Suggestion on the Strategies of Purifying the Safety Environment of Foods Purchasing Online in China and Strengthening the Government’s Supervision and Control Functions

Guo-Hong WANG\textsuperscript{1,a}, Dong WANG\textsuperscript{2} and Ke-Na WANG\textsuperscript{1,b,*}

\textsuperscript{1}Qiqihar Medical University, Academy of Marxism, Qiqihar City, Heilongjiang Province, China

\textsuperscript{2}Renmin University of China, Academy of Marxism, Beijing City, China

\textsuperscript{a}wgh20052007@126.com, \textsuperscript{b}273330395@qq.com

* Corresponding author

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Abstract. Food hygiene and safety is an extremely important issue of people's livelihood and people's hearts, it relates to the vital interests of thousands of households in China. There are all kinds of chaos and problems in foods purchasing online in China currently, it threatens the safety of the tongue of the Chinese people seriously. In order to better deal with and resolve these security risks, from the point of view of the government, it must shoulder the corresponding heavy burdens and responsibilities, vigorously purify the safe environment of foods purchasing online in China, adopt all necessary and effective administrative measures, strictly control over all links and the whole process of production and sales of foods sold online from various aspects, create a good safety environment for foods purchasing online, provide safety and guarantee for people to buy foods sold online, conscientiously safeguard and maintain the Chinese people's lives and health and property security.

Introduction

Food safety is an extremely important issue of people's livelihood and people's hearts. It is related to the vital benefits of millions of households in China. Along with the rapid development of China's internet technology and food online sales platform, foods purchasing online have begun to enter millions of households. In the process of consuming foods purchasing online, in addition to the many advantages and convenience brought by foods purchasing online, it also makes people's health, life and property safety seriously threatened to a certain extent, as a result of the emergence of a series of related issues. In order to purify the safety environment of foods purchasing online in China, strictly control over all links and the whole process of production and sales of foods sold online, provide safety and guarantee for people to buy foods sold online, conscientiously safeguard and maintain the Chinese people's lives and health and property security, the government must shoulder the corresponding heavy burdens and responsibilities from the point of view of itself, it is not only to further improve a series of supervision and guarantee mechanisms, but also to keep pace with the times and to carry out the continuous innovation of the policy and measures of supervision and guarantee from various aspects, focus on new problems and study new problems, put forward new governance measures and solutions. To better safeguard the food safety environment of foods purchasing online in China, ensure the safety of foods purchasing online in China.

From the point of view of the government's responsibilities and obligations, it vigorously deals with and solves some relevant problems, so as to better purify the safety environment of foods purchasing online in China, strengthen the responsibility of government supervision., maintain the safety of foods purchasing online in China, the government can start from the following aspects:
Further Strengthen the Legislation and Law Enforcement Supervision of Online Food Sales

The newly revised Food Safety Law of the People's Republic of China came into effect on October 1, 2015. The law systematically explains and elaborates some related issues of online food sales, and clarifies the relevant requirements and regulations of online food sales, it is a food safety law that reflects the public's voice and keeps pace with the times. With the rapid progress of network technology and the development of food industry and the expansion of marketing channels, new problems and new situations in the field of online food sales continue to emerge, for example, new online food sales models, new online shopping platforms and social communication tools emerge endlessly, new food processing technologies and new food raw materials, new business and marketing model ideas and channel innovation, etc., however, the current food safety law has little or no elaboration on these problems and situations, therefore, it is necessary to keep pace with the development of the situation and reflect the needs of The Times, further strengthen the legislative work and revision of laws related to online food sales, so as to fill the legal gaps existing in some areas of online food sales and further clarify the judicial interpretation of relevant issues in the field of online food sales, furthermore, there are laws to be followed in the supervision and guarantee of online food sales. At the same time, it is necessary to further strengthen the law enforcement of online food safety, and severely crack down on all kinds of illegal and criminal activities of online food sales in accordance with the Food Safety Law, only in this way can online food be effectively supervised and guaranteed by law and the rights and interests of all parties in the online food trading process be better protected.

Carry Out Warning Education and Severely Punish Illegal Cases of Online Food Sales

Whether it is the producers, operators or consumers of online food, they need to be provided warning education about food safety, extensively publicize the extreme importance of food safety issues, and educate and publicize food safety laws and regulations through various current mainstream media and platforms, take typical illegal cases of online food sales as an example to educate the public about consumption warning, so that the general public can actively participate in it and actively prevent the safety risks brought by online food sales. At the same time, the illegal cases of online food sales should be severely punished, and the offenders and relevant responsible persons should be dealt with seriously and quickly, demonstrating the zero tolerance of the state for illegal cases of online food safety and the confidence and determination to resolutely crack down on illegal cases of online food sales, shocking and deterring the producers and operators of illegal food sold online, purifying the consumer shopping environment of online food sales, and also providing a safe and reassuring online shopping experience for the majority of online food consumers.

