

Recent Development of Agricultural Products Market System in China

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INTRODUCTION

At present, the Country has 4 469 agricultural products wholesale markets, about 70 percent of which are at production bases. According to statistics from National Bureau of Statistics, as of end of 2014, there were 999 agricultural products specialized wholesale markets with trading volume of over 100 million yuan, 20 fewer than that of 2013; there were 565 400 booths, 11 000 fewer than that of 2013; the business area was 42.754 million square meters, 409 000 square meters fewer than that of 2013; annual volume of transaction reached 1 .55 trillion yuan, 92.37 billion yuan more than that of 2013. Regarding market structure, among the agricultural products wholesale markets with trading volume of over 100 million yuan in 2014, grain markets take up 10.5%, meat, food, poultry and eggs take up 12.6%, aquatic products 14.5%, vegetables 30.4%, dried and fresh fruits take up 13.6%, and cotton, linen, livestock, tobacco and other agricultural products take up 18.3%. Large scale specialized market circulation network has formed, with vegetable aquatic products as main products and played irreplaceable role in guiding farmers to adjust agricultural structure, increasing production and income and ensuring supply. Regarding regional distribution as the process of urbanization constantly evolves, consuming population is gradually gathering toward economically developed regions, agricultural products production bases are also gradually concentrating toward advantageous regions, as there have already formed advantageous vegetables regions including South China of winter and spring vegetables, upper and middle Yangtze River of winter and spring vegetables, Loess Plateau of summer and autumn vegetables, Yunnan-Guizhou Plateau of summer and autumn vegetables, Yellow-Huai-Hai River plain and surrounding area of Bohai Sea of greenhouse vegetables. Adapting to the situation, circulation facilities for various agricultural products gained rapid development. In 2015, the MoA focused on two important aspects of work: construction of state-level agricultural products specialized markets, and building up demonstrations projects for field markets.

STATE-LEVEL AGRICULTURAL PRODUCTS SPECIALIZED MARKETS

As of now, the MoA has launched the construction of 13 national agricultural products specialized markets. i.e., tree ear at Mudanjiang River, aquatic product at Zhoushan, orange in Southern JiangXi, live pig in Chongqing, flower in Dounan, kiwi in Meixian, aquatic product in Jingzhou, potato in Dingxi, ginseng in Changbai Mountain, vegetables in Pengzhou, aquatic product in Dalian, tea leaf in Xinyang and apple in Luochuan. Generally, construction of state-level markets gained high attention from relative provincial and city governments, received great support from relative departments including NDRC and Ministry of Commerce, and local party committee and governments made strong push. Every market made delightful process in construction and most of the markets already played five major functions of state-level markets, as positive effects gradually showed in aspects such as driving the healthy development of relative industries and lifting the influence of products and industry.

Market construction proceeded orderly, and functions of five major center were primarily implemented

At present, state-level markets that started construction all followed the memorandum of cooperation between MoA and provincial governments, centered on the goals of constructing first-class markets and building up industrial aircraft carrier and the effect of five centers were obvious. Firstly pricing mechanism took shape initially. Via innovation, some state-level markets created trading ways such as auction trading, listing trading, middle-long-term trading and offer trading, released price index, and played the role of discovering market price, and locking, reducing and avoid market risk. For example, live pig market in Chongqing implemented auction trading for piglets and listing trading for live pig, and trading price in the market is important reference for the pricing of piglets and live pig in the region. Secondly, industrial information center improved constantly. State-level markets actively set up various channels, collected and released information on agricultural productions supply and demand, and market trading, built the platform for collection, exchange and dissemination of industrial information, and solved the problem of information asymmetry. Dingxi potato market timely collected supply and demand information in major terminal markets nationwide, sorted, and released through Internet platform. Thirdly, logistics distribution centers basically formed. Most state-level markets could actively play the function of logistics distribution, conduct collection, trading, commercial processing, storage and transportation for agricultural products, and thus drive the production processing and circulation of main agricultural products, and promote industrial chain concentrated development. In 2014, the Mudanjiang River tree ear market realized trading volume of 210 million kilograms taking up 82 percent of that of the whole provinces and 51 percent of the whole country. Fourthly, the level of science and technology exchange gradually improved. Some state-level markets actively integrated local science and technology resources, and launched research, promotion exhibition and exchange activities on agricultural production and circulation. Meixian kiwi market negotiated with and integrated kiwi research and promotion organizations, formed kiwi high-tech technology research team and experts database, and launched technology exchange to serve the industry; Agricultural bureau of Ganzhou city established national research center on Southern Jiangxi oranges, and enhanced market platform construction for science and technology. Fifthly, exhibitions and tradings achieved notable results. Most state-level markets actively held or participated in various products fairs, displayed products brands and promoted sales. Luochuan apple market set up apple museum, held Luochuan apple festival every year, showed new varieties generalized new technology and promoted the interlocking between production and sales.

