Analysis of Development and Utilization Strategies of Agricultural Resources in Henan Agricultural Cultural Heritage Sites from the Perspective of Sharing Economy Based on Big Data

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Abstract. In recent years, according to big data that agricultural cooperation and exchanges between Henan and the countries with shared economies have made some progress, but on the whole, there are still some problems in the opening up of Henan agriculture. Henan should actively integrate into the construction of shared economy, seek agricultural cooperation on a larger scale, further optimize the agricultural trade structure, innovate the agricultural foreign investment model, expand the space for agricultural technology exchange, increase policy support, and strive to build a new pattern of Henan's agricultural opening up.

Keywords: Shared Economy, Agricultural Resources, Opening Up, “Going Out”, Big Data

1. Introduction
In March 2015, the National Development and Reform Commission, the Ministry of Foreign Affairs, and the Ministry of Commerce jointly issued the "Vision and Action for Promoting the Construction of the Silk Road Economic Belt and the 21st Century Maritime Silk Road", proposing to "expand the mutual investment field and carry out agriculture and forestry." Under the sharing economy initiative, Henan's active participation in international agricultural cooperation is an inevitable choice for upgrading Henan's agricultural competitiveness and opening up to the outside world. It is also an urgent need to promote Henan's agricultural supply side structural reform and implement a rural revitalization strategy, which is conducive to further accelerating Henan

2. The development process of Henan agricultural resources into the sharing economy

2.1. The export of agricultural products continued to grow rapidly
The continuous improvement of the collection capacity of CEIBS (Zhengzhou) has brought significant development opportunities for Henan agricultural exports. Henan accelerated the upgrading of
agricultural technology standards, further optimized the agricultural structure, and increased the added value of agricultural products. The development of agricultural export bases has been gradually regionalized, clustered and standardized, as shown in figure 1 below. It shows the proportion of information on the export of Henan agricultural products to countries around the world:

![Figure 1. Summary of the current situation of agricultural products export in Henan under the shared economy.](image)

As shown in figure 1 above, according to Zhengzhou Customs statistics, Henan agricultural exports in 2017 were 14.92 billion Yuan, up 16% year-on-year; in the first two months of 2018, the province's agricultural exports were 2.31 billion Yuan, up 65.2% year-on-year, including along the sharing economy. The country exported 1.29 billion Yuan of agricultural products, an increase of 1.4 times, accounting for 12.4% of Henan's total exports to countries and regions along the previous two months [2].

2.2. The pace of agricultural production capacity cooperation has accelerated
In recent years, Henan encouraged agricultural leading enterprises to purchase land and rent land to set up farms, carry out agricultural planting, build agricultural product processing and marketing bases, and carry out overseas agricultural product processing trade. With the support of a series of policies, Henan's agricultural “going out” pace has accelerated significantly, and key agricultural cooperation projects such as Yuwu (Ukraine) have been promoted in an orderly manner, which has played a good demonstration effect [3].

3. Problems in the integration of Henan agricultural cultural heritage into the construction of shared economy

3.1. The ability of agricultural products to earn foreign exchange is insufficient
Most of Henan's agricultural exports are still primary agricultural products, and the ability to earn foreign exchange is relatively low. The proportion of high-tech and deep-processed agricultural products exports needs to be improved, and there is still room for improvement in the types, structure and scale of agricultural products trade. At present, Henan's agricultural exports are mainly concentrated in Asia and North American countries. Most of the developing countries along the sharing economy have not signed agricultural trade agreements, and agricultural trade is not active enough. As shown in figure 2, Henan exports agricultural resources to other countries under the shared economy. Distribution map:
Figure 2. Henan's export trend towards world trade under the shared economy.

Compared with other provinces in China, the export trade volume of Henan agricultural products is quite different. According to the Ministry of Commerce's "China's Agricultural Products Import and Export Monthly Statistical Report" data, from January to November 2017, the foreign exchange earned by the agricultural products in Shandong, Guangdong, Fujian, Zhejiang, Liaoning, Yunnan and other provinces were 7.96, 4.38, 4.18, respectively, 2.40, 2.28, 2.04 times. The agricultural production cost in Henan is high and the efficiency is low, especially the quality of agricultural products needs to be improved[4].

