

## Research on the Development of Small Farmers' Economic Sales Channels: A Case Study of Qingyuan, Guangdong and Hualien, Taiwan

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**Abstract.** In order to meet the demand of sustainable development of agriculture, we should enhance the competitiveness of small-scale peasant economy, grasp the business channels, grasp the business opportunities, and expand the new development of agriculture by strengthening and integrating the sales channels of agriculture. Sales channels have a positive impact on the development of small-scale farmers' economy. Hualien Changliang organic group develops through diversified channels such as school nutrition lunch, farmer's market, chain supermarket and farmer's direct selling station, so as to improve the sales volume of agricultural products and expand the new development of small-scale peasant economy. Through in-depth interviews, the sales channels of Qingyuan Bailijin Agricultural Technology Co., Ltd. are mainly divided into online and offline Channel, offline distributors are directly used for distribution, while 'Wechat' is used for online sales. The diversified development of channels has a certain impact on the sales volume of agricultural products.

The development of small-scale peasant economy in Hualien and Qingyuan depends on the expansion of sales channels. The establishment and deepening of diversified online and offline sales channels affect the development of small-scale peasant economy and the sustainability of agricultural development.

### 1. The Definition of Small-scale Peasant Economy

As a mode of economic production and social form, small-scale peasant economy has existed for a long time. In classical economics, the concept of small-scale peasant economy exists. The small-scale peasant economy refers to the development of agriculture, which is based on non-mechanized or non-large-scale direct producers. It mainly carries out agricultural production by individual families, and is usually characterized by the production of agricultural products by a single labor force. The small-scale peasant takes the peasant family as the production and consumption unit. The small-scale peasant family does not necessarily employ the labor force, usually only relies on the family labor force for production. Although the small-scale peasant economy maintains the household production as the unit, it can also carry out the reform and change of agricultural technology. Since the small-scale peasant economy is not competitive, it has more needs and conditions for agricultural reform.[1][2]

The small-scale peasant economy is a small-scale farmer or family farm as the main body of operation. Small farmers are also regarded as the integration of livelihood and life in farming practice. In different contexts, it shows the nature of multi-functional agriculture, such as the basic production of agricultural products, food functions, and ecological and life functions in the process of agricultural modernization. Generally speaking, the function of small-scale peasant economy is not only a simple production or marketing function, but also accompanied by sustainable and cultural functions.[3]

The characteristics of small-scale peasant economy are lack of capacity of scale production, scattered and fragmentary land, integration of production and marketing, and concurrent industry. The emergence of various agricultural cooperative organizations in rural areas can unite small farmers, form a collective, and increase the position of small farmers in the market, competitiveness and bargaining space. The development of small-scale peasant economy is not only an economic organization, but also closely linked with social economy and cultural environment in modern times. The interaction between small-scale farmers and local residents is a typical case. The development of small-scale peasant economy and the joint cooperation of other small-scale farmers and sales end are important factors to enhance their competitiveness.[4]

## **2. Overview of Sales Channels of Small Agricultural Products**

This is kind of process in which an enterprise delivers its products or intangible services to consumers through channels, which is used by enterprises to contact consumers. This process also explains that different organizations based on interests need to trust each other and transfer products from producers to final consumers.

The channel of early agriculture was one-way. Alliance with other industries could make the distribution and marketing channel diversified. If we cooperated with the tourism industry, we could get new sales channels. The current customers of local agriculture in Taiwan are mainly local residents, thus the use of leisure tourism industry alliance can increase the number of small-scale farmers and reduce the entry cost at different cities.

If small-scale farmers do not have sales channels, they must expect the underwriters to purchase. If the agricultural products cannot be sold, they can only bear the risk by themselves and sell through the channels of direct selling stations, which can avoid the problem of not being sold. Shi Yuqin (2019) pointed out that the sales channels of small-scale agricultural products in Tainan are single, and the consumer groups are limited. Due to the small output of farmers, most of them are sold to relatives and friends, or sold to fixed objects in traditional markets.[5] The marketing channel of small-scale farmers for agricultural products presents a single feature, and is in a passive and negative way to sell agricultural products.

