Research on Development Mechanism of “Family Farm” under E-commerce

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Abstract. Agricultural e-commerce will be the production and processing of agricultural products, organic combination of transportation storage and distribution sales process, the omni-directional into e-commerce system, through the computer information network, and with their own production base and advanced logistics distribution system as the backing, the convenience of using the Internet, to complete the purchase of agricultural products, sales, online payment and other related business process. Developing agricultural e-commerce is conducive to promoting agricultural development and farmers' income, and the "family farm", as a large-scale, intensive, the commercialization of agricultural management system, complied with the trend of the development of electronic commerce, so as to speed up the development of e-commerce, highlight the function mechanism of "family farm" in the agricultural e-commerce mechanism.

Introduction

Electronic commerce of agricultural products is an emerging industry in the circulation of agricultural products. Its speed of development and maturity, as well as the choice of its business model, to improve the Chinese e-commerce of agricultural products circulation efficiency and has very important theoretical exploration and practical value to enhance the competitiveness of agricultural products in the international market. As a traditional industry, agriculture is an industry with seasonal and regional characteristics. Coupled with the traditional small-scale peasant model, the degree of specialization and commercialization of agricultural products is very low, and the ability to withstand natural disasters and market risks is poor. By expanding the platform of e-commerce, it can effectively overcome the drawbacks of the traditional commercial activities of time and space constraints. To promote agriculture to scale, intensification, commercialization direction, improve the economic efficiency of rural areas, and realize the development of new agriculture. At present, the "family farm" is an effective way to realize the e-commerce of agricultural products.

Family Farm

An Overview of the "Family Farm"

Definition of "Family Farm". "Family farm" is an exotic word derived from European and American countries. It is explained in Chinese, that is, an upgraded version of the breeding family. Its most general definition: take the family member as the center, is engaged in the agricultural scale, the intensive, the commercialization production. A new type of agricultural system with agricultural income as the main source of income for the family. With the introduction of the central document in 2013, the term "family farm" appeared for the first time in the document. According to the principle of voluntariness and compensation, it encourages and supports rural contracted land to be transferred to family farms, specialized large farmers and rural cooperatives, and carries out various forms of management.
"Family Farm" in China. Since 2012, in addition to Tibet, the survey of thirty provinces, autonomous regions and municipalities, according to the family farm standards, about 877 thousand. Among them, the cultivated land area reached 176 million mu, accounting for about 13.4% of the total cultivated land area in China. In 2013, the central document was issued to encourage and support industrial and commercial capital to go to the countryside and develop appropriate forms of family farms. In 2014, the Central Committee issued some opinions on deepening rural reform and speeding up agricultural modernization in the form of documents”. So the "family farm" rush to carry out in Chinese.

The Need for “Family Farm” Promotion

In Rural Areas, "The Young Shortage" or "Labor Shortage" Phenomenon. At present, with the development of economy, urbanization has also developed rapidly. More and more peasants' willingness of migrant workers in the city, and even settle down. As a result, the labor force in the countryside is in deficit. While staying in the rural areas of mostly elderly women and children, because of their own conditions, it is difficult to engage in heavy labor or labor, even with agricultural machinery. But the labor intensity is not big, so it is urgent to promote the commercialization, scale and specialization of family farms.

Farmers Drift in with the "Size Year" Phenomenon of Agriculture. Today, in the rural areas, the traditional pattern of small-scale farmers has been unable to adapt to the needs of modern intensification, large-scale and commercialization. Under the traditional management mode, the ability of farmers to resist natural risks is poor, and the ability to receive and collect relevant agricultural information is limited. The utilization rate of the land is not high, and the harvest is very unstable, and the peasants are dispirited and discouraged. They can only drift through the years of Agriculture. Therefore, we must realize that the current agricultural pattern seriously restricts the development of agriculture and restricts the development of economy. We need to innovate. The emergence and promotion of "family farm" will be a correct way to make agricultural products scale, intensive and commercialized. At present, apart from the more than 6000 family farms designated by the government departments, there are also many large agricultural farmers who have contracted large amounts of land in their rural areas with their own efforts to carry out large-scale land management. Moreover, more and more pilot work is underway. There is no denying that "family farms" conform to the public feelings and conform to public opinion.