Cultivation of regional common brands was burgeoning and products awareness and market share constantly grew

As a national strategy in global agricultural competition brand construction has become an urgent task in the country's modern agricultural development and is important content in adjusting agricultural structure and transforming development pattern. State-level markets focused on brand cultivation, building, marketing and promotion and regulatory protection, improved quality and premium rate of agricultural products, and lifted industrial influence and discourse power. In 2015, with the support of MoA, brand conferences of relative industries were held at state-level agro-products specialized markets. In September, China Aquatic Products Branding Conference was held at national Zhoushan aquatic products market, as market representatives from Zhoushan, Dalian, Jingzhou national aquatic products

markets and administrative representatives from fishery departments from provinces including Zhejiang, Shandong, Fujian and Hubei, representatives from aquatic enterprises and experts on agricultural brands shared their experiences of building up brands for aquatic products from different angles. In October, China Apple Branding Conference was held at Luochuan national apple market. Representatives from Yantai, Aksu, Zhaotong, Linyi, Lingbao and Luochuan introduced their actions on building up local apple brands, and had in-depth discussion on apple brand construction with representatives from apple industry associations and dealers. Through holding branding conference and focusing on industrial development, the MoA provided exchange opportunity for practitioners nationwide, promoted good experience and good doings in the industry, gave full play of the brand construction function of national agricultural products specialized markets, further enhanced brand building ability of agricultural management departments and market operation entities, and improved brand construction level of related industries. National agricultural products specialized markets showed initial achievements in driving regional brand building. Via quality tracing, the Mudanjiang River tree ear market made it possible that law enforcement personnel could supervise, producers could traces and consumers could query. The construction of Doning Baisheng black tree ear comprehensive production and processing project, drove the realization of whole industrial chain production that include branding processing and package for tree ear, and comprehensively boosted the brand effect of tree ear of good quality and no pollution.

Market influence and driving force strengthened, and the effect of national agricultural products specialized markets were obvious.

As market construction continuously advanced, the positive role of market gradually showed in driving the healthy development of relative industries, and improving influence of products and industries in domestic and foreign markets. Zhoushan aquatic products market researched and released China Zhoushan International Aquatic City Index, largely enhanced the market's pricing influence in the industry, and already become the barometer of price in the industry. Due to the leading and agglomeration effects of state-level markets, Zhoushan aquatic products market established stable supply relationship with more than 5 000 fishing boats, connected with coastal regions in four provinces and one city in East China and facilitated the circulation of marine products of 25 million tons each year, annual growth rate of trading volume of aquatic products reached more than 10 percent, and industrial cluster effect was obvious. The annual trading volume of Dounan flower market was nearly 4 billion yuan, and after the completion of the project, the annual trading volume of the market will reach 10 billion yuan. Currently, flowers that circulate in the market take up more than 70 percent of winter flowers in the whole nation, and the Dounan Flower Price Index has already formed, which has significant meaning in promoting the development the flower industry in the country and impacting the world. Meixian kiwi market built temperature-adjusting freshness-maintaining cold storage Containers, the storage capacity largely increased, and the annual sales volume of kiwi exceeded 500000 tons, which took up halt of the total volume of the Shanxi Province and one third of that of the nation, as the driving force constantly enhanced. It shows that as the constant advance of state-level markets construction, they have had huge impact served as strong driving force in the whole agricultural products markets system and their evident role as national markets already showed.

