Advances in Social Science, Education and Humanities Research (ASSEHR), volume 95
2017 International Conference on Education, Economics and Management Research (ICEEMR 2017)

Study of China's Agricultural Export under the Japanese Green Trade Barrier

—A Case Study of Frozen Vegetable

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***Abstract*—This paper mainly studies the Japanese policy, especially the Positive List System and Health Quarantine System, on the Chinese agricultural products exports, taking the frozen vegetable for example. The authors carry out studies on the recent related polices of Japan with China, considering the non-policy factors, then making comparative analysis among three countries as: China, the USA and Thailand. Finally the authors present six suggestions to the breaking of the trade barriers.**

Keywords—Green Trade Barrier; Japanese Positive List System; Frozen Vegetable Export; Agricultural Product Trade

I. INTRODUCTION

The export of agricultural product has significant impact on agriculture industry of China. Statistics declared by the commerce data center of Commerce Department presented that total agricultural products expert of China in 2015 had reached $ 460.08 billion, occupying 2.02% of total goods export. Agricultural products of China mainly export to Japan, with a sum of $101.97 billion, takes up 22.16% of agricultural products export. Japan is the greatest demander of China's agricultural product.

After joining the WTO, with traditional trade barrier fading, Chinese agricultural products export confronts with stricter green trade barrier. Green trade barrier is a kind of trade barrier developed by developed countries to keep food safety and protect citizen health, so they make up strict production technique, sanitation and environmental-protecting restrictions and they always change them, which makes developing countries unable to adopt, therefore, created a trade barrier to control foreign products import or to lift the cost of foreign-imported products, which impairs developing countries competitiveness. Out of protecting domestic agriculture, Japan resists against foreign agricultural products intruding in Japan market. The government of Japan issued "positive list system" in 2006, greatly reinforced examination of leftover agricultural chemicals in imported agricultural products. As a green trade barrier policy with strict standards and sophisticated examination, obviously, positive list system shoot important influence on exporting agricultural products from every county to Japan. Facing the cruel reality that China did not take any action to deal with strict green trade barrier but Japan established positive list system; there is a realistic problem to resolve for Chinese government and enterprises. The problem is how to follow the trend that green trade barrier is widely applied and tariff wall is gradually disappearing, Chinese government and government should set up agricultural products quality control system to conform to international criteria.

Because Japan is close to China, it is convenient to fresh transport, and Japan has large demand for agricultural products import. Japan has been the biggest market of Chinese agricultural product export. From 2004-2006, China is exporting more agricultural product, but in 2007 and 2008, the amount of agricultural products exporting declined. The reason behind is, Chinese agricultural product exporting was affected by Japan's positive list system in 2006. After 2009, the exporting amount rose to former level. Frozen vegetables ,as a branch of vegetable agricultural product, from 2004 to 2014,took up 7.29% agricultural product import weight of Japan on average, while the inferior weight took up 12.09%.Though the portion of frozen vegetables is not big, the inferior of frozen vegetables ranked the second. These years, Chinese agricultural product and food is affected by a series of quality safety events (example: "poison dumplings", McDonald's used rotted chicken of Shanghai Fuxi), Japan shows less trust in Chinese agricultural product. Thus, Japanese government department and enterprises set up stricter quality control examination criteria. Japan examined 20% of Chinese agricultural product in 2009 and 2010.[1]

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Creative point of this article: searching article database, there is no found for article in analyzing frozen vegetables exporting. Article in 2006 which concerned about Japanese competitiveness of vegetables exporting in example of frozen vegetables and fresh vegetables is the most similar one to this one. We analyzed frozen vegetables export from 2004 to 2014, made an implement of present research, offering an instance of relevant enterprises.

Researching significance: agriculture is a fatal industry of Chinese export. And agriculture is strongly influenced by green trade barrier. China has the greatest quantity of agricultural product export to Japan, and frozen vegetables are the second greatest inferior agricultural product of China. To analyze the influence of Japanese green trade barrier policy on Chinese frozen vegetables has special significance of tackling green trade barrier in China. In a long run, Chinese agricultural product has flaw in pesticide leftover and chemical abuse in processing. Frozen vegetables have more tolerant examination standards than fresh vegetables, which, works as an alarm of exporting agricultural product of China.

II. JAPANESE EXAMINATION POLICY OF IMPORT FOOD

Japan has strict rules and sophisticated policies for agricultural products and food import. In order to specify the effect of green trade barrier to Chinese agricultural products, we will introduce two strong-related policies to agricultural products export.