Huang Jiahui and Chen Qirong (2017) believe that the concept of land sales of real estate is to promote consumer consumption, use related local agricultural products, and reduce transportation costs. At the same time, it will create new agricultural business opportunities by building a small-scale agricultural sales platform. In the opening of the online market in jijidi, 20 cooperative and friendly small farmers have been stationed. In addition to online platform sales, the team also helps consumers understand the information of agricultural products through various channels such as enterprise subscription and employee travel. Small agricultural products will be sold through a single channel, and a network platform will also be opened up for sales.[6]

Nearly one million convenience stores in Taiwan have invested in operation, from purchasing agricultural products to selling processed fresh food commodities to integrating upstream small-scale farmers' suppliers or cooperative farms. Convenience stores have become one of the important channels for small-scale farmers to eat fresh food. [7] In order to increase the sales volume of fresh food, the four super businesses emphasize the use of local agricultural products for fresh food, and boast to take care of the health of consumers, so as to further promote the popularity of small agricultural products.

Large channel can improve and reduce the uncertainty and fuzziness of information, and it also plays a strong intermediary role between consumers and farmers, so that consumers can get more comprehensive information. Li Canglang thinks that to solve the problems of organic agricultural products channels, we must expand the scale of organic agriculture by contracting with local organic farmers and collecting goods, and construct the direct selling channel of organic agricultural products to solve the problems of organic agricultural channels. Large channels can enable consumers to get more comprehensive information when purchasing products, and then enhance consumers' willingness to buy.[8][9] Small farmers usually sell organic crops through a variety of

different channels. If they sell in the producing areas, they will give the local consumers a relatively preferential price. This channel mainly benefits each other in the long term.[10]

Online ordering is also one of the channels that consumers choose, but the main reason why consumers choose such channels is to clarify which channel they are willing to use when purchasing products, they are not familiar with. Using network platform to order organic agricultural products directly through the online platform established by farmers, this method of course depends on the transparency and transmission of product information, which is an important factor in the formation of network transactions. Through the network platform, after searching for more relevant product information, the trust for the product will be enhanced, and the purchase intention will also be improved.[11]

The organic agricultural products sold in farmer's market are fresher than those in the market, with reasonable prices and strong connection between producers and consumers, which makes consumers agree with the concept of real estate and makes farmer's market an important sales channel for small farmers. [12] Farmers' market also plays an important role in the channel. When the channel information between consumers and farmers is not smooth, it can enhance the field of organic agricultural products, exchange and interaction, and thus increase the confidence and purchase intention of organic agricultural products. Taking organic rice as an example, the process of organic rice marketing channels can be divided into production end, intermediate supplier, consumer end, etc. Liu Xingrong (2012) believed that the information gap of organic rice products from producers, channel providers, suppliers to consumers should be strengthened, so as to improve the information gap of various channels.[13]

The main sales channels of organic agricultural products are as follows: farmers produce and sell organic agricultural products by themselves, through the production and marketing shift for collection and transportation, cooperatives, etc.; organic counters in department stores and chain supermarkets; organic specialty stores; organic catering stores; public and private institutions; residential distribution in producing areas; online shopping, collective purchasing; leisure farms; organic agricultural products sales Expo, etc. In terms of sales channels, the sales of organic agricultural products are extremely broad. According to different sales channels and different customer groups, different sales methods must be used. However, the current sales channels mainly Contact consumers through the Internet. The main difference lies in the extent of Internet platform investment and use. Therefore, a diversified channel development has been formed in the channel of organic products. The sales methods of various channels and the characteristics of transaction cost are also different.

