

Cognition of Quality and Safety of Agricultural Products of Peasant Households and Analysis of Influencing Factors

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Abstract: Agricultural products are closely related to the masses, and farmers' awareness of the quality and safety of agricultural products is closely related to their age, educational level and family income. Farmers do not know the quality standard of agricultural input and the standard production and operation norms, so the quality and safety of agricultural products is a specific requirement of the government for farmers. This paper expounds the hidden dangers of agricultural products, and summarizes the following aspects to improve the quality of agricultural products, such as the development of agricultural tourism, the improvement of infrastructure management mechanism and mode, etc.

During the development of agricultural products in China, the importance of quality and safety has been gradually increased. Because the quality of agricultural products is related to people's health, we should have a deep understanding of the quality and safety of agricultural products. Through the study of farmers' perception theory of agricultural product quality and safety, it is helpful to improve farmers' perception of agricultural product quality and safety.

1. Analysis on the cognitive status of agricultural product quality and safety of peasant households

The quality and safety of agricultural products are more important for affecting people's health. Therefore, it is particularly important to improve farmers' awareness of the quality and safety of agricultural products. From the actual situation, there are still some problems to be solved in this respect. These problems mainly reflect that farmers pay more attention to the price and marketing of agricultural products, but they do not pay too much attention to the quality and safety of agricultural products. More attention is paid to their own economic interests.

Some farmers do not have a good understanding of the relevant regulations on the use of state inputs and the production and operation of non-polluting agricultural products. Some farmers are not clear about how to produce qualified agricultural products.

In addition, from the perspective of farmers' awareness of changeability of agricultural product quality, most farmers have not recorded the production and sale of agricultural products, and it is relatively low to their awareness of changeability of quality. Moreover, the quality of agricultural

products and the guarantee of brand means in transportation and sales have not been improved. On the whole, farmers' awareness of the quality and safety of agricultural products is not optimistic and needs to be further strengthened in many aspects^[1]. As shown in Table 1.

Table 1. Analysis on the Cognitive Status of Agricultural Product Quality and Safety of Peasant Households

Variable type	Definition and description of variables	average value	standard deviation	minimum value	Maximum value
Cognitive level	The Cognitive Level of Farmers	0.6033	0.4897	0	1
Basic characteristics of peasant households	Age of head of household	50.5632	10.7588	22	85
	Household Education Degree (Grouping Variables)	0.2004	0.4007	0	1
	Countdown of household income	9.1550	1.4524	2.4159	11.8494

2. Factors Affecting Farmers' Cognition of Agricultural Product Quality and Safety

The reason why the quality and safety of agricultural products can not be guaranteed lies in the low level of farmers' awareness of the quality and safety of agricultural products. There are many factors affecting the lack of awareness, mainly in the following aspects. As shown in Table 2.

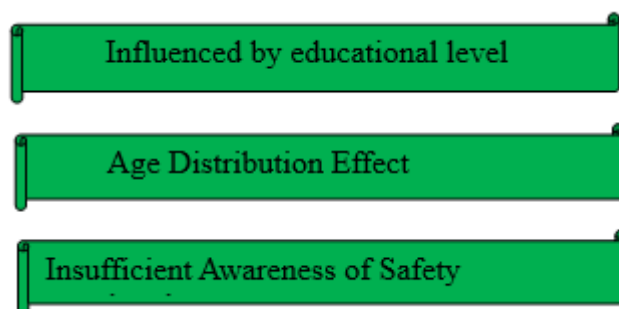


Figure 1. Factors Affecting Farmers' Cognition of Agricultural Product Quality and Safety

2.1 Influenced by educational level

Although free and compulsory education has been implemented in China since the reform and opening up, the education level of farmers in many areas is still very low. In particular, some farmers in mountainous areas drop out of school from an early age, and the young and middle-aged families often choose to go out to work. Some old people and women are responsible for the harvest of agricultural products at home. These people are lack of education and limited in modern advanced science and technology learning. The concept of agricultural production still stays in the traditional way, which is quite different from the development of agriculture in the new era. Moreover, these people have low education level, limited learning of advanced science and technology, and blind areas in understanding the quality and safety of agricultural products^[2]. They can only rely on their own unscientific judgments to recognize. When agricultural products are attacked by pests, they often use excessive pesticides in the process of using pesticides, which also leads to excessive pesticide residues in agricultural products. Therefore, pesticides exceed the

standard seriously. It affects the quality and safety of agricultural products.

