

Analysis on the Current Situation of Professional Cooperatives Marketing in Chinese Agriculture Industry

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Abstract: Marketing and agricultural production are closely related. It we play to the positive role of marketing in agricultural production, it can more effectively use agricultural surplus labor to achieve production services, increase agricultural added value, increase income in rural areas, increase employment opportunities and have a positive meaning protection of ecological. In some less developed areas, modern marketing concept of agricultural cooperatives become a good opportunity for farmers to go out of poverty and industrial restructuring, comprehensive development of rural economy.

1. Introduction

Agriculture is the basis of national economic development and is an important guarantee for people live and work in peace. China is a large agricultural country and Chinese agriculture is of special importance. Since the reform and opening up, Chinese agriculture has taken the lead in reform, played a pioneering role in promoting the institutional transition, and continuously improve the technological level, improve the comprehensive production capacity, and actively promote the transformation of agricultural economic mode. Then China began the household production contract responsibility system reform, the first to establish a unified management rights and interests of the main micro-op, fully liberalize the agricultural market, the first to play the market mechanism in the allocation of resources in the basic role. However, the contradiction between the scattered farmers and the rapidly changing big market is more and more prominent. Farmers are facing more and more difficulties in this market. This seriously restricts the development of agricultural industrialization in China. Farmers are in a passive position in market transactions.

Therefore, in this context, the development of agricultural industrialization, the development of farmer professional cooperatives came into being, and good momentum has sprung up. Farmer cooperatives can be said to be based on the form of rural household contract responsibility system, taking full account of the economic interests of farmers as the prerequisite for production and operation of similar agricultural products or to provide similar agricultural production and management services of the joint and democratic economic organizations. He is a real extent to effectively protect the interests of farmers. Farmers cooperatives in the form of legal status, in the form of legislation to promote economic cooperation in the form of farmers, and then a number of central documents and to actively support and guide the long-term development of farmer cooperatives professional requirements for farmers' cooperatives Development has created a positive and favorable external environment. Our country pays more and more attention to the farmer specialized cooperatives, and continuously guides the farmer specialized cooperatives to develop and innovate the agricultural technology in depth and explore the new road of sustainable development.

2. Marketing Status of Agricultural Cooperatives in China

Model has been widely promoted, but in line with the actual situation of the local industry and product positioning fuzzy, blindly follow the trend of the phenomenon. When a local agricultural cooperatives project is very fruitful, it often will attract more local governments to learn from. But this learning mode is difficult to learn, because the actual situation is not the same place. For

example, the surrounding rural counties of Chengdu for flowers and fruit trees, and coastal areas are more suitable for aquaculture or tourism. The implementation of agricultural professional cooperative projects, only relying on local advantages and advantages of industrial products, combined with local characteristics, to create unique products, to be successful.

Production and marketing asymmetry is not a complete, effective, smooth production and marketing system. Farmer management and production and marketing of agricultural products, modern business format and information lag, the degree of specialization of farmers is not high symmetry; the same time, the emergence of professional cooperatives will increase agricultural production, while the same amount of demand growth is not with the On the supply, will inevitably lead to oversupply, there is asymmetry between supply and demand. E-commerce and new types of business have developed rapidly, while farmers who supply raw materials have lagged behind, or have not kept pace with changes in urban demand. Supermarket packaging to be safe, to trademarks, agricultural products to be fresh, green, which is weak scientific and technological strength, logistics system is imperfect for agricultural cooperatives is still a big problem. In addition, the relevant supporting facilities are also lacking. The end of the supply chain of agricultural products has been quickly modernized, the merchandise to the bulk of the goods, standardized goods and security of goods, to stabilize the volume of goods, which are today's agricultural cooperatives put forward a huge test. In the production and marketing of two links, part of the pin, is clearly weak and lagging behind, is our brand, preservation and so on these post-natal economic links are very weak to keep up. At the same time, the continued accumulation of production caused by excess production, so that will make farmers feel worse. For example, in Zigong, Sichuan, a special planting of citrus, although the government has made great technical support for cultivation and cultivation of ponkan, but in transportation, as well as product packaging, preservation problems on long-term problems can not be solved, At the same time fewer businesses, production continued to accumulate, resulting in a large number of citrus paved country road spectacular scenes.

