

The Study on the Impact of Japan's Green Trade Barrier on China's Agricultural Products Export

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Abstract: Agricultural trade has a great effect on improving peasants' income, optimizing agricultural structure and improving economy. For the terrain and product complementary considerations, Japan has become China's agricultural export major market. However, Japan's agricultural export have been greatly hampered because of the green trade barriers, and result a decline in the proportion of the total output of the product and directly impact China's agricultural export. This paper mainly analyzes the impact of Japan's green trade barriers on China's agricultural export and puts forward some measures in the light of the actual situation, hoping to provide reference for the relevant personnel to drive the development of China's agricultural products to the long-term direction, and lower the impact to minimum.

1 Introduction

Affected by the development of global economy, the international market is more competitive, and the countries are using relevant measures to maintain the development of their agricultural products market. By the product structure and the impact of positive factors in transport and preservation, Japan is China's major agricultural export, China's agricultural export have a great impact. However, in order to maintain the steady development of the domestic agricultural market, Japan began to limit the green barriers as the main measures of China's export. Under the influence of green barriers, the low competitiveness of agricultural products in China, developing agricultural economy has caused great negative effect. We must promptly analyze the impact of Japanese barriers on China's agricultural export, and take some measures to improve China's status of export of agricultural products in the International market.

2 The Japanese Green Trade Barrier

Green trade barrier is environmental barrier, it is a kind of forbidden trade measures taken in order to maintain human health and ensure the balanced development of ecological environment. It is also a form of import trade that restricts import trade in the name of maintaining ecological environment and human health.

We infiltrate such kind of system in Japan mainly by the inspection system, command and other systems. Command inspection system is currently Japan's most stringent inspection system. Generally, the customs formalities of the export commodities are not allowed to start before the command inspection results appear turn out. The implementation of green trade barrier not only has

a huge impact on China's agricultural products export, but also increased the cost of export and reduced China's agricultural products in the market competitiveness. This system has revised the Food Sanitation Law mainly from the pesticide residue dose and chemistry in food. It contains three forms, mainly "temporary maximum residue limit standard", "uniform standard" and "exempt substance". All in all, the implementation of the green trade barrier in Japan has a wide range of technical standards, high quarantine complexity, and long duration and so on.

3 Effect of Japan's Green Trade Barrier on China's Agricultural Export

Japan is a country supply less agricultural products, many domestic agricultural products are imported from abroad, and the main purpose of the agricultural trade development is to protect consumers, reduce food prices, and implement compulsory acquisition. However, with China's economic development, causing a lot of economic and technological development and low levels of countries are in difficult position of the export of agricultural products. From the impact of agricultural export, Japan's agricultural products inspection system develops the most impact on China's agricultural export. They are mainly in the following areas.

3.1 The Impact of Quantity and Price

Agricultural products are the main commodities of China's export, but the impact of Japan's trade barriers limited China's agricultural products coming into the domestic market, caused serious impact of the number of agricultural products, export are also declining. At the same time, Japan has developed more stringent inspection procedures. Although there are no direct restrictions on China's agricultural products to enter the Japanese market, the complex testing procedures and high equipment and other costs have increased the price of agricultural products. In order to meet the Japanese green packaging, green visa and other requirements must continue to adjust the export label and be guaranteed. It increased the cost of China's agricultural export, improved China's agricultural products in the national market export prices, and also rose the price of agricultural products.

3.2 Economic Benefits of Products and Enterprises

Japan's implementation of the green trade barriers not only affect China's agricultural export prices and quantity, but also produce some industrial economic effects of agricultural products, and it had a serious economic impact on the enterprise. Economic benefits from the industry's point of view can be divided into two kinds, one for the short-term benefits, and the other for the long-term effect. In the short-term effect, the Japanese green trade barriers led to the strict suppression of Chinese agricultural products, the main purpose is to protect Japan's survival under the disadvantage of Japan's agricultural development. Under the influence of short-term effects, it is difficult to devise special measures to deal with this situation because of the long time spent on planting techniques and processing of agricultural products in China. Short-term benefits have greater impact on China's agricultural products, but it can ensure that Japan's agriculture in the short-term benefits. But from the long-term effect, the Japanese green trade barriers can improve the awareness of environmental protection of Chinese agricultural products, it promotes China to pay more attention to environmental issues, and indirectly promote the development of China's agricultural products and progress. However, in the view of the economic benefits of enterprises, export enterprises detect costs, customs clearance costs and production costs will increase, thereby reducing the export of Chinese agricultural products' competitiveness in the international stage and have caused a significant negative impact on China's agricultural export.