A. Health and Sanitary Regulation

Japan's entity examination for importing food and Health and agricultural products can be classified as follows:

Ordering-examination: when one agricultural product has high probability to bend food hygiene law or previously violated food hygiene law for many times, the Minister of Health, Labor and Welfare will release a notification that this agricultural product must accept an examination. If one product were to accept ordering-examination, before the government-authorized or export country-authorized organization handing in examination report, the product is prohibited from selling in Japan and cannot go through customs clearance procedures unless it is qualified. Being conducted examination, the goods should be examined in every import process, and the enterprises afford the cost. In the statistics in the sheet below, ordering-examination made a inferior rate for only 28.83%, which indicates that examined foods offended the food hygiene law had a low chance to offend the food hygiene law again.

Executing-examination: food met with accidents or other uncertainty, inspecting some problems in sanitation (like being polluted), the food hygiene monitor will go to the storage place for entity examination. Collecting sample under such condition, the quarantine station or the national institutes of health tests will examine and analyze microorganism and pesticides leftover. According to collected statistics, executing-examination only applied twice in one year, on July,2015(frozen natural puffer with uncleared organs) and December,2015(frozen ドクサバフグ mixed with toxic fishes)

Supervising-examination: the Ministry of Health, Labor and Welfare makes examination in accordance of annual plan to know the actual degree of leftover of pesticides and animal drug. Annual control plan was made by experts organized by the Ministry of Health, Labor and Welfare considered the inferior rate of each food category, the importing quantity or weight, the threat of potential risk, and the plan is bound to declare on March each year. Japan keeps an supervising-examination rate at about 10%, and goods being examined can go through customs clearance procedure. Judging from data in the following sheet, supervising-examination found the least inferior goods in 3 main examination, for solely 26.38%[2]

Autonomous-examination: importers choose products to examine by themselves, delivering sample to official examination stations of Japan, and publicize examination result so as to resolve incomplete examination of the authority. Although autonomous-examination seems to have minor effect on enterprises, the data on the website of Japanese Ministry of Health, Labor and Welfare, autonomous-examination found 71 batches of inferior goods in total, occupying 43.56% of all inferior batches, almost twice as much as supervising-examination and ordering-examination.

TABLE I. STATISTICS OF FOOD HYGIENE LAW VIOLATION EVENTS ON APRIL-DECEMBER,2015 AND NOVEMBER-MARCH,2016

Year 2015	Autonomous-examination	Supervising-examination	Ordering-examination	Executing-examination	Total
April	3	1	5	0	9
May	5	2	4	0	11
June	7	6	7	0	20
July	5	2	3	1	11
August	7	7	5	0	19
September	6	4	3	0	13
October	8	5	0	0	13
November	6	3	1	0	10
December	8	7	8	1	24
Year 2016					
January	3	3	6	0	12
February	6	3	4	0	13
March	7	0	1	0	8
Total	71	43	47	2	163
Proportion	43.56%	26.38%	28.83%	1.23%	100%

Origin: Inferior Events Summary of Japanese Ministry of Health, Labor and Welfare

B. Positive List System

Positive List System is a new system in Japan to reinforce management of chemical leftover in foods. The Positive List System's greatest influence on agricultural products export of China is "homogeneous criteria". This "criteria" set an widely-applying amount of maximum leftover under 0.01ppm in over 700 types of pesticides, animal drugs and feed additives. But international acknowledged measure is on the basis of toxicology evaluation, taking "acceptable daily intake (ADI)" and "Good Agricultural Practices (GAP)" into consideration to make different pesticide leftover criteria. Different pesticides have different ADI; different food has different contributions to ADI with different pesticides exposure amount and safety risks. [3]Japan made homogeneous criteria for various foods is not according with present international acknowledged principle,

as well as not conforming to actual application condition. The criteria, whose conduction seriously worsens regular agricultural products, trade between China and Japan.

Concluded from The Risk Evaluation Report on Chinese agricultural products export to Japan, Chinese export in meat, vegetables, fruits and processed fruits, aquatic product, edible mushrooms, tea and grains are the strongest influenced categories. In 2014, large amount of China-produced food was detained, returned or destroyed by Japan for not according with "Positive List". There were 202 batches; up to 1788 tons China-produced food was detained. The amount of Chinese agricultural products export which was inferior ranked the first among all agricultural products exported to Japan.

