

Exploration on the Path of International Trade Development of Agricultural Products under the Background of Cross-border E-commerce

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Abstract: While the export volume of China is increasing, the problems of green barriers, technical processing and other aspects have impacted the foreign trade of agricultural products in China, and the impact on agricultural products is inevitable. In view of the above situation, information communication can be smoother through the cross-border EC(Electronic Commerce) platform, and the supply and demand information of agricultural products can be disclosed and shared with enterprises, businesses and consumers in various countries in a timely manner. Foreign trade enterprises can rely on cross-border EC, a comprehensive foreign trade service platform, to complete the operations of logistics, customs declaration, commodity inspection, foreign exchange settlement, tax refund, financing, etc., so as to speed up the trade process, improve work efficiency, save investment, and improve economic benefits for enterprises. Cross-border EC can rely on the Internet and international logistics, and with the help of EC platform, the suppliers and consumers of agricultural products can be directly connected. This will help enterprises bypass trade barriers and other restrictive measures, and reduce the difficulty of market development. If foreign trade enterprises of agricultural products can grasp this opportunity and realize transformation and upgrading with the help of cross-border EC, it will help them get out of the predicament and improve their competitiveness in the international market.

1. Introduction

As a large agricultural country in the world, China is rich in agricultural product resources, but its value rate is low. How to give full play to the natural advantages of China's agricultural resources, improve the international transaction value of agricultural products, and occupy a favorable position in the international market has always been a major consideration of China[1]. While China's export trade volume is increasing, green barriers, technology processing and other issues have impacted China's foreign trade of agricultural products, and the impact on agricultural products is inevitable. In view of the above situation, information communication and exchange can be more smooth through cross-border EC platforms. The supply and demand information of agricultural products can be timely disclosed and shared with enterprises and consumers in various countries, which helps international sellers understand the diversity and demand characteristics of agricultural products. Through pre-sale and other ways, sellers can more purposefully arrange agricultural products production and cross-border circulation transactions [2-3].

With the development of cross-border EC, cross-border EC of agricultural products will play an increasingly important role in China's import and export trade. The EC of agricultural products in China is also developing rapidly. At present, there are more than 160,000 agricultural EC platforms. In the next six years, the proportion of EC turnover of agricultural products in the total agricultural transactions will reach 25%, and the proportion of EC turnover of foreign agricultural products will account for 18%[4]. Cross border EC can rely on the Internet and international logistics, with the help of EC platforms, so that suppliers and consumers of agricultural products can directly connect. This will help enterprises bypass trade barriers and other restrictive measures, and reduce the difficulty of market development. In addition, the Internet, which is not subject to geographical restrictions, also provides a broader overseas market space for China's agricultural exports with the help of cross-border EC, it will help them get rid of difficulties and improve their competitiveness

in the international market.

2. Development of Cross-border E-commerce Agricultural Products Trade

The timely and smooth information of agricultural products on the cross-border EC platform has led to a rapid increase in the volume of small-scale wholesale and retail transactions, and agricultural products transactions have the characteristics of multiple batches and small batches. At the same time, the development of agricultural products trade market is more diversified. Besides the European and American markets, emerging markets are emerging. The advantages of agricultural products export under the platform provides a one-stop comprehensive service platform for small and medium-sized agricultural products foreign trade enterprises, which simplifies the export trade circulation of agricultural products [5-6].

At present, in the process of agricultural products trade development, the use of cross-border EC can promote the diversification of trade channels. Generally speaking, in the past, it mainly relied on foreign trade companies or agricultural products enterprises to achieve large-scale transactions, generally one-time large-scale container transactions. However, the cross-border EC transaction mode is quite different from the previous container transaction mode [7-8]. Under the cross-border EC trade mode, domestic small and medium-sized agricultural products export enterprises can directly face foreign agricultural products importers, foreign wholesalers and even final consumers. Many agricultural products are often sold at low prices in the form of raw materials in cross-border EC platforms to win market share. In the long run, it will surely form a bad image of low price and inferior quality in international agricultural products trade. With the increasing competition in the international market, it will be abandoned by more and more countries and people, which will eventually lead to the loss of the international market and bring greater trade difficulties. The development status of cross-border EC of agricultural products is shown in Figure 1.

