

Research on the International Trade Development Path of Chinese Agricultural Products under the Environment of E-Commerce

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Abstract: In recent years, with the advent of the Internet economy era, cross-border e-commerce, which is different from traditional trade communication, has developed rapidly as a new international trade method, and has received more and more attention and support from the government and enterprises. In the context of the rapid development of e-commerce, this paper focuses on the development of China's agricultural products international trade, analyzes and summarizes the problems existing in the development of China's agricultural product trade model, and further studies the international trade of China's agricultural products through the e-commerce environment, forming a distinctive feature. The scientific development path provides a theoretical reference for promoting the development of China's agricultural product industry chain.

1. Research background

1.1 Literature review

As the global economy tends to develop in an integrated manner, network science and technology are upgraded, and various scientific categories are moving toward cross-integration. The cross-development between Internet technology, information technology and communication technology is particularly evident (Shi, 2016). One of the results is that the e-commerce industry has become more and more popular from scratch and has played an increasingly important role in various industries. The use of e-commerce in inter-country trade has produced an efficient and convenient form of international economic trade, such as foreign trade e-commerce, which has brought about tremendous changes in today's foreign trade. In this context, the international economic trade of Chinese agricultural products faces many opportunities while facing development opportunities (Mo, 2019).

This article takes the international trade of agricultural products with Chinese characteristics as an example and enumerates some problems in the development of foreign trade. Starting from the goal of mutual benefit and balanced development, we will respond effectively to the development strategy of "One Belt, One Road" and other developments, and summarize solutions to problems. Using advanced tools and theories of e-commerce, using network resources and product regional advantages to actively increase the added value of products, the idea is to continuously deepen international trade with countries around the world, and gradually create cross-border e-commerce models with regional differences and characteristics. Cooperation and win-win international trade goals (Zhu, 2018). In order to deepen China's agricultural trade cooperation with neighboring countries, expand the scale of China's agricultural exports, adjust the current agricultural industry structure, and promote rural economic development. In the experience accumulation of agricultural products international trade e-commerce, we summarize certain method points, continuously practice improvement process, and develop new e-commerce agricultural international trade mode (Xu, 2019) based on our own advantages. Verify the application of e-commerce in international trade and its impact on trade activities, as well as future directions and improved countermeasures (Sun, 2019).

1.2 Purpose of research

This paper analyzes the impact of cross-border e-commerce on the transformation and upgrading of small and medium-sized agricultural products foreign trade enterprises, discusses the problems brought about by international trade under the e-commerce environment, as well as its development status and innovative countermeasures (Huang, 2019), trying to explore e-commerce. The research and application of international trade innovation under the environment, researching the countermeasures for the transformation and upgrading of small and medium-sized agricultural products foreign trade enterprises under the opportunities and challenges of cross-border e-commerce development (Li and Tian, 2015). Let readers have a deeper understanding of the status quo of China's agricultural products cross-border sales, so as to understand the far-reaching impact of the new e-commerce model on international trade, and hope to give reference and reference to practitioners in related fields.

2. The status quo of international trade development of chinese agricultural products under the e-commerce environment

China has abundant agricultural resources and a wide variety of crops that can be cultivated. After harvesting, a large part of the agricultural product sales channels is sold abroad. Therefore, the scale of trade in Chinese agricultural products is related to the exchange rate created by cross-border trade. The foreign trade of modern agricultural products is more in the past than in the past, and in most cases through e-commerce. However, China has been self-produced and sold for many years in the field of agricultural products. Domestic demand is relatively simple, and it can be sold as a product only by simple processing. After joining the international trade market, a large number of primary agricultural products can not enter the market, and the corresponding deep development of agricultural products needs to be strengthened. It is necessary to continue to learn advanced experience and form an optimization process for agricultural products that meet the standards as soon as possible. From the long-term goal of building agricultural product finishing system and high-quality branding, it is the main way to promote the cross-border trade volume of China's agricultural products (Zhong and Bi, 2017).

