

Research on Marketing and Application of Agricultural Products E-Commerce Trading Platform

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Abstract

In the process of distribution and sales, through the formulation and implementation of modern logistics requirements of technical standards, the distribution of agricultural products in the process of packaging, handling, inventory and other quality control. To form a complete industrial chain "from the head of the field to the table", drive agricultural industrialization by effective market demand, and improve the regional, professional and large-scale level of agricultural production.

Keywords

Agricultural products; E-commerce; platform.

1. Overview of Agricultural Products E-Commerce Trading Platform

Agricultural products e-commerce trading platform, shili technology to build agricultural products e-commerce trading platform, not only led China's traditional agriculture to the "information", "standardization", "brand" of modern agriculture transformation, and promote characteristic agricultural products to the "high-end" development route.

1.1. Platform Features

- (1) the platform provides customers with information, quality inspection, trading, settlement, transportation and other whole-process e-commerce services;
- (2) support trading modes such as online listing, online negotiation and bidding, covering trading systems, delivery systems, warehousing and logistics systems and material banking systems;
- (3) integrating logistics distribution service, logistics transaction service, information service and financing guarantee financial service. The platform system will realize four levels of business functions, including basic business, operation business, platform management and operation support.
- (iv) realize the whole process of e-commerce management, such as member management at all levels, commodity release by suppliers, online order trading by underwriters, order settlement, transaction management, guarantee and credit granting, etc. In order to support platform for business to stretch on both ends of the agricultural industrial chain, meet to carry out the orders of agriculture, transnational electronic trading and international trade financing business development needs, the platform supports a variety of transaction management process coexist, support the standard and flexible expand commodity, flexibility, trading rules and settlement characteristics of diversity and complexity of management.

1.2. Logistics Construction

Suggestions on strengthening and improving the construction of agricultural products logistics system

For agricultural products logistics is susceptible to regional, seasonal, economic development, policy guidance, rural differences and other factors. At present, the main problems of agricultural products logistics are as follows:

Agricultural products logistics links, low circulation efficiency. For example, bulk logistics of agricultural products generally goes through major links such as producers, wholesale markets of producing areas, marketing agents, wholesale markets of selling places, retailers and consumers, with relatively low circulation efficiency. Due to the short life cycle of most agricultural products, their logistics and transportation must be timely, fast and efficient. In the whole logistics chain, fresh and unprocessed agricultural products account for the vast majority, leading to a considerable number of agricultural products in the circulation process, due to excessive circulation links, as well as restrictions on freight rates, transport capacity, traffic conditions, product preservation technology, storage and transportation conditions, and huge losses. When agricultural products are centralized on the market, the logistics links are not smooth, the processing capacity is insufficient, the production and marketing are disjointed seriously, and the loss is more prominent. So it's not surprising that we see news reports of watermelons, bananas and cabbages rotting in the fields.

The specialization and socialization level of agricultural products logistics are low, the equipment level of agricultural products logistics is low and the transportation mode is backward. For example, the biological properties of agricultural products require very high technical requirements for the storage, preservation, processing and other links in the logistics process of agricultural products. It may be necessary to achieve low temperature, moisture-proof, drying, putting pests, etc., so as to avoid pollution and deterioration in the logistics process. In the logistics process of some agricultural products, there are some special requirements to meet, such as bulk transport of grain, frozen transport of aquatic products, refrigerated transport of meat, constant temperature transport of milk and other products, which all put forward higher requirements for agricultural products logistics.

2. The Development of Third-Party Logistics for Agricultural Products Is Slow

Despite the diversified trend of logistics subjects, most agricultural products have small scale and weak competitiveness. Self-run logistics accounts for the majority, while third-party logistics develops slowly.

The informatization degree of each link of agricultural products logistics is low. The whole logistics industry exist the problem of low informationization level, reflected in the logistics of agricultural products, mainly farmers for agricultural production information acquired or rely on the traditional way, many agricultural market information has not been equipped with equipment, logistics information network system is still in the blank, in the logistics service enterprises, owns logistics information system is in the minority.