III. CHINESE FROZEN VEGETABLES EXPORT ANALYSIS

Frozen vegetables is a kind of frozen food.(like broccoli ,spinach and soybean)After selecting, cutting out inapplicable parts, cleaning and boiling, they are frozen in packages. This processing method makes water in vegetables quickly crystallize in tiny and systematic water drops but it does not destruct vegetables tissue. Because of frozen process, germs cannot survive. Comparing with fresh vegetables, frozen vegetables can be stored for long time and keep good quality.

A. Regulations on Frozen Vegetables

The reason for frozen vegetables pesticide leftover examination, reported by Renmin Net.com, that Japan decided to list exporting frozen vegetables to pesticide leftover examination scale on March 20th, 2002.Ministry of Health, Labor and Welfare pointed out that frozen food belongs to processing food, it does not have a pesticide leftover criteria like fresh vegetables, so frozen vegetables are listed out of the examination list previously. Besides, many of frozen vegetables get packed only after boiling; it is not sure whether these products can meet sanitation criteria, nonetheless, Japan decided to make examinations on them in quarantine office. The examination targets at spinach, taro and green soy bean that manufacturers boils them once and then pack them, including 18 types of products. Ministry of Health, Labor and Welfare also claimed that if they are only boiled once, products above can be qualified to pass fresh vegetables pesticide leftover criteria, according to food hygiene law, frozen vegetables should be examined as fresh vegetables.

Concern about frozen vegetables storage temperature, out of long-term storage safety, food hygiene law rules that frozen vegetables should be kept under -15℃.To reserve good quality, AS law ruled that frozen vegetables should be kept under -18℃.Codex Aliment Arius(CAC) issued ‘Fast frozen food chemical process and production international applicable criteria’ in 1976 mentioned that frozen vegetables should be stored under -18℃.Most frozen vegetables have an expiration date in 1 year to 2 years.[4]

Seeing from selective content, mainly including pesticide leftover, transenosis, colibacillus and germ quantity. Referring to statistics of April -December, 2015 and November-March, 2016, coli bacillus exceeding shows the most probability, it was 12 times. Pesticide leftover ranks the second, and the most serious one is difenoconazole leftover, for 5 times. Germ exceeding occurred 3 times and transenosis papaya utilization for once. Judging from reasons collection, colibacillus exceeding mostly contributes to bad sanitation condition, severe pollution and non-periodical cleaning of equipment or production staff that have bad sanitation standard. Contamination in packaging process is one of the reasons of colibacillus and germs infection. Pesticide leftover is for pesticide floating pollution of the nearby farmland, which indicates that farmland is near to other farmland and nonstandard pesticide application in nearby farmlands.

TABLE II. INFERIOR REASON OF FROZEN VEGETABLES IN APRIL, 2015-MARCH,2016

Inferior reason	Inferior events
Bad sanitation management	6
Packing process pollution	3
Nearby environment contamination	8

Source: Inferior Events Monthly Summary of Japanese Ministry of Health, Labor and Welfare[5]

TABLE III. PESTICIDE LEFTOVER OF FROZEN VEGETABLES IN APRIL, 2015-MARCH,2016

Examination content		Inferior event
Pesticide leftover	Difenoconazole	5
	Thiamethoxam	2
	Haloxyfop	1
	Triazophos	1
Colibacillus	Colibacillus	12
Transgenosis	Transgenosis	1
Germ quantity	Germ quantity	3

Source: Inferior Events Monthly Summary of Japanese Ministry of Health, Labor and [5]

B. Non-Policy Factors of Chinese Frozen Vegetables Export

Shandong Province keeps the largest exporter title to Japan in all export areas, totally exporting frozen vegetables to Japan for 27,992 tons, which created 29,85millon dollars export volume, showed an increase of 2%.Zhejiang and Fujian ranked the second.

Analyzing by export types, in reference for study results published by agriculture and stock farming boosting organization, China mainly export frozen soybean, frozen spinach, frozen taro and frozen broccoli. Because of the integration of frozen vegetables export provinces, if Shandong Province, as a big exporter, encounters with very bad weather or get severe contamination of water and soil, will make fatal collapse of the total export of China.

Frozen vegetables declined after frozen spinach pesticide leftover, luckily, with a series of negotiation and field work, the situation is much better. Ample harvest and inexpensive price have effect on export in some way, export exhibit a trend of rising. Under the influence of positive list system and planting base record and supervision system changes made by State general administration of quality supervision, inspection and quarantine(CIQ),domestic frozen vegetables has better quality.

