Research on the Development of Agricultural Products Under the Background of “Internet +”

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Abstract. The development status of Fengxian Dahongpao agricultural products industry are reviewed briefly. In addition, from the aspects of brand benefits, natural environment, e-commerce platform sales, e-commerce infrastructure, product development, traffic conditions and so on, a series of problems occurred in the development of Fengxian Dahongpao pepper industry are further analyzed. Under the advantage of using the internet platform, the relevant effective countermeasures to promote the sustainable and steady development of Fengxian Dahongpao pepper industry are proposed.

1. Introduction

1.1. Research background
“Internet +” has provided an effective and huge impetus to all fields of human social life. Its essence is a form of human social and economic innovation combined with modern scientific and technological innovation on the premise of operating on the internet operation platform. It is also the deep integration of internet innovation achievements and modern economic society. In the real production practice, the “Internet +” brought huge impetus to the development of agriculture in our country, such as advanced production equipment, modern high-tech agricultural data system and popular online sales platform, these not only expand the overall scale of agricultural production and sales scale in our country, but also has increased the farmers’ income level greatly, and has helped to achieve the overall goal of benefiting the people and beneficial to our country. Therefore, it’s necessary to carry out research on the development of China’s agricultural products deeply, and explore the problems what will solve. These measures will promote the improvement of China’s overall agricultural level greatly. The Dahongpao pepper industry in Fengxian, Shaanxi province has run into many problems in the process of development, which are also typical problems for the products and sales of agricultural products in other regions. Therefore, taking this example can help us to study the universal and effective countermeasures for the development of regional agricultural products better.

1.2. Research status
First of all, “Internet +” has brought great benefits to the prosperity and development of agriculture in the rest of the world. For example, developed countries in the forefront of development, such as the
United States and Japan, have integrated “Internet +” with the development of agricultural products with their own characteristics deeply [1]. The United States developed ova plant protection technology, and the application of this technology further promoted the birth of a series of intelligent agricultural equipment instead of artificial [2]. This not only saved manpower input, but also brought a strong impetus to the development of American agriculture. Japan is based on its small land area and large population, adopted a refined agricultural development model and developed a flexible, lightweight and easy-to-operate remote sensing monitoring ova [3], which not only increased the output of agricultural products greatly, but also facilitated the development of electronic commerce of agricultural products in the United States. As one of the largest agricultural countries in the world, India has established a database system of its own specialized agricultural product market and price forecast information [4]. The aim of this initiative is to release relevant agricultural products information to farmers in a timely manner and provide relevant agricultural products services through this information system. In addition, the India government helped farmers to build many e-commerce platforms for agricultural products, which promoted the development of e-commerce for local agricultural products strongly in India.

2. The development status of Fengxian Dahongpao pepper industry

2.1. The Dahongpao pepper production of Fengxian and income status of pepper farmers

Fengxian is the hometown of Chinese pepper. Due to its excellent ecological and geographical environment and suitable climatic conditions, Fengxian has bred the leading pepper in Guanzhong land – “Fengxian Dahongpao”. To be more specific, Fengxian Dahongpao has a bright red, blood-like color, which looks like a red robe from a distance, so it is named “Dahongpao”. In addition, it has the characteristics of strong and fragrant pepper, high numbness and large yield of pepper, so the Dahongpao with great value whether used as edible seasoning or for internal and external sales. Therefore, in recent years, the people’s government of Fengxian also support actively and vigorously, so that the Fengxian Dahongpao pepper industry continues to develop and grow, and make it become the characteristic agricultural product industry of the economic development of Fengxian and the important source of local farmer family income. In 2009, 41.7 million strains, the annual output of 3500 tons, the output value 140 million Yuan in Fengxian, 17 standardized demonstration garden is built, 6 Dahongpao pepper was the key towns and 75 Dahongpao pepper special Village. In 2017, the retention of Sichuan peppercorns in Fengxian has reached more than 45 million, with an annual output of 1,100 tons and an annual output value of more than 500 million Yuan. In 2018, the income of farmers' prickly ash industry is rising constantly. The highest income of prickly ash planting in the county is around 700,000 Yuan, with at least 100 households with an income of more than 200,000 Yuan and over 1,000 households with an income of more than 100,000 Yuan [5]. In order to promote the characteristic industry development of Fengxian Dahongpao Pepper furthermore, the Fengxian government have also made a lot of beneficial exploration in the use of the internet at all levels, and achieved preliminary results.