Hangzhou, located in the south of the Yangtze river delta, is a traditional land of fish and rice. The agricultural products market is relatively developed and the agricultural industrialization foundation is good. The agricultural trade market is all over the city. In order to better develop agricultural products logistics, realize "benefit to farmers and benefit farmers" to the greatest extent, better serve the general citizens of hangzhou, attach importance to the strengthening and improvement of agricultural products logistics system construction, and form the modern agricultural products logistics pattern with multiple forms, diversification and multiple subjects. Based on this, we propose the following countermeasures and Suggestions:

First, we will vigorously promote and develop the ways of linking production and marketing, such as connecting farmers with supermarkets, exhibition and sales centers of agricultural products, and direct stores. We will make active innovations in the modes of circulation of

agricultural products, and build the existing large-scale agricultural products logistics centers into agricultural products logistics cities. At the same time, we will build an industrial chain from acquisition, processing, storage, logistics and distribution to commodity trading, directly communicate the relationship between production and sales, build a seamless distribution supply chain, and reduce circulation links. Such forms as "supermarket + base", "supermarket + peasant association", "supermarket + enterprise", "supermarket + peasant household" and "supermarket + joint purchase" can achieve the purpose of "benefiting farmers, people and enterprises".

Second, promote the infrastructure construction of agricultural products logistics, and provide and guarantee the supply capacity of agricultural products market. Including rural road construction, road maintenance promotion; Construction and transformation of wholesale markets of public welfare agricultural products, agricultural trade centers, vegetable markets, storage facilities of agricultural products, large logistics distribution centers, and cold chain logistics facilities of agricultural products; Green channel construction of agricultural products, etc.

Third, large circulation enterprises should be encouraged to extend their business networks to rural areas, and expand their business networks through direct chains and franchising, so as to increase rural commercial outlets. At the same time, support the specialized and characteristic development of small and medium-sized logistics enterprises, especially small and micro enterprises, or the establishment of large enterprise groups through merger, reorganization, acquisition, holding and other means. We will set up demonstration bases for agricultural industrialization, encourage enterprises to establish a close-knit interest connection mechanism with rural households, and enable rural households to share more of the benefits of processing and selling agricultural products.

Fourth, take advantage of hangzhou's informatization advantage of "China's e-commerce capital" to improve the informatization level of agricultural products logistics, develop agricultural products e-commerce, realize the separation of agricultural products commercial flow and logistics, and realize the time and regional contradiction of coordinating the supply and demand of agricultural products. Through the organic integration of marketing network, logistics network, information network, improve the management level of enterprise warehousing, procurement, transportation, order processing and other links. Improve the sharing and utilization efficiency of various information resources through the construction of public information platform. Establish and rely on the third party e-commerce platform to carry out online transactions.

Fifth, active play to the functions of the government departments and industry associations active functions, guide the industry to make industry standard and service requirements, strengthen industry self-discipline and credit evaluation, for the parties to provide legal, policy, management, technology and market information consulting services and personnel training, reflect the industry demands to the government, the legitimate rights and interests maintenance enterprise.

3. Agricultural Products Logistics and Infrastructure Construction in China

China is a big agricultural country. At present, there are 4862 wholesale markets of agricultural and sideline products in China, which are the main carriers of agricultural commodity flow and logistics. After years of reform and development, China's agricultural products logistics system has been gradually improved, and the circulation pattern of multiple cycles of agricultural products has initially taken shape. However, the traditional circulation system of agricultural products has too many links, and the logistics system of agricultural and sideline

products wholesale market is very backward. On the whole, China's agricultural products logistics has three characteristics: 1. In addition to a small number of farmers for their own use, most of the agricultural products produced are commodities that need logistics. The large quantity and varieties are rare in the world, forming a huge agricultural products logistics. (2) agricultural products logistics difficulty. Different from industrial products, agricultural products are living animal and plant products, which are difficult to pack, load and unload, transport and store in the process of logistics. Agricultural products logistics requirements are high. It is the timeliness that seasonal production asks logistics; Secondly, green logistics of agricultural products must be implemented to ensure safety. The third is to meet some special logistics of agricultural products, such as bulk transport of grain, frozen transport of aquatic products, frozen transport of meat, constant temperature transport of milk and other products, and so on. In addition, there are also many problems in the construction of agricultural products market and the cultivation of logistics subjects, which seriously troubles the development of modern agricultural products logistics industry in China.