4. Countermeasures for the integration of agricultural resources development in Henan Province into the construction of shared economy

4.1. Combine scale expansion with quality improvement to further optimize the agricultural trade structure

Agricultural trade is the most direct manifestation of international agricultural cooperation, and the potential and unique advantages of agricultural resources are the basis of agricultural trade. The agricultural development of countries and regions along the agricultural and sharing economy in Henan has strong complementarities. Henan has good natural conditions in agriculture, and there are many types of crops and rich agricultural products. Generally speaking, the higher the degree of similarity, the higher the competition level of a product between the two products. Its formula is expressed as:

$$ S_{ij,k} = \sum_{i} \left[ \frac{X_{ik}^{1}X_{jk}^{1} + X_{jk}^{1}X_{ik}^{1}}{2} \times \left( 1 - \frac{X_{ik}^{1}X_{jk}^{1} - X_{ik}^{1}X_{jk}^{1}}{X_{ik}^{1}X_{ik}^{1} + X_{jk}^{1}X_{jk}^{1}} \right) \right] \times 100 \quad (1) $$

Where $SP(ij,k)$ denotes the product similarity index $i$ and $j$ of the export of $i$ product and product $j$ to market $k$, indicating any two products to be compared, $k$ represents the third market or international market, and $X$ represents the export. $X_{ik}^{1}/X_{ik}$ represents the share of the first product exported by the product $i$ to the k market. $X_{jk}^{1}/X_{ik}^{1}k$ represents the share of the first product in the products exported by the j product to the k market[5].

4.2. Vertical chaining and horizontal grouping are combined to further innovate the agricultural investment cooperation model
Promote Henan's planting, breeding, agricultural production, agricultural product processing, agricultural machinery, warehousing and logistics and other related industries to “go global”, rationally allocate resources on a global scale, and gradually form regional agricultural supply chains, industrial chains and value chains, which are in line with the line. The interests of the state and the region are also the needs of Henan to build a modern agricultural province. At the same time, it can also drive a large number of agricultural professional technicians and experienced and capable farmers to work and start businesses along the line, and promote Henan agriculture to be more open and proactive. Henan enterprises use advanced technology and well-known brands to participate in global agricultural market competition through investment, mergers and acquisitions.

4.3. Strengthen overall coordination and build a platform for Henan to participate in the sharing of economic and agricultural cooperation

First, formulate relevant strategic plans as soon as possible. The overall planning for the integration of Henan's agriculture into the sharing economy, and the main areas, key areas, leading products, cooperation methods and support policies for Henan's participation in sharing economic and agricultural cooperation.

Second, improve the coordination mechanism for agricultural cooperation. Set up an agricultural resource development working group to coordinate the issues related to the institutional mechanisms in the process of “going out” and “please come in”.

Third, actively promote communication at the government level. Accelerate the signing of intergovernmental agreements, create a business environment conducive to Henan's agricultural international cooperation, and promote agricultural trade, investment and personnel exchanges.

Fourth, establish a platform for information exchange between Henan and foreign countries. Gradually establish an agricultural basic database that is connected with other provinces in the country to provide feasibility demonstration and consulting services for Henan agricultural enterprises to invest abroad[5].

5. Conclusion

In the construction of shared economy, China has creatively proposed the development concept of “Green Silk Road” based on big data. Therefore, Henan agriculture “going out” should establish a green development concept, strictly follow the specific provisions of the investment country’s environmental protection standards, pay attention to the protection of the local environment, actively develop green ecological recycling agriculture, and ensure the sustainable development of agriculture in the investment country. Standardize the investment and business practices of agricultural enterprises to prevent adverse impacts on local land and water sources; carefully transfer land for food crops to other crops, avoiding a sharp decline in grain output in the investing countries and affecting food security in the investing countries[6].

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