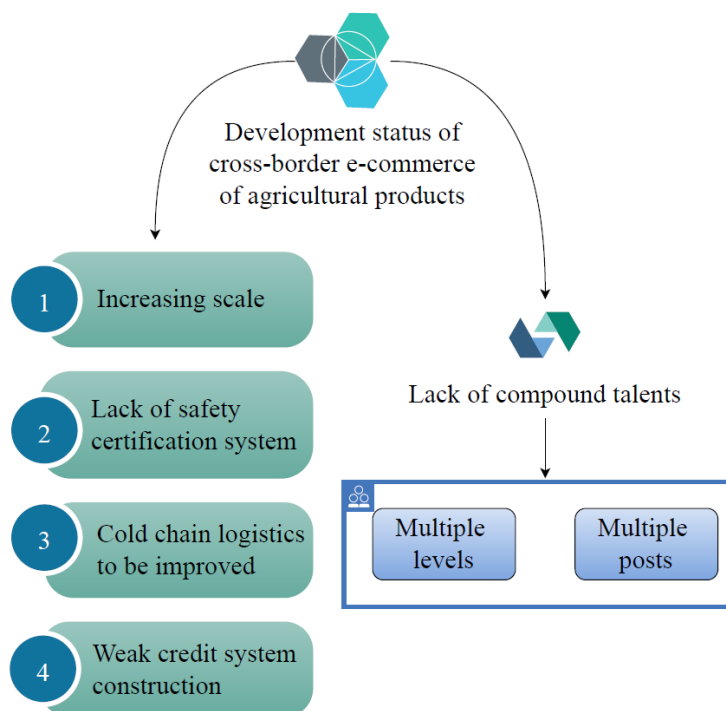


Figure 1 Development status of cross-border EC of agricultural products

Due to the improvement of the national economy and residents' income, the huge population base, the structural shortage of products agricultural products continue to grow, and agricultural products continue to show a deficit in trade [9]. There are still some deficiencies in environmental protection law, technical standards, quality certification, and the use and management of green packaging, signs, and labels. The quality cannot be controlled accurately, so that more consumption is caused, and the quality of agricultural products imported and exported through cross-border EC

cannot be fully guaranteed. As shown in Table 1, the total import and export volume of China's agricultural products in 2018-2022 will gradually increase, and will decline in the second half of 2021. The export growth rate has also reached below zero, and the total import volume will decline by 10.433 billion US dollars. On the whole, China's foreign trade of agricultural products has witnessed a strong recovery.

Table 1 Total Import and Export of Agricultural Products in 2018-2022

Particular year	Total exports	Total imports	Balance of trade
2018	245.25	125.56	119.69
2019	358.45	201.63	156.82
2020	475.49	379.42	96.07
2021	598.48	405.48	193
2022	750.56	301.25	449.31

Cross border EC involving agriculture requires not only compound talents who master professional EC knowledge, rich agricultural product knowledge, relevant international trade laws and regulations, international financial knowledge and other comprehensive knowledge, but also cross-border EC managers must have an international strategic vision. However, the construction of cross-border EC platforms is a mixture of good and bad. There are still credit problems such as false information, product safety, counterfeit goods, infringement, difficulties in supervision and rights protection, and capital flow risks. The construction of information security credit is far behind the European Union and other countries.

Cross border EC has broken the time, space, country, policy procedures, tariffs and other restrictions through the online platform, and directly released the fresh agricultural products from the origin on the EC platform for precision marketing in the online order mode [10]. Foreign trade enterprises can rely on financing and other links, speed up trade processes, improve work efficiency, save investment, and improve economic efficiency for enterprises. EC platform services are more professional and refined, and the classification of agricultural product types, specifications, origin and other information is more detailed. Foreign purchasers and consumers can find characteristic agricultural products in various parts of China through EC platform, and select appropriate agricultural product sellers according to the purchase demand according to the specific breakdown of quality, price, etc.

3. Research on Ways to Improve International Trade Competitiveness of Agricultural Products under the Background of Cross-border E-commerce

3.1. Intensify innovation and shape the brand of agricultural products

In the current market environment, the upward movement of agricultural products has become a hot spot of social concern. Cross-border EC has opened up a new channel for agricultural products export and become a new profit growth point of China's foreign trade. Agricultural products lack brand effect in the process of foreign trade. In this regard, on the one hand, the government and competent agricultural departments at all levels should vigorously promote the construction of agricultural products' excretion effect, and take the development of quality-benefit agriculture as the best entry point and breakthrough point. By means of genetic improvement of agricultural products, application of agricultural mechanization, improvement of agricultural management level and transformation and upgrading of agricultural products, China's agricultural products can keep stable output at the supply end. We strongly support the implementation of brand marketing strategy of agricultural products from the aspects of policy, organization and funds, which provides a strong guarantee for promoting brand marketing of agricultural products. The key to improve the level of logistics service and the overall efficiency of logistics is that, in addition to government departments seeking cooperation with cross-border logistics service providers, domestic cross-border logistics enterprises should also take the lead and integrate logistics enterprises of various formats. If cross-border EC agricultural products trade wants to go further, it must have the basic capabilities of the whole industry chain, especially in product standardization and logistics. Further

analysis is made on the path to improve the international trade competitiveness of agricultural products under the background of cross-border EC, and the following optimization paths are obtained. As shown in Figure 2.