Column 1

Development of agriculture e-commerce

Agricultural e-commerce is important content of Internet Plus modern agriculture, is important approach to transform the development mode of agriculture, and is important carrier of targeted poverty alleviation. Speeding up agricultural e-commerce development that focuses on agricultural products, agricultural means of production and leisure agriculture has important meaning in innovating circulation ways for agricultural products, building up modern agricultural production and operation management system, facilitating farmers' income increase, especially relatively fast income increase for farmers in poverty-stricken areas, and realizing the goal of building moderately prosperous society.

1. Good development situation of agricultural e-commerce As the sped-up penetration of Internet economy in agricultural and rural field, in 2015, the nation's agricultural e-commerce showed prosperous development status, generally with five following features. Firstly, it continued to keep growing fast. In 2015, the national online trading volume of agricultural products reached about 150.5 billion yuan with a growth of 50 billion yuan, which took up 5 percent of the total trading volume of agricultural products. Secondly, the trade categories were relatively concentrated. Currently, online trading of agricultural products is mainly about dried products and processed ones, but fresh products showed a state of fast growing. Dried and processed products that bear storage and transportation such as jujube, tea leaf, pecan, tree ear and traditional Chinese medicine herb took up more than 80 percent of the country's agricultural e-commerce trading volumes. Meanwhile, fresh products such as aquatic products, meat and fruits had a rapid growth. Thirdly, e-commerce platforms had seen competition and development. At present, large-scale e-commerce enterprises have intensified their exploration in agricultural products field, and have become the main force in agricultural e-commerce, as some agricultural products specialized e-commerce platforms with various features emerged and grew rapidly. The agricultural e-commerce in the nation has formed the pattern of a combination of super big, multiple strong, and niche ones, that is, super big e-commerce platform led by large-scale agricultural products e-commerce, multiple strong agricultural products e-commerce platform with relatively strong competitiveness, and niche platform for characteristic products e-commerce with growth potential. Fourthly, agricultural e-commerce is penetrating in each link of agricultural production, processing and circulation. Modern industrial development concepts such as industrial chain, value chain and supply chain and organization modes began to be introduced in agriculture, on-book agriculture and customized agricultural products came into being in response to the time, and e-commerce on agricultural means of production and leisure agriculture started to take shape. Agricultural materials enterprises of chemical fertilizer, seeds and pesticide in succession entered e-commerce platform, and tourism resources of villages from place to place began to actively receive consumers. Fifthly, a pattern of development co-driven by governments and enterprises initially formed. State Council and related departments successively issued policy papers that support e-commerce development, and many provinces followed that one after another. Some large-scale e-commerce enterprises explored agricultural and rural market as Blue Sea, implemented the strategy of sinking channels, and massively laid out rural outlets. Promoted by the country's Internet Plus action plan and policies and measures of vigorously developing e-commerce, agricultural e-commerce will continue to maintain rapid and healthy development momentum.