2.2. The status of Fengxian Dahongpao Pepper industry sales

2.2.1. Sales channels under the internet. Dahongpao pepper sales is the key to increasing the farmers’ income, in order to promote the sale of Fengxian Dahongpao pepper sales channel diversification, the Fengxian government strives to build a good e-commerce environment actively, and develops e-commerce vigorously. It provides special support fund and the electronic commerce development in electricity enterprise rent subsidies for various preferential policies, such as establishing agricultural cooperatives and sales the Dahongpao through network platform, such as We Chat, Taobao, Jingdong. In recent years, Fengxian has 4 cultivate leading enterprises, more than 500 individual store, and create 1 electric business platform. It has built the village electricity, poverty alleviation service covers all basic, and has created jobs more than 1500 [6], promote the increase in the income of farmers effectively, realize the combination of network economy and real economy. In addition, the combination of assistance and guidance with standard development, combined online and offline promotion, greatly
promoted the sales growth of Dahongpao.

2.2.2. Types of online sales
In the past, the types of online sales of Dahongpao pepper were processed by professional machines mainly or dried pepper manually, so the types of sales of Dahongpao pepper were simple relatively. But now, with Fengxian introduce the Dahongpao technology vigorously, such as Shaanxi Yu Run pepper industry, LTD., Shanxi Ding Chang ecological agriculture science and technology development[7], Fengxian Dahongpao pepper characteristics related to agricultural and sideline products industry chain, they will stronger extension development, the production and processing technology has been improved continuously. In these efforts, pepper products achieved development diversified. The emergence of pepper sauce, pepper oil, pepper tea, Dahongpao sauce Fengxian characteristics of pepper series products. This not only helps to meet the diversified demands of consumers with different regional preferences for pepper products, but also provides sufficient impetus and vitality for the sustainable and healthy development of online sales and the improvement of farmers' income.

2.2.3. Fengxian Dahongpao Pepper industry in the development of brand benefits
In order to promote the sale of Dahongpao pepper of Fengxian, strengthen the construction constantly, use of Fengxian, Chinese “national geographical indication protection products”, “title of Shaanxi province famous brand”, and the international pepper section such as exhibition, on the basis of the newspapers, network, television media to enhance the brand influence of Dahongpao pepper. In Fengxian promotes platform to create electricity Dahongpao pepper characteristics actively, “Fengxian propaganda”, “Fengxian issued”, We Chat public platform, almost every day to push Dahongpao and propaganda Fengxian, all kinds of information and dynamic pepper, makes the public attention to Dahongpao pepper.

3. Fengxian Dahongpao pepper industry development issues

3.1. Poor brand publicity
In recent years, in order to promote Fengxian pepper brand, the Fengxian government has made a lot of effective efforts, they are promoting the brand vigorously, and making more consumers of Fengxian Dahongpao, promoting the Fengxian Dahongpao pepper to broader market. However, due to the late start and low development level of agricultural products e-commerce in Fengxian, compared with Hancheng pepper, Sichuan and other brands, the brand publicity of Fengxian Dahongpao is not strong enough, leading to poor publicity results.

3.2. The degree of industrial chain development is shallow
The industrial chain development of Fengxian Dahongpao pepper should not only realize the horizontal research and develop and innovation of product categories, but also realize the vertical diversification of product characteristics. Dahongpao industry chain has developed in Fengxian county, the degree of overall development, embodied in the Fengxian Dahongpao, the main research and development of Dahongpao pepper products including dry pepper, chili oil, pepper te sprouts sauce, pepper, and each product of the taste, contains only pepper original scent, pepper natural incense, so in order to expand Fengxian Dahongpao, the pepper industry needs a deeper, diversification Dahongpao of Fengxian, the pepper industry chain extension of development.

3.3. The scale of internal sales of e-commerce platforms is unbalanced
At the present stage, whether online sales or offline sales, Fengxian Dahongpao has achieved large-scale sales through the Fengxian Pepper cooperative. The specialized electronic commerce department is set up by Fengxian local pepper professional cooperatives internal, mainly through the cooperative unified purchase, unified sales cooperatives of internal partners and other sources of pepper farmers, pepper produced sprouts sauce and other pepper products, and then through the show characteristic agricultural
products across the country to attract, gain a large number of online and offline customer, finally realizes that Fengxian Dahongpao pepper and a series of large-scale online and offline sales.

3.4. The supporting facilities for e-commerce development are backward and incomplete

At present, Fengxian has the disadvantage of low access rate, high network cost and slow update of hardware and software facilities. This kind of situation also directly becomes a great obstacle to the rapid and in-depth development of local rural e-commerce in Fengxian, which seriously restricts the further development of Dahongpao pepper industry in Fengxian. Therefore, must be improve relevant supporting facilities of e-commerce urgently.