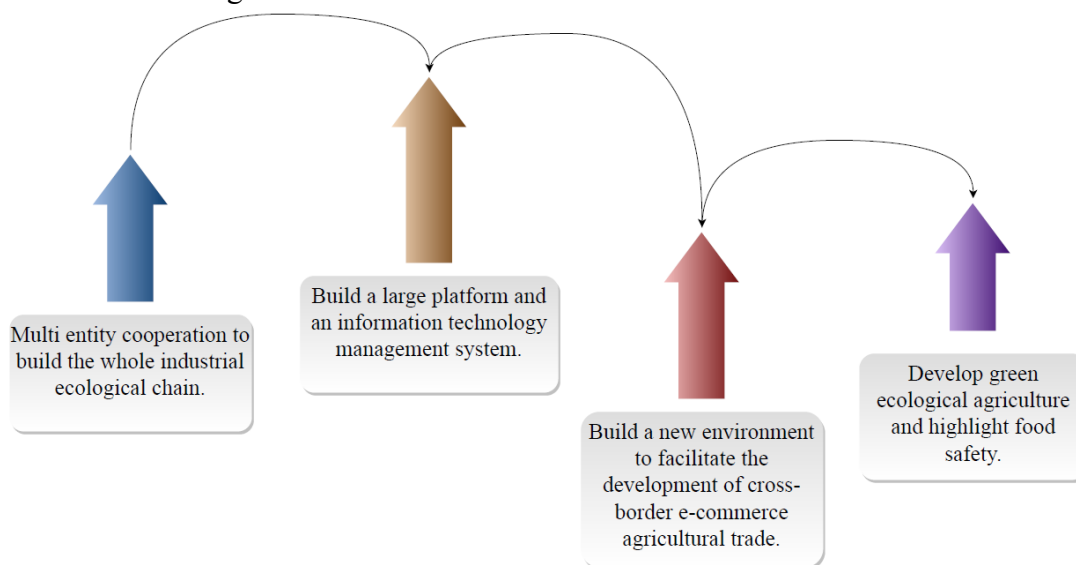


Figure 2 Path of international trade competitiveness of agricultural products

In addition, agricultural product trade information is often shared and disclosed on the platform, and is not restricted by time and place. The platform can also realize the interaction between people. Both buyers and sellers can master relevant information, which can effectively improve the trading volume. Further open the foreign market. The quality, packaging and advertising of agricultural products are the key to the brand construction of agricultural products. On the basis of ensuring the quality of agricultural products, enterprises can package and advertise agricultural products from many aspects, such as their characteristics, origin, brand stories, etc., to enhance consumers' awareness of agricultural products and enterprises, so as to improve their core competitiveness. Improve the foundation of agricultural product brand image, launch agricultural product brands in time, strengthen the processing and packaging of agricultural products, increase the attractiveness of brands in domestic and foreign markets, and achieve standardization of production and variety optimization.

3.2. Improve the safeguard mechanism and reduce the production risk

The smooth progress of all links in the sales and circulation of agricultural products can not be separated from the government's constraints. But there are still many loopholes. The government should improve the relevant laws and regulations from the aspects of agricultural product quality and safety supervision, origin, transportation, and enterprise property rights. And formulate and improve relevant legal systems. Because cross-border EC is based on the application of computer technology and network technology knowledge, and involves the international trade legal system and international financial knowledge, it is highly professional, which is not easily controlled by any EC. Therefore, it can be more protected in the process of agricultural products export, and strictly implement the relevant national laws, regulations, policies and relevant regulations. Cross-border EC generally focuses on small-volume transactions, and the groups it faces are more diversified, not only for enterprises, but also for individual consumers, chain stores and wholesalers, etc., and the trading channels are more diversified.

Strengthen the docking and communication with EC companies at home and abroad, and create a better environment for innovation and entrepreneurship. Relying on EC enterprises with good conditions and strong strength, we should cultivate and build improve the international competitiveness and anti-risk ability of China's agricultural products, clarify the scope and size of each subject's responsibility, and protect the interests of other responsible subjects while protecting consumers. The government should also use the Internet platform to strengthen government

supervision, and constantly constrain agricultural products enterprises and logistics enterprises to abide by laws and regulations.

4. Conclusions

China is a large agricultural country with rich varieties of agricultural products and large market space, which has laid a good foundation for cross-border EC agricultural trade. Establish an environmental protection mechanism conducive to agricultural production, so as to improve the technical content of agricultural products and ensure food safety. Strengthen efforts on environmental protection and technical issues in the production and processing of agricultural products. With the further development of current agriculture, cross-border EC should be strengthened in the process of agricultural development in China. Among them, cross-border EC can promote the diversification of agricultural trade channels and the upgrading of agricultural trade services. In addition, it can also promote the transformation of agricultural trade mode. Cross border EC of agricultural products has become a major trend in the development of global trade. Enterprises and governments should constantly explore better solutions to the problems expanding consumer groups, consumption upgrading and many other major situations, will surely usher in a better development prospect. With the development of ecological agriculture, we can produce more high-quality green agricultural products that meet international environmental protection standards, resist the negative impact of green barriers, and enhance the competitiveness of agricultural products in foreign trade, which is also the trend of world agricultural development.

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