2. Relative work launched by the MoA

Firstly, it pushed forward the introduction of policies and measures. In May 2015, the MoA participated the drafting of Opinions by the State Council Regarding Vigorously Developing E-commerce and Speeding Up cultivating New Economic Power (State Council issued (2015) No. 24), and the document specifically required active development of rural e-commerce. In August, the Ministry of Commerce joined the MoA along with other 18 departments and co-issued Opinions on Speeding Up Rural E-commerce, and specified the guiding ideas, basic principles, overall goals and key tasks in promoting rural e-commerce development. In September, the MoA met with National Development and Reform Commission (NDRC) and Ministry of Commerce and co issued Action Plan of Promoting

Agricultural E-commerce, specified overall goals and concrete tasks of agricultural e-commerce, and raised 20 specific implement actions. In October, the MoA participated the drafting of Guiding Opinions on Promoting the Sped-up Development of Rural E-commerce issued by general office of the State Council (2015 No. 78), and the document specifically raised important tasks such as expanding the application of e-commerce in agriculture and rural areas, and improving the development environment of rural e-commerce. Also in October, the MoA issued Notice by General Office of MoA on Launching Special Project of Platform Interlocking for Agricultural E-commerce, fully played the MoA's role of connecting between parties, promoted the interlocking between agricultural products, agricultural means of production, operation entities and agricultural e-commerce enterprises, and actively guided the online sales of agricultural products and agricultural means of production.

Secondly, the MoA held e-commerce forum. In May 2015, the MoA assisted the hosting of agricultural products e-commerce sub-forum of China E-commerce Innovation and Development Summit, which was co-hosted by NDRC and five other departments. In November, the MoA held agricultural e-commerce sub-meeting on Agricultural Informatization Summit of Fujian Agricultural Products Trade Fair.

Thirdly, the MoA evaluated and selected a batch of demonstration e-commerce enterprises and cooperatives. In the selection of national demonstration bases for agricultural and rural informatization, the MoA for the first time added the categories of agricultural e-commerce demonstration enterprises and demonstration cooperatives. Through the review and identification by experts, the MoA in total selected 12 agricultural e-commerce demonstration enterprises, 9 agricultural e-commerce demonstration cooperatives, and played a good exemplary and leading role in the development of national agricultural e-commerce.

Fourthly, the MoA actively launched cooperation with related enterprises. In October 2015, the MoA invited 13 enterprises including JD and 10 provinces and cities including Beijing to jointly research and discuss the implementation of pilot work on agricultural e-commerce. Provincial-level and city-level agricultural departments and enterprises that participated the work signed Letter of Intent on Launching Agricultural E-commerce Pilot Cooperation, and reached cooperation intention in areas such as community distribution of agricultural products, agricultural capital going into countryside, payment and training.

3. Working direction of next step Firstly, the MoA will actively cultivate entities for agricultural products e-commerce market; Secondly, it will strive to build up public service platform for agricultural products e-commerce; Thirdly, it will vigorously dredge the channel for agricultural products e-commerce; Fourthly, it will practically enhance the application of technology innovation in agricultural products e-commerce; Fifthly, it will speed up the improvement of policy system of agricultural products e-commerce.

FIELD MARKETS

In 2015, the MoA selected 12 field markets to launch exemplary construction, i.e. Zhangjiakou and Chengde vegetable markets in Hebei Province, potato market in Zoucheng, and garlic market in Jinxiang in Shandong Province, Sanya vegetable and Wanning fruit markets in Hainan Province, Kulongtai vegetable and Haicheng fruit markets in Liaoning Province, live pig and piglet markets in Chongqing municipality directly under central government, and flower and pepper markets in Yunnan Province, and focused on supporting public welfare facility construction such as information collection and release and electronic transaction. The MoA gradually summarized experiences, explored construction modes in different regions, for different varieties and different market entities, and promoted field markets to develop in broader range. With the leading role the MoA's demonstration construction, each region regarded field markets construction as important measures to promote agricultural products sales, guide agricultural structural adjustment and increase

farmers' income, cultivated a batch of strongly specialized, wide reaching field markets that drove regional industrial development, which played important role in enhancing farmers' marketing skills and promoting the circulation of agricultural products.