At the same time, because e-commerce has developed from developed cities to the inland provinces and cities in China, the speed is not balanced, resulting in many regions in the actual operation, many steps are not uniform. The corresponding personnel team serving the e-commerce sales, training guidance, network communication, office equipment, etc. is not in place, local decision-makers still stay in the past habits, do not learn the operation and management mode of e-commerce developed regions, lack the necessary experience of practical operation. The emphasis on the finishing of agricultural products is not enough, resulting in the backward construction of factories, equipment, personnel introduction and other bases. The expansion of product branding is still not implemented in planning. The products produced in this process are hindered by International agricultural product sales channels. Under the current Internet era, consumers have higher requirements for quality, and the quality requirements for packaging and logistics services are even more demanding. Lack of cognitive learning of international foreign trade product standards, which are particularly disadvantageous for small and medium-sized enterprises that are processed, produced and sold. The above problems are the main reasons hindering the rapid development of cross-border trade of agricultural products in the e-commerce environment.

Under the Internet era, the emergence and development of new technologies are extremely rapid. This requires that from the enterprise itself, a group of composite talents is needed, and new tools and methods are willing to be absorbed. This requires relevant personnel not only to understand the operation and use of Internet software, but also to master the marketing techniques used in e-commerce talents, and to use composite skills to create agricultural sales network sales channels. However, at present, there are relatively few comprehensive technical talents, and most of them are partial talents who focus on one of the skills. The key issue that needs to be solved urgently is to cultivate a compound talent that understands both agricultural production and connected sales.

3. The problems in the development of international trade of agricultural products in china under the e-commerce environment

3.1 Lack of advantages in international trade

In recent years, China has increased its support for the participation of agricultural products in international trade. Through the encouragement of policy means, the achievements of China's agricultural products in some preliminary stages of international trade have been achieved. However, judging from the international trade structure of China's agricultural products, the current import volume of some large-scale agricultural products has gradually increased in the international trade of agricultural products and has gradually separated from the control of relevant departments. Moreover, in terms of agricultural product prices, many departments lack absolute control over the price of agricultural products. The prices of some agricultural products are mainly determined by the market, which is not conducive to the regulation of product prices by relevant parts. Moreover, in the context of large fluctuations in agricultural product prices, China's agricultural products lack core competitiveness to a certain extent, and export agricultural products are mainly low-value-added products. There is no unified advantage for the agricultural products promoted by each province and city. There is no unified image design and there is limited room for product price improvement. In addition, the international financial situation has led to the appreciation of the renminbi, and it is advisable to pursue the increase in the price of agricultural products to increase high-margin gains.

3.2 The structure of the international trade market is irrational

At present, China's agricultural products export trade has relatively few participating enterprises, and most of the export markets are concentrated in a certain region, which is extremely unfavorable for the adjustment of agricultural product trade structure. Moreover, due to the irrational market structure of China's agricultural products trade, the trade route is relatively narrow, which leads to the emergence of only a few provinces and cities in China's agricultural products, and the vast majority of the regions are bystanders rather than participants in international trade. Moreover, due to its geographical proximity, China's agricultural trade area is mainly concentrated in Asia and the Pacific Northwest. Since a single mode of trade in agricultural products in China has been formed, the profitability of agricultural trade is relatively small, and its risk in the international trade market is relatively large. Therefore, in the process of China's agricultural trade, it should be combined with the current agricultural trade structure and appropriate for import and export. The proportion is adjusted, combined with the "One Belt, One Road" development strategy, timely tightening international policies, and flexibly adjusting and optimizing the price structure of agricultural products.

3.3 The product structure of international trade exports is unreasonable

The main component of China's agricultural products international trade is rough processed products and original products, lacking refined classification development plans, and the agricultural product trade structure is unreasonable. A single category and low added value will inevitably make it difficult to create strong competitiveness in international trade. In this context, the product price is gradually low and there is no pricing power. Therefore, it is an effective way for enterprises to increase product added value and optimize the industrial structure to quickly improve export efficiency. In the long run, when enterprises can stably produce high value-added foreign trade products and gradually form brand effects, industrial structure optimization has achieved initial results, which can form a virtuous circle and effectively enhance the overall competitive advantage of agricultural products trade.

