



ISSN: 2521-0505 (online)
CODEN : MECJBU

Malaysian E Commerce Journal (MECJ)

Journal Homepage: <http://myecommercejournal.com/>

DOI : <http://doi.org/10.26480/mecj.01.2019.17.20>



RESEARCH ARTICLE

RESEARCH ON THE LOGISTICS AND DISTRIBUTION OF AGRICULTURAL PRODUCTS IN LIAOYANG

Dayong Xu

Department of Business Administration, University of Science and Technology Liaoning, Anshan, Liaoning, 114051, China.
*Corresponding Author Email: xh616@sohu.com

This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

ARTICLE DETAILS

ABSTRACT

Article History:

Received 27 November 2018
Accepted 28 December 2018
Available online 7 January 2019

As the agricultural industry, has been an important symbol of national economic development, agricultural development also affects the economic development. In view of this, this paper elaborates the basic theories of agricultural products distribution, combined with the actual situation of agricultural development in Liaoyang area, a more comprehensive analysis of the status quo of the logistics of agricultural products the distribution area of Liaoyang, focusing on its current development process to explore the problems that the main problems of agricultural product logistics as the foundation and implementation of information system construction, from the construction of logistics and the corresponding perfect distribution system and increase investment in infrastructure and other aspects of the strategy and construction Yee.

KEYWORDS

Agricultural products, logistics, distribution.

1. INTRODUCTION

At present, our country has entered a critical period of the overall well-off society, to strengthen the construction of modern agriculture is the top priority of the current work, the development of agriculture in the modernization construction must go to promote agriculture, to the city with rural development mode, makes the modern agricultural development new system structure, improve the construction of rural market circulation system, the development of modern agriculture circulation mode In our country.

2. PURPOSE OF RESEARCH

The key point to solve the problem of agriculture is agricultural products to low cost and high efficiency of circulation in the circulation, the value added to further enhance the production of agricultural products so that consumers and the interests can be protected, so as to enhance the market competitiveness of agricultural products in China: At present, with the further development of market economy the contradiction between the diversification of agricultural products in small batch and mass production of consumer demand and demand more and more prominent, and the key point to solve this contradiction is the distribution of agricultural products is reasonable and scientific. The area of Liaoyang in order to further enhance the income of farmers, promoting agricultural production The agricultural infrastructure, as well as the corresponding investment, made the agricultural production modernized.

3. OBJECTIVES OF RESEARCH

Study on modern agricultural logistics and distribution of the paper main goal is through the scientific and reasonable method for the effective control of logistics distribution of agricultural products, through effective grasp the micro level and macro level in the logistics of agricultural products to low cost, high efficiency in production and consumption of effective circulation, thus improving customer satisfaction, great to promote the development of modern agriculture in Liaoyang area. In view

of this, this paper can have certain reference significance for the development of modern logistics of agricultural products in Liaoyang area and the construction of new socialist countryside.

4. DEVELOPMENT STATUS OF LOGISTICS AND DISTRIBUTION OF AGRICULTURAL PRODUCTS IN LIAOYANG

In recent years, the overall scale of the industry of agricultural products logistics development in Liaoyang area continues to expand, the agricultural products logistics center and logistics park construction and gradually improve the agricultural product logistics informatization construction has achieved initial success, the conditions and environment of agricultural logistics development to further improve, promote the further development of logistics and distribution of agricultural products, agricultural products distribution enterprises the level of service and operating results has been greatly improved, the government and industry departments attach importance to the development of modern agricultural products distribution level has also been greatly improved, the logistics distribution center of agricultural products all gradually developed, the circulation of agricultural products and circulation cost [1]. The efficiency has been improved and the competitiveness of the agricultural products market has been improved to a certain extent [2].

5. PROBLEMS IN THE DEVELOPMENT OF LOGISTICS AND DISTRIBUTION OF AGRICULTURAL PRODUCTS IN LIAOYANG AREA

5.1 The infrastructure is relatively backward, and the development is unbalanced

Due to the current Liaoyang area is in the transitional period of industrialization and urbanization, there is great difference between in the period of urban and rural residents consumption concept and the level of economic development, logistics infrastructure is basically in some developed traffic in the city, so that the agricultural product distribution can completely cover the rural and urban areas, and even in the city of agricultural products logistics and distribution facilities of the overall level

is not high, but also cannot meet the practical demand of agricultural products distribution. The highway construction in current Liaoyang area is still in early development, the number of relatively small, rural and underdeveloped transport system, and thus can not Enough to achieve the multimodal transport logistics distribution mode of integration of urban and rural areas as a whole, cannot achieve effective circulation of agricultural products logistics in all aspects, the business risk and management cost is higher. In addition, an important form in Liaoyang agricultural products logistics infrastructure is the construction of agricultural products is relatively backward and the professional storage warehouse the agricultural product logistics information system construction is lagging behind [3].

