

Research on Quality and Safety Guarantee of Agricultural Products Supply Chain Based on Platform Economy

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Abstract: This paper analyzes the quality and safety of agricultural products into four parts. The first part mainly writes the background, purpose, significance and method of the research. The second part focuses on the definition and overview of agricultural products, agricultural product supply chains and the quality and safety of agricultural products. The third part comprehensively analyzes the status quo of agricultural product quality and safety in China's supply chain management. From the aspects of improving the quality and safety of agricultural products and the government's emphasis on the quality and safety of agricultural products, the paper discusses the main problems that existed in the past and discussed the current status of the platform. The fourth part, combined with these major issues, proposes countermeasures. The full text is based on the discussion of the problem, the question, the solution to the problem..

1. Introduction

With the development of science and technology, the agricultural product market has been fully developed, especially in the quality and safety of agricultural products, which has attracted more and more attention from the government and the government. The article uses this as a call to explore the research on quality and safety of supply chain through the analytical framework of platform economy in the field of agricultural product management.

2. Background, Purpose, Significance and Method of Research

With the development of economic globalization, China's economic and trade activities with other countries in the world have become more frequent. In recent years, under the reform and opening up, China's economy has been vigorously developed. Not only that, but Chinese manufacturing has also become popular all over the world, which means that China has achieved a high level and status in the world. However, the good times are not long, and the competition in the international market is not so simple. The effective trade protection means adopted by the “green trade bastion” has enabled developed countries to expand their own interests in order to support their own agricultural industries, thus The means of quality standards and environmental requirements are used to limit the entry of foreign goods. China is a large agricultural country with a vast territory and abundant material resources. Due to the large population, the state attaches great importance to food safety issues. In order to protect food safety in China, the government has also issued a series of corresponding document policies and regulations.

For example, in 1995, the Food Hygiene Law of the People's Republic of China was promulgated to ensure food hygiene and safety, and to prevent food contamination and harmful factors from harming the human body [1]. The Food Safety Law of the People's Republic of China, which was implemented on June 1, 2009, replaced the previous Food Safety Law and stated the definition of food safety, and proposed a series of standardized supervision measures. Not only that, but the government also shows that the trading environment of agricultural products is an important foundation of a country. There is a saying in China that “people take food for the sky”, and it can be seen that agricultural products are the source and driving force for people to survive every day.

The purpose of this paper is to analyze the structure of agricultural product supply chain management model, analyze the food safety status of real agricultural products, and find out the

defects of food safety. In fact, not only these are included, but from the supply side of agricultural products, a series of problems have been proposed to improve the quality of agricultural products and ensure quality and safety. Nowadays, the way of quality research has long been extended to the root of agricultural products - the most upstream enterprises, such as seedling suppliers, etc.; its purpose is to ensure the safety of the origin of agricultural products, in order to find problems more quickly and effectively.

Its significance: These food-safe agricultural product supply chain management research has rich practical significance for today's society, and also provides food safety research materials for future people's needs. The food safety issue of agricultural products needs to be worked together by every member of the entire agricultural product supply chain. The importance of this is not only related to people's lives, but also to the development of the country.

Research content and method: This paper reconstructs a perfect supply chain model by analyzing the characteristics of current agricultural product supply chain management and combining various food safety accident cases. The main research methods used in this paper are literature research method, descriptive research method, quantitative research method, and example analysis method [2]. Through a large number of literature readings and summary descriptions of relevant materials, to find out the relevant concepts involved in the subject, combined with the current situation of food safety in the agricultural product supply chain in real life. It is also possible to provide objective and basic data by collecting data and data, so that it is more convincing, and feasible measures and opinions are obtained for this purpose.

3. Definition and Overview of Agricultural Products, Agricultural Product Supply Chains and Their Agricultural Products Quality and Safety

Overview of agricultural products: According to internationally accepted viewpoints, agricultural products refer to the acquisition of animals, plants and their primary and processed products in agricultural life. There are many industries involved in agricultural products, including planting, aquaculture, forestry, animal husbandry, and aquaculture production. They are mainly divided into two categories, namely, edible and non-edible. People often say that agricultural products generally refer to edible agricultural products, that is, fresh agricultural products formed by planting and breeding, as well as primary processed products, which are items that can be eaten by humans.

The agricultural product supply chain is not so single and universal. Due to the differences between the north and south regions of China, the species, production and supply of agricultural products mostly involve geographical influences, so the agricultural product supply chain is still a hot topic. Its concept, different countries have their own definitions, but its basic overview refers to the complete work chain from the seed selection of agricultural products, through planting, processing, transportation, and finally to consumers. In the supply chain of the whole agricultural product, too many factors are involved. For example, the quality of the seed involves the growth momentum, but during the growth process, the nature and the environment are inseparable. Rainfall, climate, whether there are mites Natural phenomena such as disasters directly affect the output and quality of agricultural products. After these, after determining the quality of the seed, its processing and production process are also related to the quality of the agricultural product, such as the rationality of adding ingredients, the sanitary conditions during production, and the like. Finally, the preservation and packaging of agricultural products in transportation projects is also a top priority, and it is necessary to protect and supervise them at all times.

The quality and safety of agricultural products is the focus of the whole society. After all, "people take food for the sky", which is related to the health of all people. The quality and safety of agricultural products refers to the protection of the health of the consumers and ultimately the agricultural products for the consumers. In short, it is not possible to adversely affect the human body due to problems in any part of the agricultural product supply chain such as raw materials, packaging processing, transportation, storage, and sales. In today's many markets, the quality problems of agricultural products are abundant, and safety accidents occur frequently. This reflects the quality and safety hazards in China's agricultural product market and the safety issues at its supply side.