The Characteristics of Large-scale, Intensive and Commercialized Production are Obvious. "Family farm" with its large-scale, intensive and commercial features, can effectively use the land, and promote the optimal allocation of resources, can mobilize the enthusiasm of farmers' production, and enhance the potential of agricultural development. Therefore, in the near future, "family farm" will become a bright spot of agricultural development.

"Family Farm" Pilot in China

Fujian Eco Family Farm. Family farms in Fujian develop livestock farming in the suburbs, and use livestock manure to grow melons and vegetables. At the same time, focus on the construction of national characteristics of the building and housing, such as the Mongolia stilts, etc.. The farm not only in its pure natural pollution-free green venison, seasonal fruits and vegetables, so that visitors eat, and actively develop tourism, to encourage tourists to participate. Such as hunting, making animal specimens, watching animal performances and other interesting activities. The vast numbers of visitors are more delighted.

Family Farms in Shanghai, Songjiang District. From 2007 to June 2012, the number of family farms in Shanghai, Songjiang District, reached 1173. Its total area accounts for about 77% of the total area of grain planting in this area, with an average floor area of about 114 mu per mu. The family farm in the area is organized by the village as a unit, producing agriculture, raising livestock, planting melons, vegetables and growing grain. In this district, the village as a unit, adhere to the principle of voluntary and compensable, with a unique "Songjiang model" to develop an appropriate scale of operation.

The Family Farm in Henan is Thriving. In order to promote large-scale, intensive and
commercial development of Henan's agriculture, the government departments have formulated special preferential policies. Such as land, finance, taxes and fees, security policies, to encourage the form of incentives to meet the standard requirements of the family farm”. Through the tilt and support of funds, it has effectively solved the problem of difficult investment and difficult financing. At the same time, further standardize the procedures of land transfer, and effectively protect the vital interests of farmers. By 2013, the county’s land circulation area of more than 250 thousand acres.

E-commerce of Agricultural Products

Connotation of Value Chain of Agricultural Electronic Commerce Industry

The term "value chain" first appeared in the book "competitive advantage" in 1985, and was put forward by Michael Potter, a famous American competition expert. He believes that the process of building the enterprise value chain is the process of value-added industries. The so-called value chain of agricultural products e-commerce industry, from the most fundamental, is the use of agricultural products e-commerce network platform to create enterprise value. The main parts of its value chain are: farmers, agricultural production and processing base, wholesalers, retailers, end-users, logistics intermediaries, e-commerce payment platform, credit certification institutions, supervision organs, etc.. In the value chain of agricultural electronic commerce industry, different links have different roles to participate in and play an irreplaceable role. Such as: farmers, agricultural products production and processing bases, wholesalers, retailers and consumers constitute the main industry value chain, directly determines the success or failure of the enterprise; logistics intermediary, e-commerce payment platform and credit certification agencies as the intermediary organizations of producers and consumers, affect the enterprise efficiency, profit growth; the supervisory organ is agricultural e-commerce industry activities to be carried out smoothly and guarantee. The value target of the e-commerce industry of agricultural products is shown in Table 1.

The Important Role of E-commerce in Agricultural Products

Expand Sales Channels and Domestic and Overseas Markets. Traditional farming trade is mainly based on buying and selling now, and is limited by time and space. The e-commerce of agricultural products takes the Internet as a platform to overcome the space and time restrictions of traditional transactions, and diversify the ways of transactions and the diversification of transactions. Whenever and wherever, as long as the use of e-commerce network platform, you can and world buyers, vendors exchange information, exchange of information. Make full use of two international and domestic markets, two kinds of resources, which undeniably speed up the circulation of agricultural products, broaden its sales channels.