The sales relationship process of small-scale agricultural products is shown in Figure 1. The sales channels of small-scale agricultural products are complex, from the initial production end to the final consumption end. In the discussion of channels, we must understand the role of each channel stage, and find that each channel has a certain degree of dependence, showing the interaction between the production end and the consumption end. Small scale farmers or farmers' production and marketing classes make the value of small-scale agricultural products transmitted to the consumer side through multiple channels through multi-layer intermediate production end and consumer end. If the production end wants to convey the value of agricultural products, it must pass through the intermediate production end, and then indirectly convey the value of agricultural products to the final consumer end. Of course, the formation of new channels shortens the original value chain of agricultural production and marketing, which means that the production end can contact the final consumers in a more direct way, can convey the value of agricultural products in a faster way, and redefines the value chain of agricultural production and marketing.

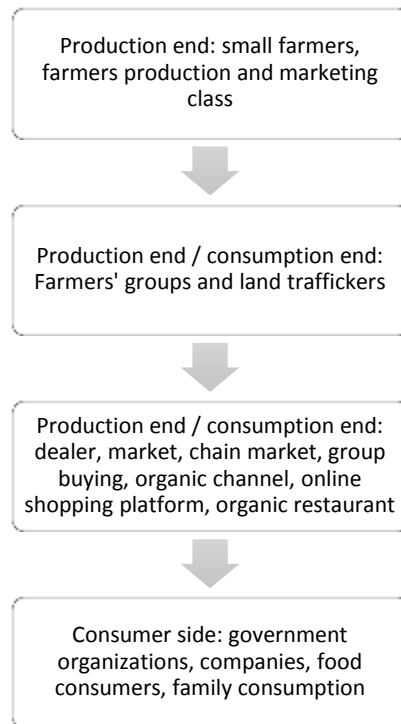


Figure 1. Sales channel relationship of small agricultural products; Data source: This study was organized.

The production end corresponds to the diversified consumption end and production end. Small farmers or farmers' production and marketing class must cultivate diversified channels to make the sales of agricultural products more stable, and must constantly develop new channels to achieve the stable and long-term development of agricultural products sales. Opening up new sales channels is an important factor to determine whether small agricultural products can increase sales.

### 3. The Influence of Small Farmers' Economic Channel Choices on the Sales of Agricultural Products

Most of the agricultural production patterns in Taiwan are small-scale farmers. When most of the labor is consumed in the planting process, there is a dilemma of insufficient investment in the management process. By uniting and organizing small-scale farmers, we can not only share the cost of management, machinery, channels, farming related knowledge exchange, but also be more efficient. Some agricultural organizations play an important role in fostering the development of small-scale farmers and driving their economic development.[14]

In addition to using fixed social networking sites to expand channels, Tainan's organic small-scale farmers, with the assistance of Tainan Municipal government, have successfully sold their organic agricultural products in farmers' Association supermarkets. In addition, through the direct purchasing counters of chain supermarkets, they sell their own agricultural products on shelves. The diversified channels naturally increase the sales volume.[15] In 2016, the launch of the "youkeliling" plan provides a bridge between high-quality agricultural products and consumers, and uses intelligent field management, logistics transportation, fresh-keeping and complete and transparent information at the sales end, and improves the process efficiency of the industrial chain. "Youkeliling" has 42 direct marketing channels in Taiwan to improve the stable sales of agricultural products.[16] This kind of direct purchasing method can not only make consumers continue to buy organic agricultural products at a price close to the people, but also reduce the exploitation of middlemen by small-scale farmers, which is a win-win model for producers and consumers.

Housheng market is a favorable channel to improve the sales of agricultural products by changing the sales channels. Housheng market links the production end, goods collection end and final sales end, constructs a complete production and marketing supply chain, and improves the sales of small agricultural products. Lu Jiye (2015) said that the sales volume of the online shopping

platform for agricultural products initially developed was not ideal. The main reason is that people in Taiwan are not used to the consumption mode of online agricultural products. People prefer to buy in traditional markets and supermarkets. Because they can see the quality of physical products and have complete information, they must open physical stores and combine online and offline to improve the sales of agricultural products Sales volume.[17] Fuhan farm in garlic agricultural products from the original single sales channel, directly transferred to the plate business, and later developed its own brand, matchmaking multiple channels, different channels have different consumer characteristics, in order to match the preferences of consumers, and improve the purchasing power of consumers. [16] The choice of channel has a certain impact on the sales volume of agricultural products. If the choice of channel is not good, the price of agricultural products will be unstable or face the risk of sales. Therefore, a stable channel can also drive the stable sales of small agricultural products.