Promoted agricultural products circulation and driving the income increase of farmers

According to research on field markets development in Shandong Province, the number of field markets in the province reached 1 674, with an overall area of 4 660 hectares and overall capital of 4.45 billion yuan, annual trading volume was 24.3 million tons, annual trading sum 83.6 billion yuan, and field markets collectively drove the income increase of 2.62 million households, adding 11 .9 billion yuan to their income annually, with an average of 4 500 yuan per household. For example, the fresh ginger specialized wholesales market at Baojiangzhuang, Xiangang Town, Daiyue District of Tai'an City mainly cultivates and sells greenhouse ginger shoot and ginger, and it's the largest ginger wholesale market north of the river. Annual sales volume of ginger at the market exceeds 10 000 tons, with an operation income of 80 million yuan and a net profit of 10 million yuan driving income increase of local farmers by more than 10 million yuan.

Drove the development of related industries and solved the problem of rural labor employment

In 2015, Daqinggou vegetable trade market and DayingPan vegetable wholesales market in ShangYi County, Zhangjiakou City of Hebei Province launched field market demonstration construction, gradually expanded vegetable industry and drove the development of agriculture and related industries. Each year, there were more than 2 000 people working in vegetable markets, which solved the issue of employment for surplus labor. Also, they drove the whole town's secondary and tertiary industry development, industries such as packaging, dining, transportation, labor services and agents rapidly developed, as there were more than 200 automobiles serving in transportation industry in the vegetable markets.

Promoted regional brand cultivation and expanded the influence of regional brand

Most field markets concentrated in one-village-one-product regions with large-scale development have special effects in brand cultivating and development, and most of the markets are relatively professional, with obvious scale. For example, Changle watermelon Changle County of Shandong Province, Qingfeng spinach, Lejiayuan vegetables, Xiguo potato in Changyi City, Shibuzi strawberry in Anqiu City are among those that have certain in the market. According to statistics, 1 674 field markets in Shandong registered 2 300 trademarks, and more than 60 percent of the agricultural products in market trading have pollution-free or green food certification Yangmadao apple in Mouping of Yantai and more are rated as Shandong famous trademarks, Lvxian ginger, Lvxian green asparagus, Lvxian Salvia miltiorrhiza, Wulian's Guoguang apple and more products acquired certification for national geographic marks.

Three dimensions of Internet Plus modern agriculture

The action implementation of Internet Plus modern agriculture could be planned and made efforts in three dimensions.

Firstly, promoting the integration between Internet and agricultural whole industrial chain, value chain and supply chain. From the perspective of industrial value chain, Internet is

extending from the business end of agricultural products to production end. In operation link, the scale of online agricultural products trading constantly expands, especially fresh agricultural products, which has rapid growth in online sales in production link, as the agricultural Internet of Things technology continuously develops, entities of application constantly increase, and the effect of saving cost and increasing efficiency began to take on. Various industries in agricultural production and operation are becoming Internet based, various points such as agricultural products retail business, wholesale market business and agricultural production are gradually penetrated by the Internet, and agricultural information service enterprises constantly emerge. As a whole, Internet-based agricultural products business started early, has relatively large scale, but there not much application of Internet technology in production, with low degree, and Internet Plus is a process to push forward the transformation and upgrading of agricultural value chain and industrial chain.

Secondly, pushing forward digital integration of resource factors. In order to transform agricultural development mode and speed up modern agricultural development, the country must improve agricultural science and technology rate of contribution, and the priority is to promote the change in agricultural elements input toward technology-intensive and data intensive types, comprehensively enhance agricultural production capacity, lead the transformation of agricultural production mode from resource and consumption competition toward emphasizing technology and data, and reduce agricultural resource consumption and pollution emission. Focus on the implementation of integrating Internet with farmers and enterprises, land and resources, capital and finance, market and information, technology and talents, and law and system, and realize the openness and sharing of resources and elements data, convenience and efficiency of production, reasonable utilization of resources and protection of the environment.

