

# *The impact of platform economy on agricultural assistance*

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**Abstract:** With the development of the new era, the platform economy has become an important force to promote circulation, smooth circulation and promote the development of the real economy. In the Party Central Committee on the "new countryside", "Internet +" policy of the implementation of the policy as well as the 20th "rural revitalization" policy of strong support, e-commerce platforms and Internet enterprises to promote rural agricultural development has gradually become a new wave of agriculture. The development of e-commerce platforms and Internet enterprises to promote rural agriculture has gradually become a new trend in agriculture. In this context, the market-oriented operation mechanism of the platform economy to promote the development of agricultural assistance is a brand-new exploration of the mode of agricultural assistance in the new era. This paper mainly takes the platform "Xiangping Erqingtian Farming Assistance" as an example, focusing on the problems faced by the platform economy in the development of underdeveloped rural areas, the targeted exploration of solutions to the problems based on the perspective of the platform economy, and the results of the development of the platform economy to promote the cause of helping farmers.

## **1. Introduction**

Under the strong support of national policies, "platform economy" and "modern agriculture" have gradually become a new trend in agriculture[1]. In recent years, China's land transfer has accelerated, and agricultural assistance platforms have sprung up, creating a huge demand for informationization and specialization of agricultural services[2]. The difficulties of most farmers no longer lie in the purchase and use of agricultural products per se, but in the needs of the industrial chain, such as the quality of agricultural products, agrotechnology informationization, production and marketing docking, and credit financing. How to break through the traditional marketing model, provide complete and effective extended services, and improve their own agrotechnical service level are all issues that the platform is thinking about. It is under this trend that "Xiangping Erqingtian Farming Assistance" in Liaoning Province is committed to developing an agricultural cooperation platform, integrating regional resources, cultivating agricultural brokers, leading farmers in scientific cultivation, thus improving the production and living standards of farmers, promoting the distribution of agricultural products, and realizing common prosperity.

## **2. Background to the creation of the "Xiangping Erqingtian Farming Assistance" platform**

### **2.1 The current situation of economic development of the agricultural platform**

According to a statistical bulletin, by 2020, there will be about 560 million farmers in China, but there will be only 20 million new professional farmers, of which less than three million will be agricultural brokers [3]. Therefore, in order to improve the efficiency of planting production, it is necessary to rely on the establishment of agricultural cooperation platforms and the training of agricultural brokers to increase the number of new professional farmers, and the value of this market is about 120 billion dollars. We believe that the main development trend of the entire modern agricultural industry will be towards cooperation, intensification, high-quality, and value oriented development. However, the current agricultural market still has shortcomings such as decentralization, low efficiency, and relatively backward information resource exchange. According to the relevant industrial policies of the Ministry of Human Resources and Social Security of the People's Republic of China and Liaoning Province, the Agricultural Economic Cooperation Organization will develop at an annual growth rate of over 10% by 2024, and the agricultural broker market has a development demand of at least 1.5 million yuan, with a very promising future.

### **2.2 Bottlenecks in the economic development of agricultural platforms**

Agriculture is characterized by regional aggregation, which is not systematic [4]. Farmers who labor from business in turn suffer from the common problem of being older, off the grid, and out of touch with new information. The development of agricultural brokers is uneven depending on the level of regional economic development. And due to seasonal and regional limitations, the activities of agricultural brokers generally vary with the production season of agricultural products. Due to the large proportion of individual brokers, their information collection methods are relatively backward, their level of organization is not high, and they lack professional knowledge; there is a lack of contact and communication among agricultural brokers, and most of the brokering activities are loosely organized, all of which inhibit the development of the agricultural platform economy.

## **3. Operational mechanism of the "Xiangping Erqingtian Farming Assistance" platform**

### **3.1 Platform operation purpose**

The platform is committed to establishing an agricultural cooperation platform, utilizing the platform economy to help local farmers more conveniently choose agricultural products, sell agricultural products at higher prices, and improve farmers' production and life. By cultivating agricultural brokers, it can bring additional income to farmers and drive common prosperity in the village. Bringing a better life to farmers through scientific and green production methods.

### **3.2 Platform operation mechanism**

The "Xiangping Erqingtian Farming Assistance" platform is dedicated to creating a new agricultural model of "agricultural platform economy + agricultural brokers", which reduces the involvement of intermediaries and improves the interests of all parties by connecting farmers, dealers, manufacturers, consumers and other parties into an agricultural service platform. The model is novel, and there is currently no dominant agricultural service platform of the same type in Liaoning Province. The main advantages of this platform are high integration, strong targeting, and a large market gap. The corporate philosophy of being green, environmentally friendly, and healthy,

as well as the corporate spirit of revitalizing enterprises through technology and enriching industries, have also formed its unique corporate culture.

