Research on Governments' Service Roles of Popularizing Direct Supplying and Selling of Agriculture Produce

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ABSTRACT

Direct supplying and selling of agriculture produce have contributed to improving circulating efficiency, increasing the income of peasantry and protecting consumer rights. In recent years, governments at all levels have introduced plenty of policies motivating the agriculture produce direct supplying and selling, in the process of which, however, there are a number of difficulties and conditions. On the basis of analyzing the troubles implementing direct supplying and selling of agriculture produce of varieties of business entitles, the article gave a word that governments should play their service role towards three aspects: improving its circumstance, producing conditions for it, providing lead and supporting, and encourage agricultural enterprises to supply and market agriculture produce directly, help family farmers do it and mainly support farmers' specialized cooperatives to develop direct supplying and selling of agriculture produce.

INTRODUCTION

Direct supplying and selling of agriculture produce is a sales pattern that producers of agriculture produce sale their products to the consumers directly. The circulation of agriculture produce can be reduced, the circulation cost can be decreased, the income of peasantry can be increased and the price of agriculture produce can be stabilized to the greatest extend under this pattern. As an approach of agriculture circulation, direct supplying and selling of agriculture produce is good for not only consumers but producers as well. Thus, popularizing this pattern has positive significance and practical feasibility. In the process of doing this, what role should governments play, which support should governments provide? Against the difficulties and conditions in the pattern, the article makes some suggestions that the governments completed their services.

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THE DIFFICULTIES IN THE IMPLEMENTING DIRECT SUPPLYING AND SELLING OF AGRICULTURE PRODUCE

The Difficulties of Agricultural Leading Enterprises

THE PATTERN NEEDS FUNDS AND THE COST OF MANAGING IS HIGH WITH A BIG RISK IN THE EARLY DAYS.

There are many funds put in the direct supplying and selling of agricultural leading enterprises. There are some following examples: they needs to outfit warehouses and buy delivery cars; renting shops is needed when open a direct-selling one, and this would produce varieties of marketing cost; the cost of software, hardware and managing need be put in developing E-commerce. The pattern will cost much and get a big risk in the early days.

MANAGEMENT IS MORE DIFFICULT

It is a new area to many agricultural leading enterprises to open the retail market and face the consumers directly. As a result, corporate executives need to not only focus on the manufacture, but also separate half or even more energy to do the sales, which greater the difficulties of managing. In the early days developing direct selling, it is obvious that many corporate executives have so little experience and knowledge of selling that they can't do producing and direct selling at the same time, and finally, however the selling wasn't good and the level of managing production decreased either.

The Difficulties of Farmers' Specialized Cooperatives

THE LACK OF CORE LEADERS WHO HAVE BUSINESS PHILOSOPHY AND CREATIVE ABILITY

The service ability of cooperatives is dependent on the cohesion of them. On the basis of the running situation of the major cooperatives, a leader having great managing ability is crucial to make cooperatives play organizing roles well, who lead the farmers to enter the market in groups. But, there are few leaders who have business philosophy and creative ability in China countryside.

THE PRODUCTS DO NOT HAVE OBVIOUS ADVANTAGE

The main cooperatives haven't got the advantaged agriculture produce of their own and it is very difficult that cooperatives develop direct supplying and selling with ordinary produce, for the cooperatives themselves have plenty of problems such as the lack of funds, the imperfect of principle and the irregularity of management. The cost of organizing and managing would higher than wholesalers developing direct supplying and selling in cooperatives, and then the price advantages and competitiveness will be both lost. However, it will be totally different as if the cooperatives have the special agriculture produce and set up their own brands. They possess a loyal customer base, which is more adopted for direct supplying and selling.
The Difficulties of Family Farmers

THE MANAGING ABILITY AND QUANTITY OF LABOR CANNOT FULFILL THE REQUIREMENT

First, the quality and ability of farmers should be quite high to the direct supplying and selling, but currently there are few people in the rural area who are both professional farmers and expert of modern management. Second, the lack of family farmer labor is another reason restricting direct selling, because the young men of the rural area more likely tend to work in the near factory, there are mainly elderly farmers doing farming at home now. The family labor generally are two or three people include old people, so there are not extra energy to do the direct selling.

THE PROBLEM OF DELIVERY IS HARD TO SOLVE

To the family farmers no matter adopting what method to develop direct supplying and selling. Because the scale cannot be formed, there are many troubles of family farmers such as big investment, the high cost of delivery, cannot guarantee the time, and these are hard to solve depending on farmers themselves.

THE ADVICE TO LOCAL GOVERNMENTS TO SERVE DIRECT SUPPLYING AND SELLING OF AGRICULTURE PRODUCE

Improve the Circumstances of Direct Supplying and Selling

ESTABLISH REGIONAL PLANS OF SPECIAL AGRICULTURE PRODUCE

It is more proper to develop direct supplying and selling to cultivate special agriculture produce than normal ones, because of this, it is very important to develop the cultivation of special agriculture produce for direct supplying and selling. In a word, it is necessary to foster the produce which are obviously special, sundry and competitive and establish regional plans of special agriculture produce.