Supply chain management capacity and the rapid development of the industrial economy can not adapt. From raw materials, processing and marketing, to every consumer, tightly interlocking industrial chain development of the supply chain management capacity put forward higher requirements. Is the pursuit of high response capability or high efficiency of the supply chain will be a crucial choice. Agricultural products require preservation and environmental protection, which requires a high response capacity of the supply chain, but this will produce a large number of transportation costs, which allow farmers to carry a heavy burden. If you want to reduce this cost, you need to use fresh tools and the establishment of the nearest processing facilities. If the farmers in order to increase income, can only be achieved by reducing the cost of cultivation and increase sales revenue in two ways to achieve, and increase sales income, farmers can not simply sell to businesses, can be packaged or processed by simple sale to businesses, This will not only solve the problem of preservation, you can also earn higher profits. But these methods in many places are still in the exploratory stage or imperfect stage.

Agricultural professional cooperatives lack of professional marketing staff and reasonable marketing idea. Now rural professional cooperatives generally attach importance to how to grow a good product, how to increase production, but they rarely pay attention to how to package their products, how to advertise their products, how to make their products sell good price, how to make more business to buy products. These seemingly simple problems but reveals the lack of professional cooperatives in rural professional marketing staff and scientific and rational marketing concept of serious problems. Only know how, but do not know how to sell, this is a blind, but also doomed to failure.

3. Analysis of Related Marketing

From the traditional concept into a market-oriented modern marketing concept up, in accordance with market demand for product production, processing, packaging, in order to obtain market recognition; today's market competition has entered the era of brand competition, professional cooperatives to do big And stronger, must have its own brand, so as to capture the market, enduring.

Cooperatives to combine local characteristics and reality, and fully tap the favorable resources, to create a ring to its own brand, and the market competitiveness of the advantages of the product registration and brand maintenance; increase a brand agricultural propaganda, expand visibility , To improve market share, give full play to the cooperative main role of marketing, promote agricultural products sales.

In the era of market economy, information is wealth, and farmers access to market information capacity is insufficient, can not keep up with rapid changes in the market. Cooperatives can arrange for people to conduct market research, gather information and make concerted efforts in decision-making in order to make a more correct judgments; the government should do a good job of service and guidance, the establishment of specialized agricultural information system, the use of modern technology to strengthen information statistics, , Analysis, and provide regular information to the cooperative market supply and demand of various agricultural products, and guide the adjustment of industrial structure, reduce the blindness of agricultural production, participate in marketing, enhance sales initiative.

Improve the degree of standardization of agricultural products and the level of quality and safety, is to enhance the competitiveness of cooperatives an important means of market competitiveness. Cooperative organizations to lead farmers to carry out production and management, promotion of agricultural science and technology, the implementation of national and industry-related standards and norms, the establishment of standardized production bases, and vigorously develop pollution-free agricultural products, green agricultural products and organic products; certification of the base and products to build agricultural brand; The market to provide quality and efficient security of agricultural products, enhance the competitiveness of cooperative products.

Improve the function and improve the service capacity; improve the interests of farmers and co-distribution relationship, the establishment of voluntary equality, benefit-sharing, risk-sharing interests of the mechanism of the joint mechanism to improve the quality of services, , To enhance the ability of radiation drive; to strive to expand upstream and downstream, the extension of agricultural marketing to production, processing and packaging, transportation, warehousing, sales channels in all aspects of building agricultural products, from farm to Table the whole supply chain system to form a complete modern agriculture Industrial chain, to improve the market competitiveness of agricultural products and agricultural products pricing; should be through special funds to support cooperatives to build storage facilities, the acquisition of transport, the establishment of the necessary logistics infrastructure; to encourage and guide the development of agricultural cooperatives deep processing, extend the industrial chain , Increase the added value of agricultural products, so that all aspects of agricultural marketing can have profit-sharing.

First, the establishment of wholesale origin, to achieve direct sales of products; Second, the establishment of urban sales outlets or the establishment of city sales agent network; Third, agricultural marketing network; four is to carry out agricultural super-docking and agricultural society butt, the fifth is the implementation of order agriculture; And actively participate in trade fairs, agricultural fair, group purchase and other promotional activities; seven is the establishment of various types of cooperative associations, from a larger scale, a higher level to guide farmers to guide the co-operatives to participate in market competition; eight is the co-management and Sales staff to carry out marketing theory training, the establishment of a cooperative professional marketing team. Organize cooperatives to visit each other and exchange activities, learn good experiences and practices.

4. Conclusion

Farmer cooperatives are a broad and long-term topic in the development of the world economy. With the continuous improvement of the market economic system and the continuous advancement of the economic globalization, the cooperative marketing of farmers becomes an important means for the cooperatives to exert their own advantages, enhance the market competitiveness and promote the comprehensive, coordinated and sustainable development of agricultural economy. When face the fierce competition at home and abroad, Chinese farmer professional cooperatives

must no longer "sit well", should uphold in line with market trends and consumer needs of modern marketing concepts.

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