Analysis on the Optimization of Agricultural Products Logistics in Huairen City

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Abstract. The essence of agricultural products logistics is the entity flow and information transfer from producer to consumer, which not only meets the needs of customers, but also realizes the value of agricultural products. Huairen city has a huge demand for the modernization of agricultural products logistics because of its natural location advantage and the active guidance of national policies. Although the city has made progress in the construction of transportation facilities and logistics industry, there are still problems such as backward level of cold chain logistics, low level of standardization and informatization, and shortage of talents. Therefore, based on the theory and practice, this paper analyzes the current situation, explores the future development direction of Huairen city's agricultural products logistics, so as to accelerate the establishment of a modern agricultural products circulation system, promote the rationalization and adjustment of the agricultural structure.

1. Introduction
Agricultural products logistics refers to the activities that take agricultural products as the object, through the logistics links of postpartum processing, packaging, storage, transportation and distribution of agricultural products, to maintain and increase the value of agricultural products, and finally deliver them to consumers [1]. Agricultural products logistics is the "third profit source" to speed up the construction of new socialist countryside, which has become an important part of the sustainable development of China's national economy.

Huairen city is a county-level city in the north of Shanxi Province, which has big annual temperature difference. It is as an ideal pollution-free agricultural production base. At present, the industrial pattern of lamb meat, protected fruit, open field vegetables and mung beans has been formed. Therefore, it is necessary to speed up the development of agricultural products logistics in the city, so that it can truly become a new profit growth point, so as to benefit the main bodies at all levels of the industrial chain, promote the development of modern agriculture, and realize rural revitalization.
2. Huairen city agricultural products logistics development status

2.1. Logistics infrastructure development
In the market environment, the construction of transport facilities for the development of agricultural products logistics plays an important role. The Daxi High-speed Railway, the North Tongpu Railway, the Dayun Expressway, and the 208 National Highway Shiliang Highway have been transformed into trunk lines that run through the north and south and across the east and west. Since 2013, Huairen City has undergone a large-scale reconstruction and has completed eight urban roads including Renhe Road, Hudong Road and Rende Road, and has built several elevated overpasses. The construction of rural roads forms a dense sub-line network in the main road of highways and railways. The successful completion of these infrastructure projects in Chengdu has laid a good foundation for the development of agricultural products logistics.

2.2. Speeding up the construction of logistics industry
In recent years, Huairen City, taking advantage of its location and transportation advantages, has actively introduced large-scale logistics enterprises, committed to building a modern logistics system, developing logistics channels and distribution networks connecting Beijing, Tianjin and Hebei, radiating the Bohai Rim region. In addition, the city launched various key projects in the field of commercial logistics, including the vegetable wholesale market project. The project covers an area of 110 mu, with a total investment of 102.0958 million yuan, and is carried out in two phases. At present, the first phase of the project has started construction, mainly including the construction of air-conditioned fresh-keeping warehouse, cold storage logistics center and planting demonstration etc. In the second phase, it mainly constructs fruit and vegetable fine packing area, storage area, grain trading area, etc.

3. Huairen city agricultural products logistics development problems

3.1. Cold chain logistics infrastructure shortage
At present, the cold chain circulation system of modern agricultural products in Huairen city is not perfect, the existing facilities are backward, and most fruits and vegetables cannot be stored and transported under the condition of cold chain. There are many practical problems in the city, such as the unbalanced structure of cold storage infrastructure, the unreasonable layout of cold storage, and the shortage of cold storage and heat preservation vehicles. Moreover, the local agricultural products wholesale market less uses modern logistics machinery such as containers, forklifts and pallets. The circulation mode also adopts normal temperature logistics, not paying attention to the processing of food materials. There are not many compliant refrigerators on the market, which greatly restricts the development of cold chain of agricultural products, and thus causes serious.

3.2. Low degree of standardization
The low level of intensification and standardization of agricultural production is a common problem in China, as is Huairen city. Local farmers mostly use the way of family as a unit to produce and operate, which seriously limits the process of standardized production and cannot be closely linked with upstream and downstream industries. Most of the classification of agricultural products is only based on artificial feeling, which has a large error. In addition, there is no uniform standard and specification in the product packaging, which makes the storage and transportation of agricultural products difficult to some extent.