Under the choice of multiple channels, small-scale farmers can stabilize the sales volume. At the same time, local consumers are also a capital to support small-scale farmers, which is not only a business relationship, but also an important core concept of organic agricultural products. The core competitiveness of small-scale farmers is to improve the production technology and the quality of agricultural products, enhance the added value of agricultural products, to meet the different needs of various customer groups.

In 2017, organic magazine conducted a survey and Analysis on consumers' cognition and habits of organic products, and found that the main channels for people in Taiwan to buy organic products are physical organic stores, farmers' markets and supermarkets, accounting for 75%, and 10% on websites. Among them, the main buyers of physical organic stores are cotton field, Liren and San decos, while the online shopping mall is Taiwan's Haonong and non-toxic home.[18] Because of Taiwan people's consumption habits of organic agricultural products are mainly purchased through offline channels, small farmers must strengthen the expansion of physical channels in the development of sales channels.

#### 4. Analysis on the Economic Sales Channels of Small Farmers in Hualien Area

Due to the particularity of agricultural management, small-scale, production and marketing costs cannot be reduced, and the aging social structure, small farmers have become the highest obstacle to the competitiveness of the agricultural industry, and lack of bargaining power with the channel. Therefore, in order to improve the overall competitiveness of small-scale farmers, reduce the small output of farmers subject to the constraints of middlemen, in order to pursue the integration of production and marketing, business enterprise as the goal, to promote farmers to cooperate in the way of production and marketing management, in order to open up the plight of channel development. In terms of sales channels, most of the agricultural products are sold by wholesalers and contractors, but the self-produced and self-sold ones can reduce the exploitation of the middle. Therefore, how to balance various sales channels and increase income is an important key.

According to the statistics of Taiwan's agriculture and food administration, in recent years, the number of small agricultural landlords in Taiwan has increased from 8000 in 2010 to 47000 in 2019. The rapid growth in the past decade shows that small-scale peasant economy is the mainstream development mode of Taiwan's agriculture. Table 1 shows that the planting area of organic agriculture in Taiwan is 6509 hectares in 2015 and 9536 hectares in 2019, a growth of 1.4 times. Among them, the organic agriculture planting area of Hualien County will reach 2374 hectares in 2019, accounting for 40% of the total organic agriculture planting area in Taiwan, ranking first among the organic agriculture planting area and organic production farmers in Taiwan.

Table 1. General situation of organic agriculture planting area in Taiwan; unit: hectare.

County, city and district	2015	2016	2017	2018	2019
Hualien County	1,338	1,394	1,632	2,122	2,374
Yilan County	498	491	512	533	551
Taoyuan City	245	276	345	380	425

Nantou County	406	402	419	525	535
Tainan City	413	441	420	484	620
Kaohsiung	520	626	794	923	943
Pingdong County	613	661	646	775	871
Taitung	571	602	560	613	672
Total in Taiwan	6,509	6,783	7,568	8,759	9,536

Data source: excerpts were collected from Taiwan agricultural and food administration.

In order to achieve the sustainable development of small-scale farmers, the main goal of small-scale farmers is localization and organic, the agricultural products are mainly shared with the local, and the development of organic crops is the main. Therefore, the development of organic agricultural products in Hualien area is representative of small-scale agricultural economy. Small farmers are not only engaged in agricultural production and trading, but also play an important role in sustainable development.

The government of Hualien District actively promotes the land sales of agricultural products, including organic counter, farmer direct selling station, organic farmer market, organic agricultural products supply and nutrition lunch. By using the experience and adoption of organic farm, combining with non-governmental organizations and local counties and cities to promote agricultural activities, consumers are encouraged to experience farm, know and understand organic crops, and build consumer confidence and loyalty. In addition, organic counters such as quanlian, Carrefour and RT mart will be set up in large-scale stores, and market segmentation with general agricultural products will be set up.