Reduce Production and Circulation Costs. Through electronic commerce, producers and consumers communicate directly, reducing the intermediate link of agricultural products trade. Reduced production preparation costs, labor costs, and circulation costs. On the other hand, through e-commerce, can accurately grasp the information of buyers and sellers. Reduce the contradiction between supply and demand caused by asymmetric information, timely production, appropriate sale, so that production and marketing balance, and reduce production costs.

E-commerce is convenient and fast, can do a few minutes or even seconds, more goods than home. To achieve the lowest price to buy the most amount of agricultural products, online orders, online payment, to save circulation costs.

Realize the Integration of Production, Supply and Marketing, Speed up the Flow of Information. The e-commerce platform of agricultural products breaks the limitation of time and space. It widens the circulation channels of agricultural products, and reduces the bullwhip effect in the supply chain. So that producers can effectively grasp the market information, to avoid blind production. With the gradual improvement of the network platform, the website information has been constantly updated. Many farmers enjoy the benefits in the e-commerce of agricultural
products, and the trend of "production, supply and marketing" is becoming stronger and stronger.

The use of e-commerce accelerates the circulation of agricultural products information, and the supply and demand sides cross the boundaries of time and space. Immediate communication, exchange of information, to avoid market instability caused by loss of interest.

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<td>The market cooperation relationship with the supply and demand market share together</td>
<td>The construction of professional information of agricultural products circulation industry</td>
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<td>The membership of the customer service system and promotion mode</td>
<td>The build service of e-commerce application platform</td>
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<td>The integrated e-commerce platform and service system</td>
<td>The design of information industry and market management software</td>
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<td>Always focus on the core concept of customer satisfaction</td>
<td>Develop professional consultants and strategic partners</td>
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**Promote Industrial Restructuring.** E-commerce online transaction price tag, consumers can accurately understand the supply and demand of agricultural products information. At the same time, producers can also make reasonable arrangements for production and avoid blind obedience. The relevant supervision and inspection institutions can effectively monitor the quality, production, processing and circulation of agricultural products through the network platform. Therefore, if the agricultural enterprise wants to obtain the considerable development, it must adjust the industrial structure.

**The Development of E-commerce of Agricultural Products in China**

**The Necessity of the Development of E-commerce of Agricultural Products.** The peasants make up about 2/3 of the population of our country. For a long time, the distribution of agricultural products mainly through the large and small farmers’ markets. Such a scale is far from enough to meet the supply and demand of farmers, and the existing market has not yet reached saturation. With the development of e-commerce and new technology, the popularity of Internet is becoming wider and wider. All walks of life in urban and rural areas are inseparable from the Internet to find relevant information about agricultural products, online negotiations and cooperation. Compared with the traditional transaction mode, e-commerce platform breaks the limitation of time and space. Its rapid dissemination of information, covering a wide area, rich content, sound and graphics, sound and image, has gradually been accepted and recognized.

Electronic network has been settled in China for more than 20 years. Today, the electronic commerce of agricultural products is still the most sensitive aspect of the network sector, and the e-commerce of agricultural products is developing rapidly with the increase of farmers' awareness of it. With the era of e-commerce, agricultural e-commerce has entered the lives of tens of millions of farmers. Instant messaging, online payments, transfers, virtual communities, quick payments, trade farmers, and supply chain management systems, which have previously sounded magical and novel, are no longer a dream. The material and spiritual and cultural standards of the broad masses of peasant friends have been greatly improved.

**The Stage of E-commerce Development of Agricultural Products.** According to the development trend of e-commerce, can be divided into three aspects: first, electronic communication, that is, on the Internet to collect information about the relevant agricultural products, this is the initial stage of the transaction. The two is electronic negotiation, that is, according to their own needs, the prices of agricultural products, quality and so on. Three is the electronic transaction, that is, the completion of cash on delivery or delivery after payment process. According to the division of the participating objects can be divided into the enterprise and the
enterprise electronic commerce, enterprise (B to B), between enterprises and consumers (B to C), consumers and consumers (C to C) between the electronic commerce and the government and enterprises (G to B), the government and the individual (G to C), a variety of electronic commerce in addition to consumer oriented (B to B to C) of different types.