Thirdly, enhance online transformation of traditional industries. Via Internet Plus action, the country can change and upgrade traditional industries planting, animal husbandry, aquaculture, fodder industry, agricultural machinery, agricultural reclamation, and agricultural products processing industry, realize reasonable resource allocation, improve production efficiency and lift intelligence level. The emphasis of Planting industry is highly efficient agricultural Internet of Things, and field Planting focused on generalizing Internet of Things technology in water saving, pesticide saving, fertilizer saving and labor saving, making breakthroughs in the action of One Control, Two Reduce and Three Basics, which is to control the overall use of agricultural water, to reduce the overall usage of fertilizer and pesticide, and fundamentally solve the problem of livestock and poultry pollution, plastic recycling and straw burning; animal husbandry industry will generalize the application of Internet of Things technology including precision feeding, online monitoring of animal disease and QR code identification at large-scale standardized farms; aquaculture will utilize Internet of Things devices and technology in aquaculture water quality real-time monitoring, factory-like breeding monitoring and online experts guidance; feed industry encourage and support fodder enterprises to use technologies such as big data and e-commerce agricultural machinery industry strive to improve the informatization level of agricultural machinery and equipment, and enhance the application of Internet of Things and geographical information technology in agricultural machinery operation; agricultural reclamation industry plays the advantages of large scale, standardization and enterprization, improve the comprehensive level of agricultural products processing industry supports leading enterprises to be the first in developing e-commerce, drive interactive development of primary, secondary and tertiary industries, and meanwhile vigorously develop e-commerce of countryside tourism and leisure agriculture.

Internet plus modern agriculture

Internet Plus means in depth integration between innovation achievements and various economic social fields, pushes forward technology advancement, efficiency increase and organizational reform, improves creativity and productivity of real economy, and forms broader economic and social development new mode that regards Internet as infrastructure and creative elements. In a new round of science and technology innovation and industry innovation, integrated development between Internet and various fields have broad prospects and unlimited potential, have become unstoppable trend of the era, and is having strategic and macro impact for each country's economic and social development. The central committee of the Communist Party of China (CPC) and the State Council attach great importance to the development of Internet, as the fifth plenary session of the 18th CPC Central Committee specifically put forward that the Country will strive to implement internet strong power strategy during the 13th Five Year Plan period, execute Internet Plus action, develop sharing economy, and carry out national big data strategy. In July 2015, the State Council enacted and issued Guiding opinion on Actively Promoting Internet Plus Action[State Council (2015) No. 40], and raised 11 concrete actions, among which Internet Plus modern agriculture was placed at an important position. Vigorously implementing the action of Internet Plus modern agriculture is important content in executing the development strategy of realizing modernization in four areas simultaneously, is important approach to push forward agricultural modernization and agricultural supply-side structural reform, and is the new driving power in comprehensively building a moderately prosperous society.

1. Concept and connotation of Internet Plus modern agriculture Internet Plus modern agriculture is using Internet thinking and modern information technology achievements to realize intelligent agricultural production, network operation, efficient management and convenient service, to push forward the upgrading of industrial structure, optimization of industrial organization and reforming of production mode, to speed up the transformation from traditional agriculture to modern agriculture, to promote the improvement of modern agriculture level. The overall mentality is this: Firmly establish and put into action the concept of innovation, coordination, green, open and shared development, manage agriculture, rural areas and farmers as a whole, set the goal of obvious advancement of agricultural modernization, take the main battle field of agricultural products regional and modern agriculture demonstration area, focus on Internet Plus modern agriculture demonstration projects, and solidly advance integrated development of informatization and agricultural modernization. During 13th Five Year Plan, the principle of government driving the market as subject should be stick to, the decisive role of market in allocating resources should be fully played, policy supports should be enhanced, science and research an talents team building should be strengthened , implementation of measures and application of demonstrations should be enhanced, and notable achievements in areas including agricultural e-commerce, agricultural Internet of Things, agricultural and rural big data and information integrated service should be striven to realize.