5.2 The lack of talent in the industry

An important goal of agricultural logistics development is through scientific and rational organization and distribution makes the added value of agricultural products has been improved to a certain extent and make it in the process of circulation effectively save the circulation costs, reduce the loss rate of the goods, in order to achieve effective circulation. To achieve this goal must carry on the science of logistics distribution of agricultural products, reasonable planning, adopt the modern management mode, and take good cost control measures, and these work must rely on professional talents. But now our country universities talents have a profound theoretical foundation, but the lack of practical experience in the logistics. The phenomenon and the agricultural products logistics and distribution needs with rich practical experience of talent has formed a big contradiction. In addition, currently engaged in agricultural products logistics and distribution personnel are basically in the state of learning while working. What is more important is that the distribution of urban and rural areas of agricultural products logistics talent gap is even greater than [4].

5.3 Lagging behind in the construction of logistics and distribution information system

The current logistics Informa ionization construction level of China's agricultural products on the low performance in all aspects of the circulation of agricultural products in 12. First of all, in the agricultural production, the agricultural products in Liaoyang area production and management organizations have the characteristics of dispersion, therefore, the traditional way of acquiring information in the past big points are, especially in the level of economic development in backward rural areas, this phenomenon is quite common. Secondly, according to the National Bureau of Statistics survey report of more than 20 provinces of agricultural products, agricultural products in Liaoyang area for operators of the market price information mainly through their own channels of information from government departments and the local market price information dissemination channels accounted for less, basically is rarely used in the information retrieval network and the modern new media. And there are half of the agricultural products wholesale market does not publish price information. Again, due to the management of agricultural products wholesale market is chaotic, and not to set up agricultural information platform do some good, but the wholesale market of agricultural products only applied to some of the more common, sales, inventory management software, management software cannot fully effective play to the agricultural information management functions, therefore, the informatization level is still relatively backward. In addition, by in the circulation of agricultural products in the process due to poor exchange of information, each link cannot achieve effective docking makes agricultural products with different nodes in the circulation and wait for a long time, the loss of agricultural products is relatively large, thus increasing the operating risk. Finally, no perfect agricultural information network [5]. Due to farmers for agricultural products related to access to information channels is single, which makes the information distortion and information lag, cannot adapt to the changing market requirements. Some farmers in the agricultural products wholesale market in obtaining information is mainly rely on the phone and the actual way to the wholesale market information collection, the wholesale market of agricultural products Sometimes take the release of information board and broadcasting, and the number of published information related to agricultural products less variety, price less information and sometimes

not to publish the information, but the farmers for this phenomenon can only be through a number of radio and television programs indirect access to information. In some rural areas because of the information block. Two-way communication is not able to achieve the information, and the wholesale market of agricultural products and farmers can not transmit comprehensive and timely information, so that the agricultural product logistics distribution network system is difficult to really set up the agricultural products greatly reduces in the market supply and demand information regulation function [6].

5.4 Related systems and policies are not sound

5.4.1 Imperfect logistics strategic planning of agricultural products

The current government in the lack of long-term and overall planning of agricultural products logistics, the relevant government departments and related to agricultural products and logistics enterprises cannot effectively fight the enemy separately, the cooperation among enterprises, the closed loop closed system formed between industry and farmers, resulting in market competition such as reset and invalid serious problems. This phenomenon makes the structure and function of the agricultural product logistics system is not perfect, so it can not realize the agricultural product industry chain formation. Agile supply current is mainly agricultural products take compartmentalization management way and management system. Because of the logistics of agricultural products with time and demand point Diversity and involves more government departments, which requires government departments in the construction of agricultural products logistics distribution system in the main play macro-control role to ensure the needs of agricultural product logistics construction, and the government exists the macro-control ability, work in the long-term planning and strategy of agricultural development the product needs to be further studied [7].