Local catering industry also plays a very important role in organic agriculture, and Hualien region has opened a major alliance of non-toxic catering. Although there are only a few in the overall catering market, the concept of local catering and health has been introduced into local catering industry. For example: Shiyi, Hualien Yangyue Millennium resort, farmer's kitchen and so on are all local catering industries. They use Hualien local organic food materials to produce local catering and provide the concept value of health and sustainability.

Changliang organic group is the largest organic cultivation group in Hualien area. Changliang organic group's main sales channels can be divided into domestic demand and external demand. Domestic demand is to actively market organic agricultural products through Hualien County Government. The county government helps promote the use of organic agricultural products in primary and secondary school meals in Hualien County. Through educational means, the next generation can develop organic eating habits, which is helpful to the channels of producing agricultural products and the health of school children Help. Changliang organic group, on the other hand, cooperates with local farmers' associations and Taiwan wide channels. At present, it can purchase relevant organic agricultural products in organic farmers' market, Huabo farmers' market, chain supermarkets and department stores. The farmers' direct selling station of Hualien city also provides organic agricultural products consignment service, so that organic agricultural products can provide more powerful sales channels for small farmers in both domestic demand and export. [19]

Hualien County and Taidong County in Taiwan are the main gathering areas for the development of small-scale peasant economy, among which many agricultural brands have been created. For example, Yuli federal agriculture was jointly established by a group of small-scale Hualien farmers. Small farmers seek, gather and support characteristic agricultural products, and create the value of small-scale peasant development through the joint brand of small-scale farmers.

The main channel of Hualien County is Hualien farmers association and dawangcai shop. This channel is able to receive goods at a fixed time and quantity to the place of origin, and the process from receiving goods to final sales is handled by this channel. [20] when small-scale farmers sell agricultural products through channels, they need products with characteristics and stories. Generally speaking, organic crops are the main products. For consumers, when the brand awareness of small-scale channels is insufficient, if there is no characteristics, they will not be able to attract consumers to buy, so sometimes small-scale farmers will choose large-scale channels to sell.

Due to the labor cost and limited farming space, it is relatively difficult for self-produced and self-selling farms to manage their brands. Therefore, it is necessary to find suitable sites and trusted contract farmers, produce agricultural products with the same organic certification mark as other farms, and cooperate together to maintain the brand value. Among them, expanding different agricultural products can not only expand more customers with different needs, but also carry out tie-in sale of products, so as to create the characteristics of product differentiation.

In the Internet sales channels, there are two ways: goods collection and order transfer. Goods collection is to repackage small-scale agricultural products or tie-in sale of different agricultural products. Market is the channel to directly face the final consumers. Enterprises use procurement to solve the survival problems of small-scale farmers.

It is also one of the core channel characteristics of small-scale peasant economy to adhere to the fresh direct delivery of origin. Fresh organic agricultural products are sent home. Through word-of-mouth marketing, the elders at home become loyal customers, and promote internet websites to show the power of group buying. In addition to the fixed social network customers, it is also necessary to expand various channels, such as through the local government, entering the local farmers' Association supermarket to sell.

According to the organic agriculture development plan of Huadong region of Taiwan Agricultural Commission in 2018, in order to expand the marketing channels of organic agricultural products in Huadong, the agriculture and grain Department of the Agricultural Commission, Hualien County Government, Hualien County farmers association and Shoufeng Township agriculture must invest in the development of the channels. We should construct the business marketing framework of organic agricultural products, construct the organic global E-marketplace, so as to expand the direct distribution of agricultural products, and solve the problem of agricultural products consumption market in Hualien City. We should also guide the establishment of Huaxian organic market, provide farmers in Hualien area with the opportunity to sell their own organic agricultural products, and establish a direct exchange and transaction platform with local consumers, so as to realize the real estate sales The concept and goal of the project. In addition, we will promote the concept of organic agriculture education in Hualien campus, promote several organic experience and advocacy camp activities for students, let them understand the organic ecology and local organic agriculture of Hualien, and take root in the concept to the younger generation.

