

The Role and Path of Agricultural Logistics Park in the Supply of Rural Public Products

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Abstract

In the context of the rural revitalization strategy, how to ensure the supply of rural public products is the test the party and the government are facing. Since the implementation of the strategy, the government has increased its investment in the supply of rural public products based on actual conditions. This has changed and improved the supply of rural public products to a large extent, but there are still some practical problems that need to be solved urgently. Based on this, from the perspective of the two-way logistics realized by agricultural logistics parks as agricultural products entering cities and industries going to the countryside, we first put forward the problems of insufficient total supply, imbalanced supply structure, and low quality of rural public goods in the supply of rural public products. Then it deeply expounds the significance of agricultural logistics park for optimizing rural public goods, as well as the necessary conditions and paths to realize this function, and puts forward targeted countermeasures.

Keywords

Agricultural Logistics Park; Rural Public Goods; Path.

1. Introduction

The implementation of the rural revitalization strategy is a systematic project of planning and investment in full consideration of the current economic situation, industrial structure, farmers' needs, rural development and so on. The supply of rural public goods is an indispensable part of it.

2. Forward Research

As early as the 19th century, foreign research on public goods had begun, and Samuelson (1954) studied the definition of public goods. He pointed out that public goods will not be able to meet the consumption or labor needs of other people because of the massive consumption or labor of each individual, so public goods are a kind of public resource that can meet the needs of most people. The classification standard of public products was clearly proposed by Mr. Buchanan (Buchanan, 1965) for the first time. Buchanan divided various public products into three categories: The first category is pure public products, which are themselves non-competitive and non-exclusive; The second category is club products. This type of public product means that some people can consume, while others are excluded, which is non-competitive and exclusive; The third category is public resources, which refer to products that are competitive in consumption but cannot be effectively exclusive.

Boadway.R (2004) emphasized that to a certain extent, the provision of rural public products or other public services does not have to be 100% dependent on the government, and the supply can be decentralized to non-governmental organizations or enterprises in some ways. Yuan Wenquan (2010) and Shao Hai (2010) found that the current supply of public goods in our country often has priority in allocating cities. Zhang Dengwen. (2014) and Hu Lianjiao (2014) pointed out that the initial form of the supply of public goods in rural China was self-

supply. It then transformed into a form of collective supply, and then evolved into the current diversified supply model of government, private, and other institutions. Based on the opinions of domestic and foreign experts, we can clearly realize that the supply of rural public goods cannot be independently undertaken by a single party, and the main body of supply should be diversified.

3. Current Situation of Rural Public Goods Supply in China

Under the background of rural revitalization, with the development of the market economy, the level of farmers' demand for public products is also constantly changing. The main supplier of rural public goods is the government. The government not only provides some rural pure public products with high cost, low efficiency, large scale, and long cycle, but also provides partial financial support for some quasi-public products, which ordinary enterprises or organizations cannot afford to support[1]. As the main body of supply, enterprises mainly aim at making profits and provide some public products with lower costs and high yields that are biased towards private individuals. Enterprises are still a minority in the supply of rural public goods, so the degree of participation is low. Non-profit organizations and charitable organizations are also one of the main suppliers of rural public products. They mainly provide various public products through private donations. Non-profit organizations and charitable organizations are a supplement to the supply of rural public products.

Rural resources in eastern China are relatively abundant, and the market mechanism is relatively sound. The grassroots government has sufficient financial resources to support the supply and demand in rural areas. It is also attractive for other social organizations to participate, and a relatively good virtuous circle has initially formed to a certain extent. And farmers are also more willing to participate. The central and western regions' finances are constrained by the level of economic development and market mechanisms, the source of funds is limited, and the income level of farmers is also low, which cannot afford the cost of supplying public goods. Through the questionnaire of farmers in the east, middle and west, we can understand farmers' evaluation of the gap in the supply of public goods between rural areas. As shown in Figure, 47.53% of farmers believe that there is a large gap in the supply of public products between rural areas, and 28.41% of farmers believe that there is a certain gap in the supply of public products between rural areas. However, 15.62% think that the gap in the supply of public goods between rural areas is not large, and the proportion of farmers who are not clear about this is 8.44%. Most farmers believe that the gap in the supply of public goods in rural areas is relatively obvious.