5.4.2 The lack of support for the logistics and distribution enterprises of agricultural products and the lack of market norms

In the formation of agricultural products logistics channels after the basic pattern of price regulation, no effective measures of quality assurance and standardization, the specific performance in the following aspects: first, the lack of effective regulation mechanism of agricultural product logistics. In the establishment of agricultural products market management related legal system is not perfect, but also in the in the process of law enforcement and not make regulations implemented, resulting in the agricultural products market management lax enforcement of the phenomenon is more serious, seriously affected the healthy development of agricultural products logistics. Secondly in the regulation process of coordination are relatively poor. Due to the agricultural product industry related to industry and more. The industry itself has its own logistics system, poor coordination between the logistics system, the government did not carry out effective coordination and integration of the government. Once again, in the judgment of the agricultural products logistics under the control of subjective experience is more common, the lack of scientific macro regulation method. Finally, according to the current situation of Liaoyang agricultural area product logistics infrastructure is relatively backward, the need for effective investment for its investment in the government, but the lack of effective incentive mechanism and related aspects of industrial policy support, is another important factor to cause the current agricultural logistics development is relatively slow [8].

6. COUNTERMEASURES FOR THE LOGISTICS AND DISTRIBUTION OF AGRICULTURAL PRODUCTS IN LIAOYANG

6.1 Build a perfect logistics distribution system

6.1.1 Stratified construction of logistics and distribution system of agricultural products in Liaoyang area

Has been discussed before, due to the different levels of economic development between urban and rural areas of Liaoyang is large, so in the construction of logistics system of agricultural products to make the logistics distribution network system to effectively connect the city and the city and the city and countryside, the agricultural product distribution to achieve effective scheduling and rapid response between different

regions. Therefore, the products in the countryside logistics distribution network system should focus on the construction of agricultural products distribution center, the bridge has a valid connection and communication between agricultural production and consumption.

6.1.2 Establishment of logistics and distribution management system for agricultural products in Liaoyang area

In the process of constructing the logistics distribution system of agricultural products in Liaoyang area, between the agricultural departments should pay attention to the integrity and coordination, to the best overall benefit as the goal to achieve the system between the interests of the distribution system can be established. In the computer information system as the core of the management system, set up based on the electronic commerce of agricultural products logistics management platform, make full use of technology such as data acquisition, logistics information acquisition technology, science, system engineering and other technical achievements, based on multi discipline to establish agricultural product logistics distribution network with high efficiency [9].

6.1.3 Construction of electronic logistics distribution system of agricultural products in Liaoyang area

Electronic logistics is a logistics distribution mode between enterprises and consumers in the Internet environment, enterprises and enterprises to achieve through online trading and online payment. Based on this distribution methods can effectively shorten the delivery cycle, reduce distribution links from and reduce the cost of distribution. Therefore, through the establishment of agricultural products electronic logistics the system is a very important way to improve the efficiency of distribution of agricultural products distribution and quality. But the Liaoyang area in the field of distribution of agricultural products, the rural logistics distribution system and distribution business due to dispersion, in the establishment of distribution network system requires a lot of money, is bound to make agricultural products Distribution costs increased substantially, had a negative impact on the development of the electronic logistics. Therefore, to improve the city's distribution system is built, through advanced information technology, such as bar code technology, EDI technology, the users of agricultural products, agricultural products and agricultural products producers dragged into electronic logistics operators business information platform, logistics distribution mode thoroughly change the agricultural products business activities and distribution means. Improve the effective utilization and quality of service in order to realize the resources of agricultural products logistics distribution process.

6.1.4 Construction of urban and rural integrated distribution system of agricultural products logistics in Liaoyang area

According to the analysis of the current situation of agricultural products logistics in Liaoyang area, Liaoyang area to realize the logistics distribution of agricultural products with high efficiency and low-cost operation must combine the agricultural product logistics distribution system and other related social logistics system, promote the effective utilization of 14 logistics resources. Such as the distribution of agricultural products the integration of industrial system and distribution system to avoid repeated construction of logistics infrastructure in various distribution centers and warehousing center. With various channels and in various ways to make full use of social logistics resources into the agricultural product logistics distribution system, establish the city as the center of the city logistics distribution system. The development of the development of rural agricultural products logistics system development of a combination of a combination of urban and rural agricultural products logistics and distribution system [10].