Affected by a great many of negative events of quality, China and Japan reach a agreement. China-produced and export raw materials of frozen potherb to Japan should come from authorized farms of CIQ or contracted farms. On the other hand, depreciation of Yens and Increasing cost of Chinese manufacturing industry, and export price climbing also effect export in recent years. Some enterprises produced with higher cost but did not raise selling price, while some enterprises cut down their cost by cooperating with Japanese demanders, they improve the degree of mechanization in factories to gain better efficiency. Concluded from collected data and the study of Li Xiaozhong, the economy crisis in 2008 impacted frozen vegetables export as well.

C. Frozen Vegetables Export Analysis

1) Chinese Export Proportion Analysis

Having a glance at export volume pie chart, China is the main frozen vegetables import source of Japan. The export volume from China to Japan took up half of the world export to Japan. The followers are the USA (13.08%), Thailand (8.33%), New Zealand (4.64%)[5].Product trade database of the UN analyzed that other countries hold their export volume at 1% or under, which manifests that Japan widely import frozen vegetables from all parts of the world. Not only promotes vegetables abundance, but also reduces negative factors risk like national policy and environment contamination of frozen vegetables import, they had given us a nice example. However, if Japan changes frozen vegetables import policy, there will be a universal effect on international frozen vegetables industry, such as positive list system policy will increase export cost of other countries when they export frozen vegetables.

2) China, the USA and Thailand Export Volume Analysis

Japanese frozen vegetables import mainly concentrates in China, the USA and Thailand. Seeing from the line chart, Chinese import volume has the greatest fluctuation, reaching a height in 2001 and following a big dive (in 2002, decreased 18.37%).It was the minimum of 16 years, but there was a reverse in 2003. The reason is, Japan added frozen vegetables to pesticide leftover examination in 2002. However, comparing with the USA and Thailand at the same time, China experienced much more decrease that the USA deduced 7.45% while Thailand increased 5.1%.And there are some probable reasons: Chinese vegetables have many problems such as nonstandard pesticide application, slow reaction to policy change, etc.

In 2006, Chinese frozen vegetables came to a second submit, and Japan declared the positive list system, therefore, Chinese export faced a decline, until 2009, Chinese export made explosion, while in 2015, Chinese export appeared slightly decline. However, the USA showed slightly decline in export from 2001-2005, and the USA enjoyed an increase after conducting positive list system (increased 3.17% in 2006).Even, Thailand was not affected by the negative side of this policy, achieved an increase in export for 10.96%. These two countries showed increase in export till 2011.Concluded from this, China was badly influenced by the negative effects of positive list system, but two other countries were almost not influenced, which was, very unfair.

3) China, the USA and Thailand Examination Condition Analysis

Out of frozen vegetables examination condition of China, the USA and Thailand, Chinese examination proportion is much higher than the USA and Thailand. China and the USA have almost no differentiation in export weight(in chart 3),sometimes American frozen vegetables weight was greater than China(in 2008-2010),but Chinese frozen vegetables examination rate is as much as 4 to 5 times of American frozen vegetables examination rate.

Judging from inferior rate, China and Thailand has no gap in inferior rate. Thailand had much higher inferior rate than China, but Japan applied more tolerant examination criteria to Thailand than China, resulted in lower examination rate.

The results can only exhibit that Japan set unfair examination criteria of Chinese frozen vegetables. The inferior rate of China was moderate, did not excess 0.15 % maximumly, we can say that Chinese frozen vegetables had relatively high qualification rate. But Japan still keeps high examination rate of Chinese frozen vegetables, which lifted the cost of Chinese frozen vegetables. Enterprises should not only pay for examination fees ,but also lengthen time span of export, and vegetables are easy-rotted products which should be kept under -15℃ or -18℃ ,obviously increased storage fees of Chinese exporters.[5]

D. Problems in Chinese Frozen Vegetables Export

1) Chinese exporters are insensitive to Japanese policy changes

After analysis above, every change in Japanese frozen vegetables policy made great impact on Chinese export, and the negative effect has longer duration of other countries(always above 2 years) ,however ,policy change has slight effect on other countries. China got little preparation of policy change and response to these changes slowly.