The problems of agricultural products logistics in China

Although China's agricultural products circulation system has been initially established, but generally speaking, it is still in the primary stage, mainly with the following problems:

(1) backward and inefficient product logistics infrastructure. Only in the transport, storage and loading and unloading of agricultural products: transport equipment and technology lag, efficient special transport vehicles. There is a serious shortage of special warehouses such as low-temperature warehouses, refrigerated warehouses and three-dimensional warehouses. The mechanization level of loading, unloading and handling is low, and the number of loading and unloading equipment such as forklifts, pallets, cargo ladders, lifting platforms, roadway stacking and cranes is extremely limited.

(2) the information level of each link of agricultural products logistics is low, and public and quasi-public facilities such as information network platform are backward. In China, farmers mainly rely on traditional ways to obtain information of agricultural products production, and few of them come from local markets, government departments, communication media and networks. At present, many agricultural products markets are not equipped with information equipment, and the relevant logistics information network system is still blank. Only 39% of logistics service enterprises have logistics information system.

(3) the degree of specialization and standardization of agricultural products logistics is low. There is no uniform equipment standard among various modes of transportation, no matching standard for logistics equipment, no promotion of pallet standardization, no matching standard for packaging and transportation, and no effective connection between the standards for logistics packaging and logistics facilities. In addition, China's agricultural product quality and hygiene standards and market inspection and testing system have not been established, the quality of agricultural products into circulation is low, lack of inspection means and food safety assurance.

(4) the construction of agricultural products circulation system lags behind, trading mode is backward, market information is asymmetric, the production and marketing of agricultural products is difficult to connect, easy to over-stimulate or inhibit production, and cause large fluctuations in related prices. According to statistics, at present, China has more than 5,000 wholesale markets of various kinds of agricultural products, but the number of markets with a certain scale is limited, the management of the wholesale market lacks relevant laws and regulations, the degree of standardization is not high, and the means of quarantine and monitoring of agricultural products is not perfect, which brings hidden dangers to food safety.

(5) low level of specialization and socialization of agricultural products logistics. There are only a handful of third-party agricultural products logistics enterprises worthy of the name in our

country. Although the main body of logistics presents a trend of diversification, the current logistics scale is generally small, the competitiveness is not strong, self-owned logistics still accounts for the majority, the development of third-party logistics is relatively slow.

4. Measures and Suggestions to Accelerate the Construction of Agricultural Products Logistics Facilities

We believe that to do a good job in agricultural products logistics must pay attention to six things, one is to study different agricultural products of different logistics mode; The second is to study how to increase farmers' income through agricultural products logistics value-added; Third, to cultivate and develop agricultural products logistics organization; Fourth, the establishment of agricultural products wholesale market logistics system; Fifth, the establishment of agricultural products logistics information platform; Sixth, we will strengthen investment in agricultural logistics facilities. Strengthening the construction of agricultural products logistics infrastructure is the basic requirement and premise of developing agricultural products logistics industry. We should do a good job in building infrastructure for the logistics of agricultural products, especially strengthening rural road construction and the development and production of vehicles for carrying agricultural products, and developing and improving all kinds of agricultural transport vehicles. Strengthen the construction of all kinds of agricultural warehouses; Develop processing and distribution centers for agricultural products, as well as wholesale markets for agricultural products in producing and selling areas. First, it is the key to increase the investment of modern agricultural products logistics infrastructure. Agricultural products logistics industry is an industry with large investment in fixed assets, which largely depends on the completeness and convenience of some infrastructure construction. Government should highlight special funds, strengthen the agricultural products logistics infrastructure, science and technology research and development and professional talent training and so on, through the tilt of the tax, finance, such as economic leverage, priority to agricultural information platform of logistics base, fresh cold storage and infrastructure projects such as tilt, focus on improving is closely related to the circulation of agricultural products of highway, railway, aviation, navigation and other transport conditions, the key to enhance investment in logistics research, improve the specialization level of our country's agricultural products logistics technology. Secondly, we learned that the United States has developed a modern agricultural logistics technology system with information technology as the core and agricultural information technology, storage and transportation technology, packaging technology and other professional technologies as the support. China should introduce advanced agricultural logistics technology and gradually realize mechanization, automation and computerization of agricultural logistics. Finally, China's agricultural products terminal market is still in the primary stage at present, the management level is low, the comprehensive service ability is poor, with storage, processing and information development and utilization of capacity market, few can draw lessons from the Netherlands, Japan to establish a comprehensive, professional logistics center experience, according to the actual situation to promote agricultural products logistics center around the building.