6.2 Increase investment in infrastructure in Liaoyang

6.2.1 Increase investment in transportation infrastructure

In recent years, due to the government of Liaoyang to increase the highway transportation and railway transportation investment in areas such as the degree of attention, on the basis of the development of agricultural products logistics, governments at all levels in different regions to maintain the original scale of investment, firstly, according to

the actual situation when to continue to strengthen the development of logistics and transport, focus on the development of long distance transportation infrastructure investment, especially for the effective maintenance of some low level of economic development in remote rural areas to strengthen the coverage density and highway construction quality maintenance. Secondly, to the rational distribution of agricultural products in the selection of the mode of transport, in order to fully realize the agricultural. The economic benefits of product transportation. Thirdly, vigorously develop the network distribution system of agricultural products, such as container transport, LTL and vehicle transportation, and promote the application and development of multimodal transport in the agricultural product distribution industry.

6.2.2 Strengthening the construction of the storage facilities for agricultural products

The requirements for the timely distribution of agricultural products and product preservation compared than some other industrial products to be high, so the government should strengthen the agricultural products of modern warehousing facilities investment, promote the development of the relevant preferential policies, so that it can effectively meet the agricultural product distribution for the complete function, efficient modern warehousing facilities requirements. Especially in the construction of agricultural products cold chain storage equipment should pay more attention to the agricultural products, to maintain freshness in the distribution process, reduce the damage rate of products, to meet consumer demand on the quality of agricultural products.

6.3 Perfecting the related system and policy of agricultural products

We have to discuss the government serves as the development direction of macro-control and market leader in the circulation of agricultural products in the process of identity, thus fully in the development of agricultural products distribution to recognize their own identity and status, with the scientific method to develop the overall planning and the agricultural product logistics distribution development promotion policy.

In addition, the optimization of agricultural product logistics environment to optimize the development of agricultural products logistics overall government macro environment as the basis, the development process of the macro environment in the optimization of the logistics of agricultural products can be from the following respects: firstly, optimize the development of agricultural products logistics policy and legal environment, governments at all levels shall formulate the related logistics and distribution policies and regulations according to the agricultural product market environment of the region and the level of logistics development. Secondly, strengthen government support for rural agricultural products logistics, macro guidance for the development of agricultural products logistics in rural areas, to coordinate the interests of all parties, supervision and standardize the market of agricultural products, strengthen the illegal and illegal enterprises investigated Efforts should be made to establish a market environment for fair operation of agricultural products.

6.4 Strengthen the development environment of distribution of logistics and agricultural products in Liaoyang area

6.4.1 Strengthening the information construction of agricultural products distribution in Liaoyang area

Informatization construction is an important guarantee for the effective delivery of agricultural products, so for the information construction of agricultural products distribution system must carry on the effective integration of agricultural products distribution system is more dispersed, to improve the basis for heavy construction, improve the effective transmission of information and agricultural information sharing level, tracking and monitoring for timely delivery thus, to achieve the whole process management of distribution. In addition, the government take the lead to build agricultural products information and electronic trading platform, to enhance the process of logistics distribution of agricultural products in the construction of information service function, so as to

improve the agricultural product logistics escort information level.

6.4.2 Cultivation and development of the main body of logistics of agricultural products in Liaoyang

First of all, to strengthen the professional farmers cooperative economic organization, because each link and the functions of farmer cooperative economic organization in the agricultural products supply chain management and Realization of cooperation, to change the traditional farmers self logistics and distribution patterns of defects, thereby improving the overall efficiency of agricultural product distribution.

Secondly, to actively promote the industrialization of agriculture, agricultural industrialization is based on agricultural products distribution mode of modernization as the main feature, therefore, to disperse the producers of agricultural products and market to achieve effective docking, make agricultural products a unified and complete industrial system formed in the whole production and circulation in. Therefore, government should act as intermediary in the industrialization in the construction, develop effective industrial policy, the respective interests of stakeholders in the industry chain coordination can be effectively implemented.

Again, to encourage the management of agricultural products logistics industry third party logistics enterprise, the so-called third-party logistics of agricultural products is the professional logistics company refers to the management of agricultural products logistics and distribution business, is between the producers and consumers of agricultural products connecting bridge. Agricultural products logistics service level of ascension is not just a single transport, warehousing and logistics functions the promotion of agricultural products logistics distribution modernization, pay more attention to the initial processing and circulation of agricultural products in the process of information processing, the function of market demand forecasting and financial settlement and other integrated logistics function, in this function, some agricultural products under repeated traffic distribution model and integration.