2) China is under political suppress of Japanese government policy

From the line chart of export volume, frozen vegetable export volume has reached a top and then a big dive. It is very likely that Japanese government change policy on purpose of suppressing Chinese frozen vegetables export increasing. According to examination condition of China ,the USA and Thailand, Japan set very unfair examination proportion of China。Besides, Japan is very sensitive to Chinese inferior agriculture products news, in 2008,China occurred poison dumplings events, Japan raised China-produced frozen vegetables examination rate greatly increased(from 26% to 40%)[5]. World Journal of Thailand reported that the European Union banned to import vegetables from Thailand on 1st, February, 2011, because of Thailand vegetables has pests. At the same time, Japanese government did not intensify examination on Thailand produced frozen vegetables. Under this condition, He Xiurong and Chen Yongfu thought that the direct blasting fuse of trade disputes between China and Japan is lack of competitiveness. Their study mentioned that the cost differentiation gap, Japanese agriculture policy and internal factors and exploding Chinese vegetables export and Chinese

marketization are the long-term factors of vegetables trade dispute between Japan and China.

3) Nonstandard pesticide application in production and bad sanitation problems

Knowing from chart 5, Chinese frozen vegetables are returned; destructed events still appeared 9 times. Sanitation problems are much severe that 12 batches are inferior. And a batch of export may affect tens of tons frozen vegetables, which cast a huge loss of Chinese exporters.

IV. SUGGESTIONS

A. China should Reinforce Publication of All Alarming Information

Concluded from Analysis above, China has low ability to face Japanese policies and regulations, with weak acceptance of Positive List System. Japan quickly updates policies and regulations on pesticide leftover and food additive, and China should collect and summarize relevant messages on time and inform of relative departments. China could learn from examples of Japanese agriculture and stock farming promotion organization (AUC) and Japanese frozen food association (JFFA), utilizing industry association as messages conduction center, to diffuse alarming information to each industry association. Industry associations would remind involved food export enterprises, which have better communication to foreign demander, dealing with changes as early as possible.

Associations in China are China Chamber of Commerce for Import & Export of Foodstuffs mainly. Looking through the front page of this chamber we found that, at some extent, they expose export and import policy changes all the time, publicizing export and import quantity and total amount as well as foreign cooperation opportunities each month. However, if one wants to glace at market analysis and export and import trend graph, he or she needs to register as a member. Chinese associations pay more attention on commercial information spreading; Comparing with AUC and JFFA, Chinese association lacks district market dynamics, all types of vegetable production location information and direction on domestic agriculture production. In addition, China Chamber of Commerce for Import & Export of Foodstuffs gathers articles on food analysis in universities and hospitals, including health, consumption, category and the newest information in technology, provide academic support.

B. Sign up Mutual Trade Agreement, Boost Chinese and Japanese Food Safety

Japan shows little trust in Chinese vegetables export, examining large portion of Chinese products. Strengthening communication and promoting investigation will increase the acceptance of Chinese exporting vegetables of Japanese government and citizens. On May, 2010, Chinese and Japanese officials signed “Japan's health ministry and the state administration of quality supervision, inspection and quarantine of the People's Republic of China for the food safety promotion action memo”. Since June, 2010, China and Japan held Ministry chief level meetings each year to communicate and investigate every aspect of their operation, removed intensifying examination order of some food. On 20th,July in 2006,the ministry of agriculture, the ministry of commerce and the general administration of quality control of China had a special meeting in Beijing to discuss the new trade obstacles that exporting laver met from China to Japan. For over a half year of negotiation, Japanese government abolished autonomous-examination of Chinese exporting laver on 16th,November,2016, reducing property leftover criteria from 0.01ppm to 0.14-0.19ppm,which cleared the block of large amount laver export of China.

Japan has low rate of agriculture self-sufficiency, and China is a giant of agriculture, it is mutual-beneficial to develop agriculture trade relationship between the two countries. China should communicate more with Japan, giving suggestions on making up agricultural product examination criteria. Advising and negotiating for unreasonable examination portion and quality control criteria had made stable foundation for Chinese agricultural product export.

C. Maintain Sanitation Management, Control Food Origin

Frozen vegetables produced by China was destroyed and returned mostly for sanitation problems. Enterprises should control material resources that they should not utilize inferior or contaminated materials. Also, they should reinforce control of processing, preventing employees infected by coli bacillus due to operating errors. Besides, enterprises can avoid hidden danger of management system with many ways, like printing processing staff number on packages, stricter rules for processing sanitation, processing staff health regulation, training processing staff and controlling on food additives and pesticide.