**Conditions for the Development of E-commerce of Agricultural Products.** Government leading. Governments at all levels attach great importance to the development of e-commerce of agricultural products, and increase financial support. We will encourage and support the construction of rural infrastructure, establish an information network for agricultural products, and establish and improve relevant laws and regulations to regulate and protect the environment for the development of agricultural products e-commerce. In addition to strengthen market supervision, counterfeiting, fraud and punished.

Train modern farmers. To carry out various educational courses for the broad masses of peasants, to cultivate peasants and to master modern agricultural knowledge. The farmers will be trained in e-commerce and information technology, so that they can skillfully use the Internet to find relevant information about agricultural products and conduct online transactions.

The process of standardization of agricultural products. Carry forward the exemplary role of leading the fashion of government departments and departments actively, in strict accordance with the standards of the process requirements of agricultural products, formulate the corresponding quality standards, technical standards, service standards, packaging standards and industry standards.

Developing network market for agricultural products. Building a reasonable network market. On the one hand can break the limit of time and space, stay at home, can produce at any time of the transaction; on the other hand can make full use of the two international and domestic market of two kinds of resources, optimize the allocation of resources, promote the development of agricultural products intensive and commercialization.

**A Case Study of Electronic Commerce of Agricultural Products**

**The General Transaction Phase of E-commerce.** E-commerce transactions are generally divided into the following four steps: preparing the transaction phase, negotiating and negotiating before the transaction, handling the relevant legal procedures and signing the contract. For the time being, the e-commerce of agricultural products in China is in the initial stage of development, although the information flow and capital flow are widely adopted in the electronic way.

**Transaction Model of E-commerce.** Business model of Information Alliance. Agricultural development is restricted by seasonal and regional characteristics and has many unstable characteristics. Soil, season, natural disasters and technical conditions are important factors that affect the harvest or poor harvest of agricultural products. In the era of information, only by mastering more and more information can we seek advantages and avoid disadvantages and grasp the opportunities. However, the power of the individual alone is limited. In any era, no one can and will not be able to fully grasp the complete information of things. Therefore, we must rely on everyone’s strength, everyone paddle, take a big ship, brainstorming, and develop agricultural website information alliance, and then share information results.

Farmer information service business model. With the development of network information technology, agricultural information short message service has also been developed. Its main object mainly includes the information provider, the sender of the network and the mobile phone terminal user. This mode of information service is widely used in our country. The utility model has the advantages that the modern communication equipment and the wireless network can be fully utilized, and relevant information about agriculture can be sent to farmers at any time and place, so as to reduce the tedious intermediate links.

Secondly, in the agricultural website, in view of the vast rural market, establish the website member system, absorb the farmer's participation, let the farmer obtain the material benefit, enjoy the process. This will certainly arouse the enthusiasm of farmers' friends, and try to cooperate with relevant agricultural departments to obtain useful information about agricultural products.
Enterprise information service model. Most of the enterprises engaged in agricultural trade in China are small and medium-sized enterprises. Widespread, concentrated in the suburbs or rural areas, poor communication, unable to obtain timely supply and demand of relevant information. The agricultural website has become a bridge between the supply and demand sides, and enterprises can quickly find buyers and sellers. "Enterprise one-stop" is a very good trading platform. A large number of agricultural products related information is collected and published, you can understand the needs of users and products at any time and place.

Information service model of agricultural means of production enterprises. In agricultural production, a large amount of production materials, such as fertilizers, seeds and pesticides, are needed. And agricultural means of production enterprise can use agricultural website, with the least talent, material consumption, make great publicity, so as to obtain the best interests. Through the agricultural website, in the form of mail to advertise, attract the eyes of the broad masses of farmers friends.

Integrated services business model. The so-called integrated service model is a model combining information flow and logistics. The core lies in the establishment of business alliance partners on the basis of traditional logistics, integrated information flow and logistics. For example, the Chinese grain and oil food information network, which is mainly made of Cereals, Oils and foodstuffs, attaches great importance to the construction of information internet. The business models are online consultation, online auction, online trading and so on. The network platform is based on the suppliers and buyers as the object of service, and realize the network management.