5. Logistics Status of Foreign Agricultural Products:

5.1. Development of Agricultural Products Logistics in the United States

The United States leads the world in agricultural production and trade, and has a large, smooth and efficient agricultural logistics system, which is reflected in the following aspects:

(1) agricultural products logistics infrastructure and equipment developed. The transportation facilities in the United States are very complete, with roads, railways and water transportation extending in all directions, and expressways throughout urban and rural areas, providing direct access to every household in the countryside. The United States has developed communication facilities and networks, and high mechanization level of storage and transportation equipment.

(2) it has developed the information flow foundation of agriculture. With 85 percent of farmers in the United States connected to the Internet, agricultural e-commerce accounts for the fifth largest percentage of all e-commerce businesses. The Chicago board of trade (cbot) is a direct window for agricultural products market participants to understand market conditions and obtain price change information.

(3) agricultural products logistics service has a high degree of socialization. The main logistics entities connecting the supply and demand of agricultural products in the United States are sales cooperatives with farmers, government agricultural credit companies, agribusiness associations, wholesalers, retailers, agents, processors, shippers and futures speculators in origin markets or central markets. Nearly a third of farmers in the United States sell their crops through cooperatives. Various trade associations provide strong support for farmers, negotiate with the government on behalf of farmers, and play an active role in the production and marketing of agricultural products.

4) the government plays an active regulatory role. The ministry of agriculture has 100,000 people distributed throughout the country. The agricultural statistics system knows the varieties, area, growth and yield of crops planted on each piece of farmland of each farm, and the information obtained is summarized and processed, which is released by the government regularly to guide the production and operation of peasant households.

5.2. Development Characteristics of Japanese Agricultural Products Logistics

Japan's agricultural products are mainly produced in small units. Although resources are limited, it is very advanced in agricultural products logistics.

(1) perfect logistics infrastructure. In large and medium-sized cities, ports and major highway hubs, the land for logistics facilities has been reasonably planned, and the infrastructure including expressway network, Shinkansen railway transportation network, coastal harbor facilities, aviation hub ports and circulation gathering places has been improved.

(2) complete hardware facilities for agricultural products market. The establishment of wholesale markets for agricultural products in Japan is subject to a strict examination and approval system. Central wholesale markets, local wholesale markets and other wholesale markets must be built in accordance with the wholesale market law and various regulations. The wholesale market is equipped with perfect storage facilities, cold air refrigeration facilities, distribution facilities, processing facilities, and flexible use of computer information processing technology, has actually evolved into agricultural products logistics center.

(3) agricultural cooperation organizations play an active role. All large, small and medium-sized cities in Japan have wholesale markets for agricultural products that are directly participated in or organized by the association. 80% ~ 90% of the total production of agricultural products is met with consumers through the wholesale market. With its own organizational system, the peasant's association centralizes the agricultural products produced by farmers and sells them uniformly, acting as an intermediary between producers and wholesalers.

5.3. Logistics Development of Dutch Agricultural Products

The Netherlands is located in the heart of Europe. About a third of the freight cars speeding on the roads of the Netherlands are carrying agricultural products and food, providing timely logistics services to all parts of the world.

(1) advanced electronic virtual agricultural products logistics supply chain. The agricultural supply chain is formed by connecting the suppliers, producers, growers, wholesalers and retailers of agricultural means of production through the network. The electronic information ordering system of the flower and horticulture center in the Netherlands has been established and the electronic agricultural products trading market provides services to the vast number of customers and consumers around the world.

(2) advanced agricultural products logistics center, mature frozen industry. The refrigeration industry in the Netherlands is very developed, with modern refrigeration and refrigeration technology equipment, and high efficiency, fully ensure the transport, storage and distribution services of high-quality agricultural products.