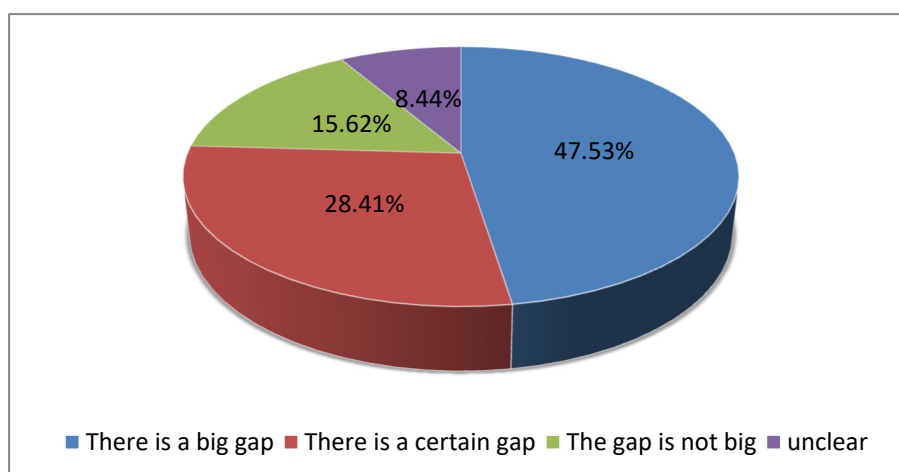


Figure 1. The proportion of farmers to the different gaps in the supply of public goods between rural areas

With the introduction and implementation of rural revitalization, the state's attention to rural residents has gradually increased. The government's financial investment has increased year by year, effectively stimulating the development of rural public products, and also promoting the optimization of the supply of public products in rural areas. Enriching the diversified supply of public products can improve the quality and effectiveness of the supply of public products in rural areas, and attract more rural residents to actively participate [2].

4. The Role of Agricultural Logistics Park in the Supply of Rural Public Products

As a platform for the construction of agricultural industrial system, the agricultural logistics park is an organizational guarantee for the coordinated development of the agricultural industrial system. It is a brand operator that builds the agricultural logistics park into a unified operation, unified management, and unified brand. It is the organizer and integrator that connects the production, processing and consumption of the upstream and downstream of agriculture, and the promoter of the standardization, facility and factory (exquisite agriculture) of agricultural production. It is the advocate of ecological agriculture, the founder of the quality and safety system of agricultural products, and the practitioner of the new marketing model of agricultural products. It is also a provider of comprehensive agricultural services and a demonstration area for new agricultural logistics communities.

At present, China's agricultural logistics parks are in their infancy in the full sense, but in reality, there have been many platforms that play part or basic functions of agricultural logistics parks. In the past, these platforms were either agricultural product wholesale or trading markets, or agricultural product logistics parks, or logistics centers with agriculture as the main service object, or agricultural industry centers based on sightseeing agriculture. At the same time, in the real industry, agricultural logistics parks have also been constructed in various places. Although most of them are still in the construction stage, they are positioned as agricultural logistics parks in the full sense in terms of function setting and development and operation ideas. There are also some newly-built agricultural logistics parks with the development idea of "crossing the river by feeling the stones". They first take agricultural product logistics centers or trading centers as their main functions, but they are in a state of continuous expansion and extension in terms of functions. They gradually develop according to market conditions, and finally realize the actual formation of agricultural logistics parks.

No matter what kind of agricultural logistics park it comes from, in order to achieve the purpose of integration and coordination, They all gather the organizations involved in the entire industrial chain of agriculture before production (agricultural production materials), during production (agricultural technology), and after production (market and circulation). At the same time, it can also include logistics, technology, finance, government affairs, commerce, ecology, culture, and tourism related services provided by the agricultural industry. Therefore, in the distribution of rural public products, the agricultural logistics park plays a role in providing the main body and related businesses. From this point of view, the agricultural logistics park has become an important platform for the supply of agricultural public products with multi-participation and government guidance.