Ways to Realize E-commerce of Agricultural Products

The information age cannot be separated from information. The ordering, transportation, storage, distribution and sale of agricultural products are accompanied by the flow of information, which in fact supports the whole process of agricultural products trading. Therefore, in order to accelerate the development of e-commerce of agricultural products, we must attach importance to information construction, and take the following measures:

Speed up the Construction of Information Infrastructure. Government departments should provide corresponding support for funds and policies to speed up the construction of agricultural information infrastructure. Through broadcasting, television, the Internet, wireless communications equipment, such as the establishment of urban and rural information network system. The establishment of information advisory services at all levels to help farmers understand all kinds of information facilities, e-commerce skills.

Construction of High Quality E-commerce Platform. The construction of high quality e-commerce platform provides a large number of effective information services for large-scale, intensive and commercial development of agriculture. To provide timely and accurate information about resources, markets, production, policies and regulations, practical science and technology, talents, disaster prevention and disaster prevention for producers of agricultural products. At the same time, for the seller and the buyer to provide a convenient platform for transactions, the gradual development of B2B, B2C, C2C and other network trading model can effectively reduce the transaction threshold of buyers and sellers, and reduce the middle link of transactions. At the same time, we should pay attention to the construction of the database of agricultural industrialization, and combine the actual situation of agricultural products development in different regions and departments, build a unique data network, and realize the sharing of information resources.

Establish Corresponding Supply Chain System and Logistics Distribution System. The seasonal and regional characteristics of agriculture are obvious. It is necessary to establish effective supply chain system from producers to users in order to make agricultural products in different seasons and different regions closely linked. But also the use of advanced logistics and distribution systems, the upstream and downstream enterprises, logistics, flow of people, capital flow, information flow closely together. In order to provide users with multi-functional, integrated logistics service model, in order to achieve the preparation of agricultural e-commerce.

Select the Appropriate E-business Entry Model. A key; a lock. According to the development
of agricultural economy in different regions, we should choose the suitable mode of e-commerce entry. Developed areas can complete online ordering and payment procedures through e-commerce platform, and they can buy and sell transactions without leaving home. In the remote areas where the information network is underdeveloped, relevant information from the agricultural information network can be used to understand, seek and complete the purchase of agricultural products.

**Carry out Information Knowledge Training to Train Agricultural Talents.** Full use of the advantages of e-commerce, combined with other means of communication, to promote distance education. Pay attention to the combination of practice and theory, and constantly improve the vocational skills and spiritual outlook of workers. Train high-quality agricultural talents and carry out information literacy training. Strengthen the informatization concept of talents and bring up a high-quality team of talents.

**Study on the Function Mechanism of “Family Farm”**

**The Influence of “Family Farm” on Agricultural Industrialization**

Agricultural industrialization is based on the market, farmers as the basis, economic efficiency as the center, leading enterprises as the link, to create "production - supply - Marketing" one-stop service. Overcome the traditional agricultural decentralized and weak management, and develop the industrialization of agriculture. The "family farm" developed with e-commerce as a platform can overcome the shortcomings of agriculture's seasonal and regional characteristics, and promote the development of agriculture to scale, industrialization and commercialization.

**Reduce the Blindness of Production.** The risk in the agricultural market is largely the contradiction between supply and demand caused by many factors, such as slow transmission of agricultural information and poor transmission of information, and thus lead to blind production and purchase. "Family farm", relying on e-commerce, can effectively collect and select favorable information related to the development of agricultural industrialization, thus avoiding the losses caused by asymmetric information. Only in this way can the blindness of production be reduced and the production behavior of agriculture become more intelligent.

**Reduce Costs and Improve Efficiency.** The traditional mode of small-scale peasant economy is limited by manpower, material and financial resources, and has limited ability to withstand natural disasters and accidents. But once the recovery ability of agricultural natural calamities and man-made misfortunes, very slow. The modern mode of the "family farm" not only realizes the mechanization of agricultural harvest, human and animal power consumption is reduced, improving the agricultural efficiency. Moreover, with its large-scale management, it reduces the cost of resources, labor management costs and operating costs.