The main body of the platform is an agricultural cooperation platform, including an app and a small program. The platform first integrates the agricultural resources of Liaoyang County, Liaoning Province, that is, the needs and products of farmers, the products of suppliers, and the agricultural products that distributors want to purchase together, forming a closed industry chain of demand supply. It also introduces agricultural products that are lacking in the region and helps distributors for export, which is the construction of an agricultural cooperation platform. In addition to integrating resources, the company also sets up a farmer's home on the platform, where farmers can share their scientific planting methods. The platform will also have professional crop doctors stationed to provide professional guidance to farmers.

Cultivate agricultural brokers. In some areas, farmers are generally older, with underdeveloped transportation and inconvenient information, which leads to their lack of access to excellent and advanced products. As a result, the production quality of agricultural products is not guaranteed, and their income is naturally low. Therefore, the platform selects and cultivates excellent farmers from the village to become agricultural brokers. As a sideline, this not only provides them with additional income, but also helps other farmers improve the quality of agricultural products and improve production efficiency. Agricultural brokers also use cooperative platforms to provide assistance to farmers, searching for excellent products and sales channels for agricultural products on the platform.

### **3.3 Platform operational advantages**

Firstly, currently, there are no enterprises or project plans with the same nature as this platform in Liaoning Province. This platform has seized market share in advance and is a priority choice for farmers to choose cooperation platforms.

Secondly, the model is new. This platform cultivates farmers into agricultural brokers, providing them with additional income and achieving common prosperity. An agricultural broker in a village helps farmers solve their daily production problems, achieve common prosperity, and improve their sense of happiness. The selection of brokers sets the amount of participation to be trained, raising the threshold for participation and ensuring the quality of identity of agricultural brokers from the source.

Thirdly, maximize the value of the entire product chain. The platform maximizes the application of the agricultural industry chain, integrating all aspects of the agricultural industry chain together, and has a strong sense of participation [5].

Finally, it is highly targeted. The project targets the population with underdeveloped information, and the "agricultural platform economy+broker" model can maximize the improvement of farmers' production and life, bring them scientific and advanced production methods, and introduce higher income economic crops. This is also the greatest significance of this model.

## **4. Significant results of the market-based operation of the "Xiangping Erqingtian Farming Assistance" platform**

Since its establishment, the platform has continuously deepened government enterprise cooperation, assisted in rural revitalization, and achieved win-win development in multiple aspects. In September 2022, the company was invited to witness the signing ceremony of the Li Ji Liangtian Crab Field Planting Base Cooperation Agreement by the Liaoyang County Supply and Marketing Cooperative Union, the People's Government of Helan Town, Liaoyang County, Liaoning Yueqi Agricultural Development Co., Ltd., and Huanggang Village Stock Economic Cooperative in Helan

Town. Afterwards, the platform reached a cooperation agreement with the government of Helan Town, and the founder of the platform became a rural spokesperson responsible for the online promotion and sales of natural ecological rice at Li Ji Liangtian Crab Field Planting Base. By utilizing the form of companies and farmers to drive the development of other agricultural products, a path of integrated production and sales order agriculture development has been explored for the agricultural development of other townships in the eastern mountainous area of Liaoyang, which are also located in the national protected zone. In March 2023, the company reached another cooperation agreement with Yueqi Agriculture to jointly establish the Jiming Temple Ecological Farm in Helan Town. On June 19, 2023, the Ecological Farm officially opened to the public. During the Dragon Boat Festival holiday in 2023, the total number of people received by the Ecological Farm reached 20000.

Under the service of the platform, through the formula fertilization, unified control, and planting its new introduced in 2022 in Liaoyang area varieties of Ji Ping No. 1, reducing input costs nearly 50-80 yuan per mu. Yield increased by more than 200 pounds per mu. At present, the products launched by the platform include vegetable gift packs and natural ecological rice, with online sales exceeding 100 orders and a total revenue of over 10000.

At the same time, the platform uses the official account, video number and Tiktok platform to carry out online publicity, share agricultural policies and knowledge, and introduce the company's products. At present, the maximum number of views of video number and Tiktok has exceeded 5000, and the average number of views has reached 2000. It has gained more customer resources, increased brand awareness, and attracted more potential customers.

## 5. Conclusion

Compared to the current traditional agricultural production model, the "agricultural platform economy+broker" model first brings more emerging products to farmers, provides broader sales channels, and improves the timeliness and accuracy of the products they need, greatly improving the efficiency of purchasing. Farmers don't have to rush around to buy goods, which also reduces their concerns about sales. Cultivating agricultural brokers first brings additional income to farmers themselves, and further drives the planting and production of the entire village, achieving common prosperity. The progressiveness and uniqueness of the "agricultural platform economy+broker" model is that it can bring high-quality products, scientific services and increase their income to people who have no access to new information. The platform economy has important and far-reaching significance for the development of agricultural assistance.

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