Control of high operation cost becomes difficult, therefore, to solve this problem is the third party logistics into the important role of agricultural logistics industry reflect, because the third party logistics enterprises to their own professional management and the producers of agricultural products and sales will own more energy to put into production and the core of their business processing, sales, therefore, vigorously develop the third party logistics of agricultural products is an important measure to realize the effective distribution of agricultural products [11].

6.4.3 Strengthen the training of logistics professionals in Liaoyang area

Has been discussed before, to the lack of logistics professionals has become a priority among priorities which restrict the development of China's agricultural products logistics distribution, so the Liaoyang area in the cultivation of agricultural products logistics personnel, first of all to the reform and exploration of curriculum setting of our universities, training in training professional talents we need to pay special attention to the practical ability, so that the students can get more practice opportunities, provide strong guarantee for the agricultural products after entering into the logistics industry to contribute. At the same time, from the professional staff knowledge of the logistics of agricultural products industry training needs to be strengthened, so that they can work every day It can get scientific theoretical guidance and avoid blindness and subjectivity in its work process, so that it can fully combine theory with practice and gradually grow into a professional logistics management talent of agricultural products.

7. CONCLUSION

For a country, an important manifestation of the level of development of the national economy is logistics. With the market economy construction pace, the modern logistics industry in China in recent years has made great progress, but in the aspect of agricultural product logistics, development is relatively backward, there must be attention. Therefore, this paper mainly logistics and distribution of agricultural products in Liaoyang area as the main starting point for research and discussion, consider the main factors restricting the development of agricultural products logistics in Liaoyang area infrastructure is relatively backward, the development is not balanced; industry talent shortage; the lagging construction of the logistics information system; the relevant system and policy is not perfect. And on this basis, The construction of logistics distribution system, increase infrastructure investment, optimize the agricultural product logistics environment these three aspects as the main measures to improve the efficiency and effectiveness of logistics distribution of agricultural products, so as to improve the market competitiveness of agricultural products, to meet the needs of consumers of agricultural products.

ACKNOWLEDGMENT

The project supported by Anshan city social science research project: Research on the path to improve the entrepreneurial ability of emerging technology enterprises in Anshan City (as20182007).

REFERENCES

- [1] Yulei, L. 2018. Research on the optimization of cold chain logistics and distribution of agricultural products under Internet of Things technology [J]. *Modern Marketing (Business Edition)*, (10).
- [2] Na, Y., Meijian, G. 2018. Study on regional logistics and distribution of agricultural products [J]. *Anhui Agricultural Bulletin*, (9).
- [3] Hailong, L. 2018. Study on the Optimization of Cold Chain Logistics and Distribution Path of Fresh Agricultural Products [J]. *Modern Business*, (8).
- [4] Xiongaizhen, Xiongairong, Liulie. 2018. Transfer, E-commerce logistics distribution system construction research. *Logistics Technology*, (8).
- [5] Zhangyu. 2018. Cold chain logistics and distribution network optimization of fresh agricultural products [J]. *Agricultural engineering*, (6).
- [6] Longzhi. 2018. On the Optimization of Electronic Logistics and Distribution Mode of Fresh Agricultural Products [J]. *Logistics Engineering and Management*, (6).
- [7] Zhaoxiurong, Jia, C. 2018. Study on the Optimization of Distribution Path of Cold Chain for Fresh Agricultural Products in China [J]. *Agricultural economy*, (5).
- [8] Lili, H. 2016. The problems and Countermeasures of agricultural products logistics in Daqing city [J]. *Heilongjiang science and technology*, (08).
- [9] Hongquan, Q. 2016. Study on the decision-making behavior of fresh agricultural products supply chain from the perspective of knowledge sharing [J]. *Logistics Technology*, (02).
- [10] Signature. 2013. Delivery of fresh agricultural products: five major problems of eight characteristics of [J]. *Agricultural products market weekly*, (42).
- [11] Xingjiang, G. 2016. Optimization and reconstruction of the circulation model of fresh agricultural products in Hunan province [J]. *Chinese and foreign entrepreneurs*, (10).