5. The Realization Path of Agricultural Logistics Park in the Supply of Rural Public Products

As an agglomeration that integrates agriculture-related industries, agricultural logistics parks have the advantage of being a short distance from rural areas, and are related to rural quasi-

public products and consumer public products in business. Therefore, it has a strong advantage in the distribution of rural public goods.

5.1. Realizable Public Product Supply Type

(1) In all aspects of consumption in the market, products that are between private and public products, such as education and publicity, water power, power facilities, road construction, sanitation services, etc.;

(2) Productive public services generally refer to public services that are related or closely related to the entire process of industrial production in rural areas of our country, and their contents are mainly water conservancy, meteorology, and township infrastructure, etc.;

(3) Consumer public products mainly refer to a kind of public products that can fully meet the needs of users in their own consumption, such as: transportation, electricity, living facilities, medical care, education, etc.

The above corresponding services can be provided by the relevant supporting facilities of the logistics park to provide corresponding public service or free services.

5.2. The Path of Agricultural Logistics Park in the Supply of Rural Public Products

5.2.1. Realize the Diversification of the Main Body of Supply

Since the reform and opening up, the supply of rural public goods in my country has changed from focusing on the self-supply of farmers' collectives to focusing on the supply of government public expenditures, but the problem of excessive unity of supply subjects has never been resolved. The agricultural logistics park has unique advantages in the distribution of agricultural public products. The gathering of government service center, various business sector organizations, and various enterprises in the park can realize the government, agricultural leading enterprises, agricultural enterprises, intermediary organizations and agricultural ecological cultural organizations to provide and enrich public products for rural areas, provide charcoal delivery services in the snow and enhance the happiness of the villagers.

5.2.2. Multiple Consultation Mechanisms for the Supply of Village Public Products

As a platform for the coordinated development of agricultural logistics parks with the agricultural industry system, internal enterprises have close connections in infrastructure, business types, and cooperative relations, and form a coordinated process through mutual cooperation. This is precisely a negotiation mechanism that builds participation of relevant interest groups, multiple channels, and full-process participation. This kind of village based on geographical and blood relationship has the characteristics of high homogeneity. Consultative democracy runs through all links of grassroots autonomy to achieve the whole process of infiltration.

5.2.3. Build a Diversified Financing Mechanism for Rural Public Products

As a platform body with government planning and investor operation and management, the agricultural logistics park is integrated and optimized in agricultural development, in order to improve the overall efficiency of agriculture, and invest a certain amount of public products for rural areas to optimize the functions of the park, such as the establishment of a networked circulation system for agricultural products to enter the city, and the realization of public welfare circulation services[3]. It can also be used as a representative of the overall interests of the regional economy to jointly invest in public products with the government. There are also agricultural financial institutions in agricultural logistics parks, which can also provide rural capital investment and industrial support, and increase support for rural inclusive finance and green finance[4]. Agricultural banks, credit unions, village banks, and other agricultural-related

financial institutions should further establish outlets in rural areas to improve inclusive financial service capabilities.

5.2.4. Construct a Diversified Supply Model of Public Goods

Practice has shown that the government supply of public goods often has the problems of low efficiency, poor quality, and high cost. Providing rural public products through the market mechanism and strengthening competition among different supply entities around the supply of rural public products have become an important form of exploring the supply mechanism of rural public products. Through the agricultural logistics park, establish and improve the mechanism for the government to purchase public services, guide the market players in the park to join the ranks of the supply of public products, promote competition in the supply of public products, and promote the efficiency and quality of the supply of public products. Establish a partnership between the government and the private sector to make it play a role in rural waste disposal, rural tourism, and new forms of agriculture. We should strengthen the incentive to the main suppliers of rural public goods through the BOT model. Introducing and encouraging private capital to participate in the construction of public projects can not only solve the problem of lack of funds for the supply of public products in rural areas to a certain extent, but also enable private capital to obtain a reasonable return on investment [5].

6. Summary

The emergence of the "three rural issues" is closely related to the supply of rural public products. Through the agricultural logistics park to promote the urban-rural integrated supply of public products, and build a diversified public product supply mechanism, can we make up for the shortcomings of rural public products, promote the construction of a harmonious, happy, and fertile beautiful countryside and achieve strategic goals such as poverty alleviation, improvement of living environment of rural human and even rural revitalization.

Acknowledgments

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