3.3. Low level of informatization
"Fresh" is the value of agricultural products, and fresh agricultural products, due to high water content and short shelf life, put forward strict requirements for transportation efficiency and preservation in the circulation process [2]. At present, the logistics enterprises in Huairen city are generally lack of...
advanced logistics management concept and modern logistics consciousness, make full use of advanced logistics technology such as GIS, GPS and RFID, lack of information system for transportation management and storage management, many agricultural products markets do not even have 4 information-based equipment, and they cannot collect, transmit and share agricultural products information in time, which greatly slows down the response to market demand. Speed.

3.4. Insufficient human resources
The modern agricultural products logistics industry needs high-quality employees. At present, the talents in the management and marketing of agricultural products circulation in the city are extremely limited, and systematic vocational training is not sufficient. There are widespread problems such as low professional quality due to the lack of relevant education of personnel. This directly limits the development of relevant enterprise management levels, making it difficult to meet the needs of modern development, and then restricted the follow-up development of Huairen agricultural products logistics [3].

4. Countermeasures for the development of agricultural products logistics

4.1. Construction of cold chain logistics management system
Based on the characteristics of lamb, cherry, strawberry and other agricultural products, such as short-term preservation and easy to corrupt, it is necessary to build a cold chain logistics management system for large-scale agricultural products production base in Huairen city to accelerate the construction of the logistics distribution warehouse for the production area precooling and low-temperature processing. Strengthening personnel training and process control to further improve the current logistics conditions can solve the problem of "unsalable" of agricultural products from the source. Besides, the transportation efficiency can be improved and the added value of agricultural products can be increased a lot [4].

4.2. Speed up the construction of logistics standardization system
In view of the low level of logistics standardization in Huairen City, on the one hand, we should vigorously promote the standardized production of agriculture, establish the cultivation Laboratory of agricultural products, and run the concept of standardization through the selection of production materials before production, cultivation during production, post production processing and packaging, and introduce the whole production process into the standardized track. On the other hand, we should actively quote applicable international advanced standards, strengthen the standardization of transportation equipment in the process of delivery and distribution, and realize the standardization of circulation equipment, packaging standards and transportation standards.
4.3. Building logistics service platform for agricultural products
Combined with the short board of the current circulation of agricultural products in the city, logistics enterprises can build a logistics platform to integrate resources, so that the main bodies at all levels of the supply chain of agricultural products can rationally mobilize the cold chain logistics resources. It can also help optimize the merchant's service plan and speed up the order response, so as to better meet the individual needs of consumers. The real-time tracking and dynamic management of the transportation vehicle can be realized by the positioning system, so that the buyer and the seller can obtain the in-transit information of the goods in time. In addition, strengthening the monitoring and tracing can ensure the efficient circulation of agricultural product information in each circulation part, which is conducive to promote the close cooperation among the logistics entities.

![Logistics service platform for agricultural products.](image)

4.4. Training high quality talents
Talent is an important factor to promote the competitiveness of the logistics industry. In the face of the current situation of the lack of relevant talents, it is necessary to establish a municipal level agricultural product logistics vocational and technical training to carry out systematic pre-job education, vigorously cultivate logistics theory and relevant knowledge of agricultural products, and ensure that the professionals of "six flows" have higher professional quality and skills, so as to better guide practice. At the same time, it can also encourage the enterprises in the city to implement the post system, so as to improve the overall level of logistics practitioners and meet the needs of the rapid development of the circulation of agricultural products.

5. Conclusion
Modern logistics of agricultural products, as an important foundation support for agricultural production and sales and urban residents' life, is a symbiotic and collaborative process with agricultural modernization and logistics modernization [5]. The development of agricultural products logistics is a long-term systematic project. Currently, the cold chain logistics of agricultural products in Huaien city is still in the early stage of development, and has not formed a system. Various market norms and competition mechanisms are not perfect. It requires the joint efforts of all parties in the society to continuously strengthen the top-level design, build infrastructure, improve the regulatory system, and improve the level of informatization, so as to promote the rise of regional consumption and make the modernization level of agricultural products logistics to a new level.

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