**Strengthening the Education and Training of Farmers.** In order to encourage and support the development of family farms, the government will increase investment in agriculture and open seminars and agricultural technical training meetings in various forms. The farmers have targeted and targeted cultivation, so that farmers understand the latest trends in agricultural technology and social development trends. Continuously improve the technological and cultural quality of farmers, and promote the spread of agricultural technology.

**Realize the Scale of Circulation of Agricultural Products.** The modern "family farm", based on the e-commerce network, can help to scale and organize a small amount of individual farm products. "Family farms" cannot be carried out in the name of individual farmers or individuals. Instead, they entrust the agricultural products to the corresponding distribution centers, which organize the sale and purchase. The distribution center carries out a unified inspection and classification of its agricultural products, thus ensuring the large-scale circulation of agricultural products.

**The Role of “Family Farms ”in Promoting Modern Agriculture**

Because of the backward economy, a large number of young people go out to work in rural areas, so there is a "labor shortage" in the village. Most of the people left behind are old people, because
their educational level is limited, the knowledge culture is low, the agricultural technology is poor, the labor intensity is not large, and the decision-making capacity is limited. The mode of agricultural management is narrow, the efficiency of agricultural products is low, and the land resources cannot be effectively utilized, resulting in the waste of a large number of land. "Family farm" can not only drive the enthusiasm of farmers' production, but also attract more farmers' employment. Moreover, the land can be rejuvenated and the stamina will be increased so that land resources can be rationally exploited and utilized again. Mining land yield increment effect, to truly make the best use of resources. "Family farm" is a big family of sublimation edition. It not only overcomes the lag thought of traditional agriculture, but also promotes the circulation of land, and exerts the motive force of the development of modern agriculture. Its function is as follows:

**Stimulate the Vitality of Agricultural Production.** Reasonable transfer of rural land resources can be accelerated through the development of the "family farm", a large number of abandoned and fallow phenomenon reduced rural and mountainous areas widespread. Improve the efficiency of rural land use, arouse the enthusiasm of farmers' production, and stimulate the vitality of agricultural production.

**Promote the Application of Science and Technology.** Through the "family farm" to develop large-scale, intensive and commercial management, we can make use of advanced scientific and technological level and agricultural machinery and equipment. We will promote the promotion and utilization of agricultural technology, and promote the development and development of new and high technology. So as to reduce the cost of agricultural production, promote the use of science and technology, and accelerate the pace of transformation from traditional agriculture to science and technology, agriculture and new agriculture.

**To Promote the Adjustment of Agricultural Industrial Structure.** Family farm, with its specialization and intensive management characteristics, can effectively solve the industrial structure in the process of agricultural development, and promote the optimization and upgrading of the agricultural industrial structure. And its large-scale production methods also pay more attention to the safety and quality of agricultural products. Pay more attention to the credibility of products, so as to establish brand awareness.

**The Significance of Developing “Family Farms” to Farmers**

**Integrating Rural Resources and Promoting Farmers' Income Increase.** On the one hand, the development of family farms has utilized a great deal of resources, such as financial, material, human and technological resources. So that the assets of fixed plant barren hills, wasteland, wasteland and idle to see the light, to develop and use. On the other hand, family farms introduce advanced machinery, equipment and science and technology. Modern management methods are adopted to improve the utilization of rural resources and increase the income of farmers. Moreover, the family farm has trained and trained a group of high-quality personnel, which has created a new generation of farmers.

**Exploit the Potential Advantages of Natural Resources in Rural Areas.** Family farm operators have resources, knowledge, technology, and capital. Able to respond quickly to the supply and demand of the market, tap the market potential and produce more popular agricultural products. On the basis of market demand, the potential advantages of natural resources in rural areas should be brought into play, which will lead farmers to become rich and promote the development of surrounding farmers.