Therefore, the analysis from the perspective of the supply chain, and thus improving the quality of China's agricultural products and ensuring food safety, has become the top priority today.

4. Status of Agricultural Product Quality and Safety in Supply Chain Management

At present, China's agricultural product supply chain is composed of a large number of individual agricultural product producers, production and processing enterprises, wholesalers in marketing areas, retailers, supermarkets and consumers in the farmer's market. There are several major features. For example, the agricultural product supply chain has high asset specificity, large market uncertainty and high demand for logistics in the agricultural product supply chain. These characteristics can be seen that due to the large and relatively scattered producers of individual agricultural products, and the excessive operation of the links, the supply chain of agricultural products is long and it is difficult to unify and coordinate. Since China's agricultural product supply chain is still in its infancy, many measures cannot be implemented together, and quality assurance is difficult to achieve comprehensive. This may lead to a wide chain of agricultural products from planting to consumption. If there is a problem in a certain link, the quality and safety of agricultural products will be threatened and challenged. Therefore, as far as possible to ensure the quality and safety of agricultural products, to ensure the health of the consumer's body is the current premise [3]. From the perspective of the quality and safety of agricultural products in China's supply chain management, the following hidden dangers exist:

It does not form a complete product inspection and quality safety identification system. This is because China's agricultural product quality and safety system is relatively late, and there is no complete scientific agricultural product standard system, food testing system, food quality and safety evaluation index system, which makes the quality and safety of agricultural products difficult to detect, thus increasing the quality of agricultural product supply chain. Security risks.

Second, due to the backwardness of logistics technology and equipment, preservation has become the key to agricultural products. We all know that the freshness of agricultural products is a safe representative, and preservation has become an important step. However, due to the backwardness of logistics technology and equipment in China, more than 80% of fresh agricultural products are mainly transported by normal temperature logistics or natural logistics, which leads to a decline in product quality, and the problem is exposed, which not only loses limited funds, It also gives people serious concerns about food safety.

The information between the nodes in the three agricultural product supply chains that are not smooth, the information on quality and safety management is not shared. Due to the late start of China's agricultural product supply chain and the short development time, the overall informationization level of China's agricultural product supply chain is relatively low. Therefore, some small individual producers are blindly produced because information cannot be understood in time, making it unfavorable. The balance of agricultural products.

5. Quality Safety Problems and Countermeasures

Although China has adopted many laws or measures to ensure the safety of agricultural products, because the quality and safety of agricultural products are closely related to the health of the people, there are still some problems in the current domestic situation, the quality and safety of agricultural products, the main aspects are as follows:

5.1 Pollution of the Agricultural Production Environment

With the improvement of China's economic level, per capita income has been greatly increased, and various new types of equipment have begun to be produced, and this brings behind the pollution of the atmosphere and the deterioration of the environment. For example, the waste gas and waste water generated by the development of heavy industry flow into the sky and the earth, causing serious pollution of agricultural products, which brings great safety hazards to the cultivation and products of agricultural products, which makes agricultural products deteriorate from the beginning, so this is the

case. How can the quality and safety of agricultural products be guaranteed? In addition, with the increase of environmental hazards, the abuse of fertilizer by growers has caused serious damage to the vegetation of agricultural production areas, and the soil has basically lost planting capacity [4]. Thus, for example, the management of land is a huge and arduous project and task, which may require decades or even hundreds of years of care to achieve the basic conditions for growing crops. Therefore, the protection of the land environment should receive public attention and corresponding measures.

5.2 The Agricultural Product Growers Have a Low Level of Culture

In recent years, the issue of seed selection during the cultivation of agricultural products, and the inability to respond to the improper selection of fertilizers and pesticides, fully demonstrates the importance of the lower level of product growers' culture. The problem is that most agricultural growers do not know the composition of the land, do not understand the quality of the seeds grown, and whether they meet the conditions for producing agricultural products. They have great arbitrariness, autonomy and blindness in this respect. Moreover, they have a wrong view that the more water is poured, the better the fertilizer is applied, the more pesticides are used, and the more pesticides are produced, the higher the output of such agricultural products will be. Such misunderstandings have made the environment of agricultural production areas polluted, the quality and safety of agricultural products cannot be guaranteed, and it has caused serious damage to the health of the people. Not only that, because most of the agricultural product growers in China are farmers with low education level, they are basically in illiterate or semi-literate state, even the most basic literacy problems, let alone scientific planting, more awareness. Improper planting of agricultural products will pose a threat to the human body. It is generally believed that good yield is the greatest success of planting. It is not aware of the health risks brought by improper planting to the soil and consumers, which poses a great threat to the quality and safety of agricultural products. . Therefore, for this phenomenon, we should actively adopt the corresponding measures. Carry out cultural activities in the countryside, distribute some free books on production of crops and related TV channels, actively raise the people's knowledge level, let the seeds of crops "restart" and let the people "re-rest assured" to them.

6. Conclusion

The quality and safety control of agricultural products has long been a hot issue of social concern. Through the research on the quality and safety of agricultural products from the perspective of platform economy, the quality and safety status of agricultural products are fully displayed. By analyzing existing problems, professional knowledge is the main focus. Implement methods to redefine effective measures. The quality and safety guarantee of agricultural products involves the government, agricultural product supply chain members, health security organizations and other departments and organizations. This study takes the agricultural product supply chain as the research object, with particular emphasis on achieving the quality and safety control objectives of agricultural products from the perspective of supply chain. The agricultural product quality security guarantee provides a certain theoretical reference.

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