D. Enhance quality Control, Optimize Handle System

In reference of examination reason given by the Ministry of Health, Labor and Welfare of Japan, pesticide problem of Chinese frozen vegetables should be attributed to floating contamination of farmland in the vicinity. Enterprises can construct some reservation devices that are close to this farmland in order to avoid pollution of nearby farmland. In China, human-operating shoulder sprayers are used to spray pesticides, which attach a hidden flaw that human operation could be inappropriate. Enterprises need to enhance training in pesticide spray to decrease pollution of nearby farmland. Enterprises involved should also intensify the capability of quality control, adding expense for examination as well as making exporting product quality check according to regulation and criteria, and, to guarantee exporting product meeting the requirements of importing country. Further, they can seek information or technology help of third-party examination organization and Entry-exit inspection and quarantine department, consulting and acquiring the latest examination criteria. If so, enterprises may deduce inevitable loss.

E. Raise Agricultural Technology Research Fund, Promote Agricultural Technology Progress

To flourish agriculture technology and to boost agriculture technology progress are the best actions to break up green trade barrier. Chinese agriculture products exporting to Japan keeps a

high inferior rate (inferior amount/total inferior amount), which remind China of improving production technique and moderating pesticide application. To accomplish the goal, China must strengthen agriculture study degree. Enterprises which exports frozen vegetables are mostly in middle-size, but their profitability depends that they cannot develop agriculture technology individually. Therefore, government should establish agriculture technology study team, and applies the results on assisting enterprises in improving agriculture technique, moderating agriculture drug utilization and deduce examination cost. It is not only beneficial to frozen vegetables export, but also does good to export on the whole. At present, Chinese agriculture technology input takes up about 0.49% of agriculture GDP of China. China still has to provide financial support for agriculture technology study when compares to 1% worldwide average and 2% developed countries average.

F. Government Makes Assistant Policies, Lift Enterprises Export Rate

Governments could offer agriculture technology support and information support of relative export enterprises. In Fuxin, Liaoning province, the Inspection and Quarantine Bureau successfully helped Jinlilong Food Limited Corporation, Fuxin export frozen pumpkin and bean to Japan. It was the first time export of frozen vegetables produced in Fuxin. Fuxin Bureau voluntarily assists enterprise of knowing examination criteria, guiding enterprise to build up wide-range examination, raw material check, and production control and final-product examination system gradually. Also, the Bureau assisted enterprise did well in food export enterprise record and raw material farming base record, making risk analysis of frozen vegetables exporting to Japan. This is a nice example of government assisting enterprise in export, given valuable experience for other district frozen vegetables export. China plans to improve high-quality farmland construction to boom multiple production ability in the twelfth 5-year blueprint. The national finance invested 1211.51billion RMB in land governance programs, mainly utilizing in reconstruct farmland and make high-quality farmland[5].Farmland quality promotion is good to agriculture product quality improvement. Enterprises should actively make use of government policy to have more frozen vegetables export.

Promoted agricultural technology level and optimized regulations cannot be attained in a night. Better communication and comprehension and more reasonable food safety control criteria will be greatly beneficial to trade cooperation and culture and economy exchange between China and Japan.

V. CONCLUSIONS

Japan has insufficient agriculture supply, they must depend on import. China is the closest big country to Japan with ample agriculture resources and various types, which should be one of the best choices to import agriculture products to Japan. Chinese agriculture products export still has many problems. Chinese agriculture staff has relatively lower ability, lower-level of pesticide application understanding and bad production sanitation, which lack a scientific and efficient management method. China invested relatively less money in agriculture, so it cannot go much further. Chinese agriculture products have difficulty in meeting high-level on green quality control criteria; nevertheless, China stays in passive position to deal with green trade barrier.

To breakup Japanese green trade barrier, China needs to joint effort with her government, industry association and enterprises. At present, government has weak ability in spreading policy, though every department publicize alarming information obeying the law, enterprises information still not the newest sometimes. Chinese industry association mostly dedicated in oversea negotiation, but did minor in assistance of technique promotion, industry and market dynamic information of enterprises. Industry association should provide technique messages to help enterprises adjusting to high green criteria, providing technology support and information-spreading service as well. Export enterprises has many problems which made them have difficulty in tackle high-criteria green trade barrier such as bad sanitation, pesticide abuse and low agriculture study degree. Government should enhance mutual trade barrier negotiation to push trade cooperation, helping enterprises standardizing pesticide utilization and intensifying sanitation inspection.

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