2. Internet Plus modern agriculture has made positive progress In the 21 years since China has access to Internet with full function, especially after the 18th CPC Central Committee, when the party put forward strategic deployment for the development of realizing modernization in four areas simultaneously, and after the 2015 government work report, which for the first time raised the action plan for implementing Internet Plus, Internet and agricultural and rural economy began to comprehensively and deeply integrate, the application of Internet thinking and Internet technology in agriculture is growing broad, which has brought profound change in agricultural production, operation, management and service, and Internet Plus modern agriculture has obtained exciting and gratifying achievements.

1)The guiding function of information on agricultural production significantly enhanced. Farmers more and more arrange production according to information including policy, technology and market price, which has not only realized effective connection

between production supply and market demand, but also realized supervision of the whole course of production. Agricultural Internet of Things developed from nothing, demonstration projects on national Internet of Things application and agricultural Internet of Things regional demonstration projects were implemented well, 426 products, technology and application modes in agricultural Internet of Things were successively introduced, covering each agricultural industry, each field and whole progress of production and sales, and the function of cost saving and efficiency increasing gradually become obvious, especially showing relatively high economic benefits and good application prospects in areas such as facility agriculture, livestock, poultry and aquaculture, and agricultural products quality tracing.

2) Agricultural e-commerce rapidly developed. National policy and document system was basically constructed, national and regional agricultural e-commerce developed rapidly, agricultural e-commerce is forming a development mode that features cross-regional and local e-commerce platforms joint development, east, middle and west of China joint develop, and the bilateral interaction in which agricultural products go to cities while industrial products go to countryside. The number of national agricultural products e-commerce platforms and online trading volume grew up quickly, and agricultural means of production and leisure agriculture e-commerce also achieved long-term development. The development of agricultural e-commerce innovated the circulation ways of agricultural products, pushed forward agricultural standardization, large-scale agriculture, industrialization and branding, and reshaped agricultural industrial form.

3) Agricultural e-government construction reached notable achievements. Via the implementation of the first phase of Jinnong project, the MoA successively built national agricultural data center and national agricultural science and technology data center, launched the operation of 196 application systems including agricultural administrative review and approval, performance management, agricultural information dispatching, agricultural machinery scheduling, agricultural products market price investigation and grain storage and supervision, the ability and level in agricultural monitoring and forecasting, market supervision of agricultural products and means of production, and information service on rural market and science and technology notably improved, and the management mechanism of talking with data, deciding with data, managing with data and innovating with data was initially set up. Meanwhile, regulatory information platforms in areas such as rural land right confirmation and registration, land transfer, management of rural money, assets and resources, making public the administrative affairs of villages, financial affairs and party affairs, and agricultural products quality tracing were creatively applied in regions.

4) Agricultural information service network constantly improved. The MoA website has become one of the most influential agricultural websites in the world, with an average daily clicks of 7 million times. There has formed agricultural website group, containing departmental, provincial, prefecture-level and county-level websites. Websites with the language of English, Japanese, Russian and Korean provided service for 158 countries and regions worldwide. Telephone service 12316 has covered all provinces in the nation, with an average acceptance for more than 20 million calls, saved direct economic loss of farmers and helped farmers increase income and save cost for more than 10 billion yuan, and have become direct connection between farmers and governments. The pilot work of information entering village and households make solid process, and as of the end of 2015, some 7 940 information service stations at village level had been established market-driving operation mechanism of "wool coming from cow" was tentatively explored, and public welfare services, services for the convenience of people, e-commerce and training experience services had entered villages and households.

CONCLUSION

With the support of the government, China's agricultural products market hardware facilities and software facilities continue to improve, online and offline transactions growing, further solve the problem of selling agricultural products. This has played a very important role for the prosperity of the rural consumer market and driving agricultural production.

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