3.3 Analysis of Gravity Model

Japan's green trade barriers first introduced the gravity model in 1963. With the development of green trade, it has become the main tool of current trade barriers and national trade. It can be understood as a measure of the trade volume of the country. And the main means of explanatory variables, mainly based on explanatory variables and explanatory variables on the trade relations between countries to measure. The explanatory variables mainly measure the scale of trade between the two countries. The explanatory variables are mainly the distance between countries and the total economy. The general economic aggregate is the main factor that reflects the trade gravity between the two countries. The repulsive force is the distance between the two countries. After the study of the gravitational model, the related scholars introduced the commodity price, demographic variables, historical culture and common language into the gravitational model, enriching the operation of gravity model. At present, the gravitational model has been the main theoretical basis for measuring the impact of Japan's green trade barriers on China's agricultural products. Therefore, this paper studies the impact of Japan's green trade barriers on China's agricultural export, trying to use gravitational model analysis results by using gravity model. In short, in this study, I first study the Japanese culture, consumption habits, population and GDP per capita status, and use the database for testing. From the test results, the above factors on the study did not have a greater impact. Therefore, the use of gravity model makes Japan's green trade barriers' impact on China's agricultural export more visual image. In this paper, the proportion of Japan's inspection and the provisions of pesticide residues on China's export of agricultural products were analyzed. First of all, the trade data of agricultural export between Japan and China in the last ten years are selected. The linear regression analysis shows that Japan's automatic agricultural pesticide residue standard limits the inspection of agricultural products and increases the resistance of China's agricultural export. The distance between China and Japan is increasing, which has a positive impact on the export trade of agricultural products.

4 Measures China should Take to Deal with Japan's Green Barriers

4.1 The National Macro-Level

4.1.1 Improve the National Security Control System

Chinese enterprises in the developing period must be ideologically aware of the need to establish a sound food safety system to ensure food safety, but also to deal with Japan's foreign green trade the main method. First, strengthen the source control. Chinese crops can establish a special export base and coordinate with foreign companies to build a new "Commonwealth", given the foundation construction model to give a high evaluation. For example, the introduction of related drugs from abroad, combined with Japan's drug standards are developed, strict plans, while building systems to ensure the safety of China's export of agricultural products. Second, strengthen the process management. The poultry branch of China's export of agricultural products has established a perfect system of disease prevention and drug residue, which can reduce the occurrence of adverse conditions, and can also cooperate with poultry meat processing and suppliers to construct specialized veterinary drugs procurement platform, timely adjustment of poultry production risk, reduce the side effects of drugs. That has been recognized by foreign celebrities, and it promoted the development of agricultural export. Finally, the implementation of "terminal docking" through the analysis of the export of Chinese and Japanese agricultural products, it is known that China cooperated with the well-known AEON Company in Japan to implement the "China Food Safety Information Exchange Platform" to realize the docking of production, processing and circulation,

increasing the number of Chinese enterprises' procurement channels in Japan.

4.1.2 Adjust the Industrial Structure, Develop to the Direction of E-Commerce

In order to promote the development of agricultural products export, we can establish the national e-commerce platform for agricultural products, reduce the intermediate exchange links and improve the market competitiveness of Chinese agricultural products by using enterprise trade financing and credit trading, and so on. In addition, we can actively study and reference other countries to implement the agricultural business model, deepen the customs, commodity inspection and other departments to reduce the process, avoid unreasonable charges, and create a positive export trade environment.

4.1.3 Establish and Improve the Marketing System

At present, many countries in the world have established a special fund for agricultural products in order to promote China's agricultural export and continuously establish a professional marketing promotion system. In order to promote the promotion of their agricultural products, the United States spent a lot of money for overseas promotion, and established a number of agricultural marketing funds. The most well-known are the American Soybean Association, the US Meat Export Association and so on. Other countries also imitate the US agricultural export model for agricultural products, such as the implementation of the Nordic Norway salmon, they set up a special TROMSO institutions which managed by foreign trade bureau. Because of the strong externalities of Chinese enterprises, it is possible to promote agricultural products with the help of national special funds.

4.2 Industry Association was Set up Layer by Layer

First, strengthen the management between industries, and regulate the market-oriented development order. All industries should fulfill their own functions seriously, doing their business honestly. We can choose some popular brands such as tea, water, seafood and other agricultural products to pilot, to strengthen agricultural product audit, registration and quality management, strictly about the quality, maintain brand reputation, and timely deal with the unhealthy trade, safeguarding the overall interests of the industry. Prohibit low price competition, strengthen ministries quality inspection work.

Second, the establishment and improvement of agricultural product quality system. Food and medicine are in close contact with people's health. Governments at all levels must support each other to jointly establish a platform for procurement of agricultural products and traceability of agricultural products such as aquatic products and poultry, and have demonstration effect on the industry and improve the export quality and safety system timely.

In addition, enterprises should also adjust the agricultural structure and strategy timely to achieve centralized development of agricultural products, and continuously develop pollution-free, high-quality, green products to realize production, processing, export and sales integration. At the same time, we must establish the responsibility consciousness of safety, establish the safety mechanism of agricultural products, introduce the national standard actively, constantly adopt new methods to develop ecological agriculture, strengthen the internal staff management, mobilize the enthusiasm of the staff work, and manage the agricultural product quality from source.

5 Conclusion

Japan is China's major agricultural import and export countries. It increases China's agricultural production cost, testing cost and other costs because it sets some more stringent green trade barriers.

In order to promote China's agricultural export, government, industry associations and enterprises should actively respond and carry out relevant policies, make full use of its organization functions, lower short-term negative effects the Japanese green barriers brought to minimum, achieve long-term effects of development, and promote the stable and healthy development of China's agricultural products.

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