2.2 Age distribution effect

Since most of the young and middle-aged people in the countryside go out to work, some older people or women stay at home. The age distribution is all over 35 years old. Because of the older age, the efficiency of agricultural production is low, which leads to the phenomenon that nobody can do anything. In addition, people of this age are not aware of the quality and safety of agricultural products, and they often use pesticides banned by the state. Therefore, age distribution is also one of the important factors affecting the quality and safety of agricultural products.

2.3 Farmers' lack of awareness of safe production of agricultural products

Due to the limited education of farmers, in the production of agricultural products, the correct awareness of production, sales and economic benefits can not be formed. In the actual production process, we often pay more attention to the economic benefits brought by the quantity of final products and sales, thus we ignore that the safety of agricultural production is the primary factor to enhance economic benefits. It can be seen that farmers' awareness of the quality and safety of agricultural products needs to be strengthened. At present, China has not yet built a sound agricultural product safety guarantee system, the importance of agricultural product quality and safety propaganda is not enough, so farmers is relatively weak in agricultural product quality and safety awareness.

3. Suggestions on improving the quality of agricultural products

3.1 Developing agricultural tourism

At present, it is small the scale of agricultural tourism enterprises in rural areas. If we can combine the characteristics of rural areas, invest more facilities, strengthen reception capacity, and form a certain scale of agricultural tourism. Raising the grade of agricultural products, enriching the types of agricultural products, and publicizing agricultural products picking and agricultural tourism will surely enhance the attractiveness of rural areas.

3.2 Practicing the strategy of finance supporting urbanization

In the process of urbanization construction, financial institutions have to orientate themselves accurately, and coordinate national interests and industrial development policies, regional economic coordination policies and other related macro-control policies. We should take urbanization construction as the main focus, shift the surplus rural labor force to urbanization, and gradually improve the comprehensive strength of rural areas. Coordinating urban and rural development to achieve rapid urbanization^[3]. Nowadays, some financial institutions have not formulated matching credit management and support policies, so they should formulate a management system that matches the development of rural economy, lengthen the time for loan approval, support and encourage the regional advantages of financial loans, and develop the outstanding advantages of financial loans to rural and township areas. We should set up projects with a certain scale of operation, strong ability to bear and bear risks and good economic benefits as key financial support objects, and use rural commercial banks to drive the development of urbanization^[4].

3.3 Perfecting infrastructure management mechanisms and models

China's financial loans have complex mechanisms and management models. If the state secularists the investment assets of infrastructure, speeds up the flow of funds and the rate of action, and changes the form of liabilities of bank assets, improves the utilization rate of the original funds, and disperses financial risks from the side. In this way, it is smoother the flow of funds for investment and construction of township infrastructure. In addition, the government can also implement incentive mechanism to promote investment and promote urbanization construction, so that urbanization construction can take a new step^[5].

4. Conclusion

Farmers' perception of the quality and safety of agricultural products is mainly influenced by age, culture and economic income. Farmers pay more attention to their own economic interests in the production process of agricultural products, without considering the quality and safety of consumers' food. Farmer households lack understanding of pesticide use regulations and production and operation procedures that meet quality standards. It is weak to farmers' awareness of the quality and safety of agricultural products, and the production record system has not yet been established. The transformation of rural finance and the construction of urbanization need to be further strengthened and improved.

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