**Broaden the Channels of Agricultural Efficiency and Farmers' Income Increase.** "Family farm", with its specialization and large-scale production, can effectively promote the rational division of agricultural production. It can effectively utilize land resources, develop diversified management, broaden the channels for increasing income of farmers, and promote the sustainable development of agriculture.

**The Role of Family Farms in the National Economy**

**Agriculture is the Foundation of the National Economy.** Agriculture is the foundation of the national economy and the prerequisite for all human survival and development. Family farm, as a
modern form of agricultural development, is conducive to improving agricultural labor productivity and increasing the output of agricultural products. To lay a solid foundation for the national economy, to ensure the expansion of functions of other departments. Family farms provide a large amount of raw materials and living materials for the continued development of industry. Prepare for the state's emergency, so that production and life can be effectively carried out and unfolded.

**Contribution of the “Family Farm” to the Non-agricultural Sector.** Family farms are based on the development of agriculture. It not only provides raw materials and daily necessities for the agricultural sector, but also provides raw materials and daily necessities for people in the non-agricultural sector. Such as providing raw materials for the textile and biological engineering industries. The family farm meets its food and meat needs with its large-scale production of agricultural produce. On the other hand, these agricultural products are processed into new fuels and power, which are applied to industry or third industries, thus promoting the interactive development between the agricultural sector and the non-agricultural sector, and complementary advantages.

**The Impact of “Family Farms” on Export Trade.** China is a big agricultural country. Among the foreign trade, the export earnings of agricultural products are higher. Vigorously developing "family farms" can increase foreign exchange earning and earn valuable foreign exchange wealth for our country. Increase China's international influence, and promote the growth of China's export trade.

**Suggestions and Measures for Developing Family Farms on the Platform of E-commerce**

**Development of New Ideas**

**Take the Government to Promote and Implement the Two Supplementary Measures.** In recent years, with the development of the city, a large number of rural migrant population or to reside in the city, the emergence of the "young barren" phenomenon in rural areas. Surplus labor, labor quality is not high, labor intensity is not large, the enthusiasm of developing agriculture is low, so that the efficiency of agricultural production is very low. At the same time, farmers covet a small amount of financial subsidies and are reluctant to transfer the land. Coupled with the general land circulation cycle is shorter, is not conducive to agricultural infrastructure construction. From the point of view, after the government need to strengthen measures to supplement two. First, increase the family farm's material and financial support. Second, for the farmers who cooperate with the land circulation to give corresponding living subsidies, so that farmers can feel at ease and trust to engage in agricultural production.

**Improve the Technical Level of Family Farm Personnel.** Because of the low level of education, the limited knowledge and the lack of advanced agricultural skills, it is difficult for farmers to carry out efficient agricultural activities. Therefore, the agricultural sector needs to strengthen the training of agricultural skills for family farm personnel, raise their agricultural scientific level, and strengthen the determination and confidence of the broad masses of farmers to develop family farms. Through skills training, farmers can also use e-commerce to develop electronic agricultural production.

**Establishing the Direction of "Family Farm".** The development pattern and development direction of family farm are different in different times. At present, the country's access to family farms is not too high. We should set low standards for areas where there are more people and less land and less developed areas. The development of family farms depends not only on land leasing, but also the use of land shares to form a joint family farm. In addition, the development of family farms should be based on e-commerce as a platform to achieve diversified development.

**Establish a Long-term Supervision and Management Mechanism.** The agricultural departments at the county level or township level shall establish a long-term supervision and management mechanism. Supervise the state's special funds and special materials, and put them into practical use to promote the family farms to operate continuously and effectively. In addition, encouragement and support are given to families with outstanding performance.
Third Party Logistics Model for Developing Agricultural Products

The Meaning of the Third Party Logistics Model of Agricultural Products. Refers to the logistics operation mode of the agricultural products logistics service which the third sides besides the supply side and the demand side of the agricultural products. In the third party logistics mode of agricultural products, and agricultural products between the third party logistics service supply side or demand side is a partnership, and the third direction of the supply and demand sides to provide logistics services, long-term stability, rather than temporary.