FORMULATE AND IMPLEMENT THE SUPPORT POLICIES

On the one hand, the formulated policies should be implemented. On the other hand, specialized policies should be formulated-according to the local economic situation and the circumstances. The "advice for the agriculture produce direct supplying and selling" suited the local condition should be introduced, in order to define the guiding ideology and developing goals of direct supplying and selling.

BUILD COORDINATION LINKAGE MECHANISM OF MANAGEMENT DEPARTMENTS

Agriculture produce direct supplying and selling is associated with many departments such as business, agriculture, communication, finance and industry and commerce. Many policies cannot be implemented because of bulls management. The service of direct supplying and selling and Coordination linkage
mechanism of Management departments should be perfected by the lead of Business Committee, promoted by Agricultural Committee, coordinated by other departments actively; the active part and related responsibility of the Agriculture Committee are supposed to be emphasized.

**Create Conditions for Direct Supplying and Selling**

**SET UP VARIED CONNECTING PLATFORM**

The platforms of agriculture direct supplying and selling contain the international one and entity one.

There are many websites serving for the agriculture produce exchange, these websites provide much information and exchange services for direct supplying and selling indirectly, but the convenient one-stop websites are the short. There is an advice to perfect the features and service of the "local agriculture information web" and provide one-stop service for the producers and consumers from two parts, planning and instructing before cultivating and produce exchanging after cultivation.

There are two ways to set up the entity platform: first, hold the agriculture produce exhibition and promotion repeatedly; second, set up areas of direct selling, the normal and scale charitable areas of direct selling should be set up; build direct daily rental booth in shops and markets; build agriculture direct selling points in big-scale communities and commercial flocks; set up weekend car markets in the crowd area or the specific area in the markets.

**SOLVE THE DELIVERY DIFFICULTIES**

First, the roles of delivery facilities and approaches setting up by varied of entities should be played well, and then integrate all the resources and support developing the third-party delivery. Leading by Agriculture Committee, promote the cooperation in the whole city between agricultural producer and big delivery enterprises and express companies whose reputation and service are good. Second, organize the agriculture produce common distribution center in the produce base, and set up the community station with it to provide convenience to direct supplying and selling.

**Provide Lead and Support**

**ADVOCATE THE DIRECT SUPPLYING AND SELLING OF AGRICULTURE PRODUCE**

Using media, do public welfare Propaganda from the point of food safety and the reduction of resources waste. Advocate connecting agriculture to schools and enterprises. Lead schools, hospitals, offices, enterprises and institutions to consider direct supplying and selling first when the price and quality are the same with other patterns.
POPULARIZING THE TYPICAL BUSINESS PATTERN OF DIRECT SUPPLYING AND SELLING

The general patterns direct supplying and selling of agriculture produce include family vegetable garden renting. Leisure picking, private custom, vegetable delivery of membership, internet direct marketing. Family vegetable garden renting is liked because of the safety of produce and the pastoral joy; leisure picking has become a general leisure event of city resident; private custom saves time and guarantee the safety of produce for the white collar workers who are busy all day long; and the internet direct selling is the most prosperous, even more popular than store sales. The above typical business pattern of direct supplying and selling of agriculture produce not only content the personal request of contemporary city people, but decrease the risk of cultivation, improve the income of farmers as well.

SUPPORT DIRECT SUPPLYING AND SELLING BY HOLDING VARIED OF ACTIVITIES

Try to combine direct supplying and selling with the varied of public welfare activities in society properly to reach a good consequence. here are some examples, first considering direct supplying and selling in purchasing of governments; giving low-income people local agriculture produce; advancing the institutions, communities and farmers' specialized cooperatives to help each other, popularizing the social practice of farming in rural area in primary, secondary schools and universities.

PROVIDE THE TARGETED SUPPORT OF MONEY TO THE VARIED BUSINESS ENTITIES

First, motivate agricultural enterprises to develop direct supplying and selling. Compared with farmers' specialized cooperatives and family farmers, the agricultural enterprises are better at finance and management. To them, the financial support can be used. The support ways include the followings: supply much subsidy to the guarantee agency and stimulate them to provide financing guarantee for the direct supplying and selling projects; invest to construct the direct selling delivery systems.

Second, help family farmers develop direct supplying and selling. For the few who have the wishes, have the ability, have the conditions to develop direct supplying and selling, the governments can help them by leading them to produce the special products with high quality and high value-added, promoting the conscious and ability of that pattern and organizing managing training, etc.

Third, mainly support farmers' specialized cooperatives to develop direct supplying and selling of agriculture produce. The government should provide the support of money and help them one by one. The leading cooperative ought to play its role and the marketing professionals should be trained and supplied. Organizing cooperative in groups to improve the level and ability of marketing should be stimulated.
CONCLUSION

Direct supplying and selling of agriculture produce should be developed in the principle that the governments promote and lead, markets operate and operators develop by themselves. When formulating the related policies, the current condition and requirement of the different entities should be considered. The service features ought to be strengthened from three functions, improving the circumstances, creating conditions and providing lead and support. Encourage agricultural enterprises, help family farmers do it and mainly support farmers' specialized cooperatives to develop direct supplying and selling of agriculture produce.

REFERENCES