an important measure to build a harmonious society, to protect the national economy. Similarly, agricultural e-commerce platform can promote healthy economic, stable and orderly development of great significance.

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