Advantages of the Third Party Logistics Model of Agricultural Products. Third party logistics provides specialized services such as cold chain logistics and storage logistics. These logistics services are independent of the supply and demand side, and help to promote the professional development of agricultural products.

Third party logistics enables enterprises to focus on their core business, while complementary advantages. The enterprises that develop agricultural products only need to concentrate their efforts on the core business, and actively cooperate with the third party logistics, and they can also make the cake bigger and better.

Third party logistics is conducive to enhance the competitive advantage of agricultural products. Because of the characteristics of agricultural products, the sensitivity to time and space is strong. With the third party logistics, focusing on timeliness, it is beneficial to seize the market and enhance the competitiveness.

"Family Farms" Should Be Diversified

The most basic form of agricultural development in the future should be to develop a family farm of moderate size on the basis of maintaining family management. Immutable things do not exist, so in practice, do not make the family farm too template, and its management should be diversified. For example, Shandong Qixia farmer, husband and wife most of the time and energy are used in the cultivation of fruit trees, but most also can only manage 5 acres of land, the annual net income of more than 40 thousand, can be called the family farm; moreover Heilongjiang farmers drove tractors, each labor can at least planting more than 300 acres of land, households if there are 3 labor the family farm, the scale will reach 1000 acres.

The type of farm can be either professional or comprehensive, and it can be a professional and comprehensive collection. Such diversification helps to avoid natural and market risks.

Research Conclusions and Implications

Research Conclusions

Twenty-first Century is the era of information and Internet. The rapid development of Internet promotes the arrival of Internet economy. E-commerce as a solid platform for network economy, bearing the interests of both buyers and sellers. With the development of e-commerce of agricultural products, the e-commerce economy has injected new vigor and vitality, and the agricultural products economy has been further extended and promoted through the platform of e-commerce. E-commerce of agricultural products is the trend of the times, and is the need for the future agricultural market to move towards the big city and the world. The development of agricultural products cannot be separated from e-commerce, and e-commerce has promoted the great development of agricultural products.

In recent years, with the rise of large-scale land contract, "family farm" as a large-scale, intensive and commercialized mode of rural land development has been a certain development, great potential. The large-scale operation of "family farm" has adapted to the requirements of electronic commerce of agricultural products. To save resources, reduce intermediate links and reduce transaction costs, it is a good platform and opportunity for the broad masses of farmers' friends. The era of the future is the era of networking, and the development of the network cannot be separated from e-commerce. If we want to make great progress in the agricultural products with "family farm" as the management mode, we must firmly grasp the platform of agricultural products e-commerce. Go out of the road of network management with farmers' own development characteristics.
Implications of Research

As a new mode of rural economy, family farm is in its initial stage, and there are still some problems to be solved in the process of development. Such as the lack of relevant laws and norms, and there is no sound protection policy to protect the interests of the operation, thus affecting the healthy and stable development of farm management. The farmer's own quality is relatively low, personal power is too small, it is difficult to think rationally when meeting problems. Moreover, compared with western countries in Europe and America, the scale of family farms in our country is too small, and the management concept is not scientific enough, and the management level is limited. Therefore, for the general operators, the lack of long-term planning, the lack of development potential, expansion of some difficulties. Lack of funds is also a negative factor that restricts its development.

However, the development of any new things is not smooth sailing, and the new management mode of "family farm" is no exception. Carrying out "family farm" management is to meet the needs of the development of market economy. Therefore, drawing on the experience of various countries, we can take the following countermeasures. First, to break the shackles of outdated ideas, change the mode of economic development, change ideas, and scale, intensive and commercial development of agricultural products. Second, the government departments to formulate relevant support and guarantee policies, establish and improve rural social security, and increase financial support. Third, to improve the land transfer mechanism, to the legitimate procedures, in the vast number of farmers friends voluntary and paid under the premise of reasonable transfer. Fourth, to establish a good social service system, optimize the development environment, out of a high technology content, good economic returns, broad prospects for development of new agricultural products road.

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