Regular Credit Evaluation of Online Food Producers, Operators and Platforms

Online food producers, operators and platforms must register with the State Administration for Industry and Commerce to obtain legal business qualifications, at the same time, Administration for Industry and Commerce should coordinate health, quality inspection, tax and other departments, establish strict and practical systems and norms to regularly evaluate the credit of online food producers, operators and platforms, for those who fail in the evaluation, giving a credit warning, ordering them to make rectification, and urging them to improve production and operation; For those who are not rectified, they shall be ordered to stop production and sales until their business qualification is cancelled and the online sales platform is shut down; Those who break the law and commit crimes are sent to the state judicial organs for punishment; For those who are excellent in credit evaluation, we should give encouragement and support to them, actively help them solve the difficult problems in production and operation, give preference and care in policy and taxation, and support their further development. At the same time, it is necessary to establish a model of good credit, conduct extensive positive publicity and guidance, and vigorously advocate the awareness of
credit, and then form a demonstration effect to improve the overall credit level of online food producers, operators and platforms.

Establish a Unified Online Food Trading Supervision System and Operator Database

Due to the indirectness, virtuality and non-regional restrictions of online food sales, it is difficult to investigate online food operators and safeguard their rights and interests once the rights and interests of online food consumers are infringed. This requires the coordination and cooperation of the state administration for industry and commerce, network supervision, health, quality inspection, food and drug administration and other departments to establish a unified and complete online food trading supervision system and operator database, in this way, once there is a food safety problem or a consumption dispute and so on, it can be well documented, trace back to the source, timely identify the operators and relevant responsible persons of online food sales, so as to facilitate the investigation, treatment and resolution of the problems, maximize the protection of the rights and interests of online food consumers and the safety of public life and property. Meanwhile, the establishment of a unified and perfect online food trading supervision system and operator database facilitates multi-department coordination and cross-regional cooperation, keep abreast of the real-time information and dynamics of online food trading and operators, and effectively supervise the production and sales of online food, reduce the waste of manpower, material and financial resources, effectively shorten the processing time of problems, improve administrative efficiency, jointly maintain online food safety, for online food consumers, it solves the problems of online food complaints, evidence collection, identification and investigation, consumers only need to provide online shopping related information, investigation, evidence collection, identification, and investigation can be handled by relevant departments, to facilitate consumer complaints and rights protection action.

Force Online Food Sellers to Provide Shopping Vouchers and Invoices to Consumers

Shopping vouchers and invoices are the basis for consumers to assert their rights, nowadays, many online food consumers do not have shopping vouchers and invoices of consumption, so it is difficult to complain and maintain their rights to online food operators after problems arise. In view of this, the relevant functional departments of the state, industry and commerce, taxation and other institutions should strictly enforce that online food sellers must provide online food consumers with consumption shopping vouchers and invoices. On the one hand, this is conducive to providing a basis for online food consumers to protect their rights. On the other hand, it is also conducive to increasing national fiscal revenue, cracking down on tax evasion and ensuring fair competition in the market. Those who refuse to provide consumer shopping vouchers and invoices will be ordered to withdraw from the online food sales platform and carry out rectification, until their qualification of production, operation and sales of online food is cancelled. it is of great significance to safeguard the safety of online food and the rights and interests of online food consumers.

Promote the Establishment of International Online Food Safety Cooperation Organizations, Joint Law Enforcement, Crack Down on Illegal Activities

Online food is not confined to a single country, Due to the emergence of "overseas online shopping", "agent purchase overseas", international internet sales platform and international common social software, the sales scope of online food has expanded to the whole world, therefore, in order to safeguard the safety of food sold online and ensure the safety of life, health and property rights and interests of the people in every country, it is necessary to promote the establishment of an international online food safety cooperation organization, set up the corresponding rules and regulations, establish the rights and obligations of all member states, jointly enforce the law, and act together to combat illegal and criminal activities in the field of online food sales, protect the legitimate rights and interests of the vast number of online food consumers in various countries, and safeguard the safety of international online food.
Summary

The government has a great responsibility for the supervision in safety of foods purchasing online, it must shoulder the responsibility and obligation of purifying the safety environment of foods purchasing online in China and ensuring the safety of foods purchasing online. At present, the task of ensuring the safety of online food is still arduous, governments at all levels should adhere to the principle that the interests of the people are supreme and give full play to the role of the Food Safety Committee in its unified leadership and comprehensive coordination, constantly change the functions of government in practice, in-depth study of emerging new situations and new problems, keep pace with the times, take effective measures and methods, strictly control every line of defense from production and sales to final consumption, and conduct the most rigorous and effective supervision and control over the whole process of online food sales, ensure the safety of foods purchasing online in China, safeguard the physical and mental health, life and property safety of the Chinese people.

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