Agricultural product logistics

The development characteristics of

6. Agricultural Products Logistics Has Developed Public Facilities and Reasonable Distribution Outlets

Due to the short shelf life of agricultural products, convenient and fast transportation and reasonable distribution of circulation network are crucial to reduce the loss of agricultural products and improve the circulation and trading efficiency of agricultural products. For example, the loss rate of vegetables and fruits in the Netherlands is only 5%, while that in China is as high as 25%. Therefore, in the process of promoting the circulation of agricultural products, governments of various countries pay great attention to the function of public facilities and services, constantly improve the transformation of infrastructure and optimize the distribution of branches. For example, the Japanese government's investment in main infrastructure such as houses, warehouses, sites and roads accounts for 40% of its total investment. The eu also provides subsidies annually for projects to improve the transport, storage, processing and marketing of agricultural products, including building infrastructure such as roads, docks, warehouses (including cold storage) and markets. This subsidy accounts for 25% of the eu's agricultural fund, and even 30-50% in some areas with poor infrastructure. Developed in addition to the convenience of shipping, railway, highway transportation, the eu countries large-scale wholesale markets for agricultural products is also very reasonable layout, such as the Netherlands have including Xie Erbo Europe's third major airports airport, six airport and the port of Rotterdam, Rotterdam port near the important of the planting area of vegetables and fruits, around the port area highways crisscross water transport network and access to the mainland is very rich, and import and export center is located close to the eu countries fruit baron DE rahe, can rapid conveniently to the Netherlands more than 58% of the fresh vegetables and cut flowers, plants to Paris, London, Hong Kong and Tokyo and other big cities around the world. By taking full advantage of its convenient transportation facilities, the flower industry in the Netherlands has captured 65% of the global flower market.

7. Agricultural Products Logistics Is Highly Informationized

The agricultural products logistics informationization degree of developed countries in the world is higher. Mass retailers in Japan, for example, have installed EOS (automatic ordering system), which links the counterparty, and VAN (value-added communications network), which links the food industry to the wholesale sector, greatly improving circulation efficiency. At the same time, Japan's wholesale market has been equipped with perfect information facilities, realizing the network of major wholesale markets in the country and even the world. In the retail service of fresh agricultural products, the use of electronic network sales is also very popular. As long as consumers send an E-mail, the transport company can timely delivery,

quality assurance. According to statistics, the number of Japanese people using electronic transactions on the Internet has reached 21.86 million in 2003, 8 times that of 1998, and the transaction scale has reached 3.20 trillion yen, 50 times that of 1998. The Dutch flower and horticulture center in Europe is also equipped with the most advanced auction system, new electronic exchange information and ordering system, so that the Netherlands can also provide services to customers and consumers in many countries around the world.

8. Agricultural Products Logistics Is Highly Organized, Professional and Large-Scale

To improve the efficiency of the trade of agricultural products and trade, foreign organizations engaging in agricultural products logistics has a special assistance, its organization, high degree of specialization, scale, such as Japan's peasants associate, the industry association of America, the Dutch flower auctions association (VBN), Sweden's cooperatives are influential organizations, their role in the speed up the circulation of agricultural products is vital. In Japan the ja, for example, Japan's developmental condition in peasants associate was founded in 1974, a powerful economic forces throughout the country run by the local officer to help peasants economic groups, as the circulation of agricultural products to enter key, it is to organize the scattered farmers, greatly enhanced the farmer as the seller's bargaining power, protect the interests of farmers. Basic-level peasant associations generally have established agricultural products fairs and trade centers in the production areas, which are responsible for centralizing, selecting, packaging or refrigerating the products of their members, and then organizing the listing. The association not only solves problems for its members, such as product sales and transportation, but also delivers timely purchasing and selling information from wholesale markets to farmers to guide production.

8.1. High Degree of Standardization of Agricultural Products Logistics

The implementation of agricultural products logistics standardization plays a very important role in improving circulation efficiency and reducing circulation loss, mainly including the standardization of agricultural products circulation tools and the standardization of testing system. Among them, the standardization of circulation tools is the important foundation of modern logistics. For example, after years of efforts, Japan has realized the transformation from purification of agricultural products to standardization of packaging, forming a series of standardized systems from containers, small packing cases and pallets to transportation equipment, warehouses and handling machinery, providing conditions for the circulation of modern agricultural products. In the United States, through the use of barcode technology to establish a tracking system, not only can enterprises know their own food supply chain logistics outflow status, but also can supply chain upstream into the quality and safety of agricultural products back, so that the United States agricultural products circulation efficiency is quite high.