The choice of small-scale farmers' channels can be divided into production and consumption factors. For example, Changliang organic group is a cooperative organization among small-scale farmers. Due to the large scale of agricultural products, under the choice of sales channels, schools, residential distribution and supermarkets are the main factors. Consumers in Taiwan prefer to buy organic agricultural products in physical stores. Therefore, small farmers must give priority to the development of offline channels, such as farmer markets, organic specialty stores and supermarkets.

## **5. Analysis of Small Farmers' Economic Sales Channels in Qingyuan Area**

The main sales channels of Qingyuan's small-scale agricultural products include professional market sales, mainly through the process of centralized purchase, and then centralized sales channels, mainly a channel of wholesale mode; or the sales company signs contracts or contracts to connect with farmers, and purchases are scattered. Agricultural products of smallholders are being sold in a centralized manner. This model effectively separates the production and sales steps, and establishes the division of labor between sales companies and farmers; cooperative organization sales, cooperative organizations include cooperatives, professional associations, etc. The cooperative organization channel can be said to be a bridge between producers and consumers, providing all services before, during and after production. This channel can unite smallholder producers through a contract and conduct centralized sales; The last channel is direct sales to farmers, which is the most traditional method. This kind of sales channel is mainly initiated by small-scale farmers. Production acts as a seller, transporting agricultural products to nearby areas for sale. The supply market is small and the transaction volume is relatively small. [21]

The sales channels of Qingyuan's small-scale agricultural products have changed with the development of e-commerce. Build an e-commerce service platform and deploy a group of rural e-commerce service stations to open up the channels for agricultural products in e-commerce. Among them, e-commerce partners mainly cooperate with Alibaba Group, Suning Group and Guangdong Provincial Department of Commerce to develop online agricultural products channel. Qingyuan City signed a cooperation agreement with Alibaba Group in 2014 to provide an online platform to expand sales channels. Yingde of Qingyuan City has also promoted the development of rural e-commerce, and promoted the sale of agricultural products through online channels. In addition, the Yangshan area of Qingyuan introduced a supply and marketing business model, coupled with Ali Village Shopping, and established an online agricultural product sales channel.[22]The development of online channels will help small farmers sell agricultural products.

In the offline area, some small farmers in Qingyuan have also established five-in-one demonstration bases, such as Qingxin Premium Expo Park, to promote the sales of agricultural products and rural tourism with a new agricultural attitude. In 2019, the Qingyuan Municipal Bureau of Rural Affairs established a new type of front-store and back-field sales channels, and opened Qingyuan farm fresh food stores in major business districts and communities in Guangzhou to expand the sales channels of Qingyuan's agricultural products.

Small farmers in Qingyuan also opened up online live broadcast channels to sell agricultural products in Qingyuan City to expand sales channels in remote areas of Qingyuan City. While laying out online channels, as well as offline physical stores, it is necessary to establish an agricultural product experience center so that agricultural products can be promoted physically, and customers can experience personally and improve product peace of mind.

There is always a certain amount of interaction between the online and offline channels of smallholder agricultural products. Offline customers can carry out online marketing at the same time when they make purchases in stores and other places to become online customers to increase the customer base of online channels. Similarly, in order to understand, customers of online channels will go to offline channels for physical experience, and at the same time will increase offline traffic. [23] Therefore, in this interactive process, all online and offline sales channels play a vital role. Offline chain supermarkets are also one of the sales channels of Qingyuan's agricultural products, providing a chain model, increasing the layout of each district, and also increasing the sales volume.

Qingyuan's agricultural services are integrated and developed, and a sales channel model of agricultural product supermarkets and e-commerce has been established. For example, Lianzhou Agricultural Service Supermarket and Yingde City Electronic Business Park will integrate online and offline to expand agricultural product sales channels.[24] Qingyuan Municipal Bureau of Agriculture and Rural Affairs encourages agricultural enterprises to join the digital platform to further expand sales channels and also drive online and offline sales. Agricultural products of Qingyuan City also use the channels of the Guangdong Agricultural Products Buyers Association to sell agricultural products. In order to enhance the development of Qingyuan's agricultural products, the Qingyuan Municipal Government actively promotes the construction of Qingyuan's integration. In addition to building the Guangqing agricultural crowd-creation base, it has also established an agricultural exhibition and sales center to actively build a vegetable basket construction project in the Greater Bay Area, mainly in the Guangzhou business district. The community opened a farmhouse fresh food store in Qingyuan.[25] Qingyuan City Government is also actively helping to create new sales channels for small farmers to stabilize the economic development of small farmers.