3.4 Trade barriers that exist in international trade exports

At present, many developed countries have already joined the foreign trade circle of international product circulation. They pay special attention to the food safety of domestic products, especially the safety inspection standards for imported products to domestic products. However, China's

agricultural production has not kept control of the precise amount of pesticide residues and has paid little attention to controversial planting techniques such as genetic modification. As a result, there is no complete system of agricultural production safety monitoring process, which leads to unstable quality of Chinese agricultural products. Stable through the relevant testing of importing countries. Participating countries of international trade of agricultural products are in a state of fierce competition when they push their products into the market. Countries will set higher standards for inspection and access to foreign products. Trade barriers that were originally added to protect the interests of domestic agricultural products are inevitable. The impact is on international trade in Chinese agricultural products that are still in their infancy.

4. The international trade development path of Chinese agricultural products under the e-commerce environment

4.1 Accelerate the solution of network credit problems

Using the communication network of the e-commerce basic carrier, the government, on the one hand, should analyze a large amount of information data, including the customer complaints of the purchased agricultural products on the e-commerce platform, and verify the true accuracy of the product information that has been released for sale. All major e-commerce platforms must effectively implement the platform specifications, regularly check the quality of the products in the merchants, especially the short-term products to increase the frequency of random checks, listen to the buyer's evaluation opinions, respond quickly to complaints, and adjust the business rating. Under the online, the government also has to make great efforts to manage the flow of products, conduct regular market survey visits, and adopt online and offline cooperation. The government and the platform will work together to increase communication and cooperation, and there are laws to follow and violations will be punished.

4.2 Strengthening the standardization construction of agricultural production systems

With the passage of international trade, China's agricultural trade industry standards have been formulated and continuously improved, but the emergence and development of new technologies, the old rules will inevitably have a certain lag. On this basis, the government has to further improve the standardization construction and introduce the latest management methods according to the actual situation, covering all the specific steps of production, processing, packaging, and transportation of agricultural products, and providing better operation for the smoother operation of e-commerce trade. Guarantee. Employed enterprises should also give full play to their respective advantages, find a summary of the whole process and methods for international trade, actively cooperate with the government inspection and upgrading work, if there are production enterprises that fail to meet the regulations, accept the punishment of the competent authorities according to law, correct as soon as possible, and force the production of agricultural products. Enterprises improve the quality of agricultural products and thus promote the healthier development of agricultural products trade.

4.3 Improving the level of logistics services under the Internet

After the channel is set up, focus on the personnel and concentrate on the Internet sales training for the agricultural products e-commerce, so that the agricultural product producers can master the basic skills of e-commerce trade in the shortest time. Then, we will support the local agricultural express delivery logistics enterprises. Under the premise of exerting their respective industry advantages, we will customize the exclusive packaging according to the characteristics of different agricultural products, provide a high-quality transportation mechanism, and create a new model for researching the logistics service industry. On the one hand, it encourages individuals and enterprises with experience, ideas and ideas to develop new and new technologies, and promotes efficiency through technology. On the other hand, it emphasizes that logistics enterprises should cooperate

with farmers and platforms to unify industry service standards. Inspire the important role of express delivery companies and maximize the value of logistics.

4.4 Tax collection and management and equity innovation mechanism

The formation of the brand effect of agricultural products in a region depends on the quality of agricultural products, the weight of the products, and the characteristics. It also requires the government to establish a taxation mechanism and supervision mechanism for Internet sales. The government introduced a taxation policy to increase taxation efforts. At the same time, it must establish a matching inquiry system for cross-border e-commerce trade, especially to protect the daily transaction activities, the company's electronic transaction records, customer purchase information, water flow bills, etc. Documents. At the same time, it regulates the daily monitoring of cross-border e-commerce enterprises, strictly checks the customs of export trade products, and optimizes and optimizes the tax collection procedures for e-commerce platforms. Ensure that the supervision system has no loopholes, strictly carry out taxation and supervision, and use the mechanism to close the enterprise to improve the quality and quality of agricultural products.

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