Now, Fengxian has established a relatively perfect primary logistics system between counties and towns, but has yet to build by county, town and village three unifies comprehensive advanced logistics system. Not only because of the county and town population lived concentrated relatively, but also the village population center is dispersed relatively. so Fengxian will have to take the high logistics costs for the village to construction logistics system, needs strong cash flow to drive the development of the logistics system.

3.5. Lack of professional talents in e-commerce

At present, Fengxian is caught in the dilemma that local e-commerce professionals are supply in short and non-local e-commerce talents are hard to recruit [9]. In fact, the main personnel engaged in e-commerce of Fengxian are mainly reflected in the college students who return to their hometown to start their own businesses actively after graduation, other personnel who return to their hometown to start their own businesses and a large number of social personnel. From the overall view, the personnel engaged in the electronic commerce related quality level is different, the people plays a decisive role who related knowledge of high-quality talent and advanced technology, electronic commerce to the level of the electronic commerce, so under the background of “Internet +”, Fengxian Dahongpao is related to the development of pepper industrial and e-commerce professional talents closely, if you want to do a good job in Fengxian Dahongpao, electronic commerce development must be the outstanding talents of electronic commerce system construction.

4. The internet to promote the development of Fengxian Dahongpao pepper industry countermeasures

4.1. To further enhance the Fengxian Dahongpao Pepper brand construction

Excellent and successful brand building is an important chip to sell agricultural products around the world, but also make agricultural products in other similar products win the core driving force. In recent years, Fengxian through the network, TV, travel, Dahongpao significantly increased the brand reputation, but there is still a gap compared with other provinces and cities pepper brand, so we should take measures to further deepen the Fengxian Dahongpao brand construction, enhance Fengxian pepper brand competitiveness.

4.2. Two-way deep extension of Fengxian Dahongpao pepper industrial chain

Although Fengxian Dahongpao pepper is developed by pepper, chili oil, pepper tea such pepper affiliate products, but in the face of other powerful competitors to regional sales, Dahongpao also need further value such as in-depth excavation and research, from the horizontal and vertical deepening Dahongpao extension of Fengxian, pepper industry chain.

4.3. Achieve large-scale sales of Dahongpao pepper on a variety of e-commerce platforms

In order to make Dahongpao peppercorn sell well on a variety of popular e-commerce platforms, we should not only build a well-known prickly-ash brand, but also know how to use certain marketing strategies.
4.4. Improving the construction of supporting facilities for e-commerce
To realize the perfection of Fengxian electric business related supporting facilities, expand the local network infrastructure and the basic construction investment of Fengxian is the most fundamental, in order to optimize the current backward related software and hardware facilities, improve the network operation rate, reduce the development of rural e-commerce related internet fee, maintenance fee, eventually to mobilize the enthusiasm of the masses to carry out rural e-commerce, promote the improvement of the overall level of e-commerce in Fengxian.

4.5. Cultivate and attract outstanding e-commerce talents vigorously
The cultivation and solicitation of e-commerce and related professional talents play an important role in promoting the development of E-commerce for Dahongpao. If we want to do well in the development of e-commerce, it is closely related to retaining local e-commerce talents and attracting foreign talents. Not only giving excellent e-commerce talent generous salary and welfare treatment, but also providing continuing education and training and other new ways of encouragement.

5. The conclusion
Fengxian Dahongpao is not just use the internet to the development of agricultural products sales under the influence of “Internet +” simply, and combined the advantages of the internet application on the sales of agricultural products. It include the brand construction, the deepening of the industry chain extension, the wisdom of agricultural technology, e-commerce logistics system construction with the combination of theory and practice of talent training. It’s a series of major and integration construction. Now our country has issued a series of relevant legal policies and invested a lot of encouraging fund, actively pushing forward the construction of the “Internet + agriculture”, Fengxian also keep up with the trend of the development, carry out Fengxian local construction of electronic commerce spontaneously, and rely on the Fengxian agricultural products has its own unique advantages, the excellent talents, advanced technology, the combination of a certain amount money, and has obtained the remarkable result. Under the development of future “Internet +”, Fengxian agricultural electronic commerce development is not limited to Dahongpao online sales booming, other agricultural products of Fengxian such as apple mountain delicacies, wild fungus, online sales will also cross-cutting progress, achieve the great goal of favorable polity eventually, promote farmers to increase agricultural output effectively, increase agricultural income, then promote peasant material improvement of living standards better.

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