8.2. Agricultural Products Logistics Shall Be Guided By Complete Laws and Regulations and Market Regulations

In order to keep the circulation of agricultural products in a coordinated, flexible and efficient state and improve the efficiency of agricultural products trading, countries have established complete laws and regulations and market regulations to regulate the circulation of agricultural products. For example, Japan promulgated the central wholesale market law in 1921, which brought the opening, management and trading of the central wholesale market into the legal track. With the development of economy and the status of the wholesale market is increasing day by day, Japan in 1971, change the "central wholesale market method" to the wholesale market method, the local wholesale market into the orbit of legal system, also revised once every five years later, the local government and relevant departments according to the law also

made a series of local laws and regulations, such as the food circulation to elect. In the United States, a set of commodity trading act has been formulated to regulate every link of commodity circulation. With the development of economy, the act was greatly modified in 1974 and amended and supplemented for four times in 1992, among which insider trading based on secret information was regarded as a felony. Because these countries have laws to follow and strict law enforcement, they effectively protect the interests of normal traders and maintain fair competition and efficient free circulation order.

Agricultural product logistics

The domestic status quo

8.3. Agricultural Products Logistics Market System Shall Be Gradually Improved

All over the country, adhering to the market-oriented approach, great efforts have been made to cultivate markets for agricultural and sideline products, such as large wholesale markets, specialized markets and market fairs, thus playing a positive role in promoting the circulation of agricultural products, adjusting the industrial structure in rural areas and increasing farmers' incomes. Basically formed a set of organizational links from production, acquisition, circulation processing, transportation, storage, loading and unloading, handling, packaging, distribution to sales.

The market system of agricultural products logistics reflects the imbalance of regional development. Due to the imbalance of economic development, there is a big gap between urban and rural areas and regions in economy, consumption, concept and many other aspects. Logistics enterprises, logistics facilities and logistics activities are highly concentrated in areas with highly developed transportation, while the development of rural logistics industry is relatively slow. Due to the high level of economic development in the eastern coastal provinces, the agricultural products logistics market develops rapidly and the circulation system is perfect, while in the western regions, the agricultural products logistics market lags behind due to the poor economic foundation.

Agricultural products wholesale markets and agricultural products circulation centers have developed rapidly, but the construction of market trading laws and regulations is weak, and the standardization of trading needs to be improved. Agricultural products in the circulation process of intermediary links too much, circulation costs tend to be high. Although agricultural products storage and processing industry has developed, but small scale, low level.

8.4. Agricultural Products Logistics Forms Diversification of Main Bodies and Organizational Forms

The main bodies of agricultural products logistics in China include state-owned commercial enterprises, supply and marketing cooperatives, private enterprises, joint-stock enterprises and other kinds of enterprises, large rural producers and operators, professional associations, professional farms (stations), and professional cooperative economic organizations. Among them, leading enterprises of agricultural industrialization have played an active role in developing agricultural products logistics. Although the absolute number of agricultural products logistics practitioners in China is large, the large number of individuals and organizations involved are small in scale, low in level, strong in dispersion, poor in association, low in organization and lack of competitiveness.

8.5. Shows A Good Momentum of Diversification of Trading Subjects and Trading Methods of Agricultural Products

In addition to the traditional trading methods, new trading methods such as futures, auctions and orders have appeared successively. The circulation means of agricultural products have

also been updated, and modern methods such as chain operation, distribution and online sales have also been developed. Some agricultural products have entered large commercial distribution networks. On the whole, many domestic logistics enterprises are still extensive management.

The main trading subjects of agricultural products are self-produced and self-sold farmers, agricultural enterprises and circulation intermediaries (such as circulation associations, village-level collective organizations, professional associations, etc.). China's agricultural products trade links in various forms, production directly into the retail, but also production, trading, level 1, level 2 wholesale and other links.

9. Epilogue

It presents the situation that traditional circulation channels are the main and new circulation industry forms gradually. From county towns to market towns and villages, the circulation network of county commercial network -- market town commercial network -- rural commercial network is basically formed. The new circulation pattern of centralized distribution of fixed network, supplemented by mobile network, focusing on small and medium-sized network, taking county as the center, market town network as the backbone, connecting rural scattered network and combining with agricultural products purchasing network has gradually taken shape. With the continuous expansion and standardization of agricultural products retail market channels, especially the emergence and expansion of new agricultural products sales forms such as supermarket agricultural products sales, the enterprise management of agricultural products has been developed rapidly.

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