Guangdong Bailijin Agricultural Technology Co., Ltd., whose main products are rice and paddy by-products, uses the original ecological method to grow related agricultural products. The main offline sales channels are the distribution of products through distributors; or the direct cooperative sales of schools, enterprises, etc.; the online channels are sales through the WeChat platform. Guangdong Bailijin Agricultural Technology Co., Ltd. originally only had offline sales channels, and later opened up online channels. The activation of the channels has a certain degree of impact on product sales. The main reason is that different sales channels will reach different customer



groups, thereby increasing the total sales volume. In general, the customer base is mainly accustomed to offline channels for the company's product purchases.

The sales of Qingyuan's small-scale agricultural products are mainly based on offline channels. With the advent of the e-commerce era, the Qingyuan Municipal Government encourages small-scale farmers to use online channels for sales, and supports offline stores to expand the development of diversified channels. At the same time, the combination of online channels and offline channels will help increase the sales volume of Qingyuan's small-scale agricultural products and achieve the sustainability of agricultural development.

## **6. Conclusion**

The small-scale peasant economy is related to the production activities of individuals and families engaged in agriculture, with features such as part-time operations and inability to scale production. When small farmers produce agricultural products, because they cannot produce on a large scale, the problem of insufficient competitiveness arises. Therefore, the choice of small farmers in the sales channels of agricultural products is very important. In the early stage of the development of the small-scale peasant economy, the sales of agricultural products were sold in the form of real estate and local sales, and the sales channels showed a single characteristic, and they were sold in a passive and passive manner. In order to survive, small farmers will begin to develop diversified sales channels to increase sales of agricultural products.

The smallholder economy's sales channels include farmers' self-produced and self-sold, production and marketing team transportation, cooperatives, supermarkets, organic specialty stores, catering stores, home delivery, group shopping, online shopping, leisure farms, expos, etc., which are all options for smallholders when developing sales channels. When smallholders sell, they must correspond to the diversified production and consumption ends, and convey the value of agricultural products to stabilize the development of the smallholder economy.

Hualien is the representative of the development of the small peasant economy in Taiwan. It mainly produces organic agricultural products. During the development of the small peasant economy, it must be committed to the development of offline channels. Through the diversification of sales channels, the sales volume of agricultural products will be increased. . The main sales channels of Changliang Organic Group can be divided into domestic demand and external demand. Domestic demand must actively promote organic agricultural products through government units to expand the sales channels of agricultural products; external demand is sold through channels such as farmers' associations, organic farmers' markets, and supermarkets. The coordination of domestic demand and external demand enables the small-scale peasant economy to achieve the goal of sustainable development.

Guangdong Bailijin Agricultural Technology Co., Ltd. originally only had offline sales channels, and later opened up online channels, which has a certain degree of influence on the activation of the channels and product sales. Generally speaking, consumers are mainly accustomed to purchasing agricultural products through offline channels. The sales of Qingyuan's small-scale agricultural products are mainly based on offline channels. With the development of e-commerce platforms, small-scale farmers have also joined online channels for sales. At the same time, the Qingyuan Municipal Government has also supported offline stores and actively expanded the development of small-scale farmers' diversified sales channels. The combination of offline channels and online channels will help consumers understand the information of agricultural products and increase the sales volume of Qingyuan's small-scale agricultural products.

The smallholder economy should develop multiple channels to increase the sales volume of agricultural products. While developing diversified sales channels, diversified industrial operations should be established, and different sales channels should be tailored to different customer groups in order to achieve the sustainable development goals of the smallholder economy.

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