

## Thinking about the Quality of Agricultural Products Structure Adjustment

Yang Hui\*

Editorial Department of Journal, the Academic Theory Research, Heilongjiang Bayi Agricultural University, Daqing 163319, China

### Review Article

\*Corresponding author

Yang Hui

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**Abstract:** With the development of the market economy, China's agricultural products the main contradiction of supply and demand were in shortage in supply and demand couldn't choose the number of problems, gradually transformed into agricultural products quality was not adapt to the market demand and form the structure of the problem. Therefore, this article from the connotation of agricultural products quality analyzed the problems existing in the adjustment of agricultural product quality structure, and put forward some countermeasures to speed up the adjustment of agricultural product quality structure, which speed up the pace to push forward the reform of China's strategic adjustment of agricultural structure.

**Keywords:** Agricultural products quality structure; agricultural structure; adjustment countermeasure research.

### INTRODUCTION

With the economic development into the new normal, the agricultural development of internal and external environment, profound changes of requirements, new and old problems become more prominent, and the risks and the structural contradictions gathered and the unbalanced, uncoordinated and unsustainable issues are outstanding. The strategic adjustment of agricultural structure in our country is the agricultural output by the past, gradually to transit the combination of agricultural production and the varieties.

For this kind of situation and during "the 13th Five-Year Plan", each region adapt to the transformation and upgrading of consumption structure and must shift to market-oriented, quality and benefit as the center to speed up the pace of implementation of the strategic adjustment of agricultural structure in accordance with the "surrounding the income structure, prominent characteristics through market, increasing benefits about science and technology of the agricultural development.

### The connotation of the quality of agricultural products structure adjustment

Agricultural products quality is pointed to reliability, usability and intrinsic value of agricultural products, including in the process of production, storage, distribution and use of formation, synthetic leaves and residual nutrition, harm and external characteristic factor, both the character such as grade, specification, quality requirements, there are also harm to people, the environment, the requirements of the grade level. Therefore, improving the quality of agricultural products is not only necessary to improve the quality of people's life, but also an important way to promote the development of agricultural economy [1]. From the current situation of our country agriculture

development, quality structure can not only accelerate the pace of agricultural structure adjustment and realize a practical and effective way of increasing farmers' income, but also stimulate the development of modern agricultural breakthrough point [2].

### The present situation of the quality of agricultural products structure adjustment The effect of agricultural product quality structure adjustment

The end of the 20th century to the 21st century, the output of agricultural products is high, but agricultural products of quality is poor, low price is bad sales, it cannot increase farmers' income and meet the growing demand of people's living standards improve. In recent years, the central agriculture and rural work conference is pointed out that "revolving around the demand of the market for production, improving the quality and safety of agricultural products". Therefore, departments and researchers research how to adjust regional agricultural products quality and achieved some results from organic, pollution-free, green food and other direction. Such as rice of Heilongjiang Wuchang, only planting link net income reached 4000 yuan mu yield, not only improve the farmers' income and improve the quality of agricultural products, which

laid a foundation for sustainable development of local agricultural economy [3-5].

### **The quality problems of agricultural products structural adjustment**

In recent years, all local regional characteristics adjust the agricultural structure from the aspects of planting and the quality of agricultural products, but from the overall analysis, agricultural products structure of supply and demand contradiction is not fundamentally solved, the quality of agricultural products is still not meet the needs of people's living standards increasing. The produce high quality structure system involves extensive, complicated factors, not only include the agricultural regional conditions itself, but also the production of agricultural products of farmers' knowledge level, regional resource base, management system, internal and external market environment [6-9]. Therefore, all localities shall increase the strength of the agricultural structure adjustment in accordance with requirements of the production of high quality agricultural products, farmer training, the introduction of science and technology information and market demand.

### **The adjusting countermeasures of agricultural products quality structure**

#### **Taking the development as the task**

The agricultural products quality is the basis of structural adjustment of agriculture structure adjustment and an important way to speed up the pace of agricultural restructuring. The "the 13th Five-Year" plan will conduct "innovation, coordination, green, open, sharing" as five development concept; guide by market demand; use the advantage of crop intensity-modulated, the tuning of regional distribution as the main points of the agriculture rural work; improve the level of agricultural productivity and increasing farmers' income as the main goal of agricultural development; insist on sustainable development, promoting the strategic adjustment of agricultural structure as an important task of modern agricultural development.

#### **Taking the market as the guidance**

As incomes and consumption level increase, the people's health awareness and safety requirements will enhance, and the demand for agricultural products is no longer a simple food demand, but the color, aroma, taste and nutrition value of demand for agricultural products on the market is higher and higher. Therefore, the relevant departments should develop the rural cooperatives and understand the latest market demand information for farmers according to the demand of the market, and provide domestic and international market of agricultural products supply and demand information, guide and encourage farmers to resources according to the local area, combine with market demand adjust plans to grow for the rural cooperatives, farmers.

### **Taking the resources advantages and location advantages as the brand**

After nearly 10 years of agriculture structure adjustment, the regional agricultural resources advantage of the characteristic agriculture industry has become the main form of structure adjustment of agricultural product quality. One is an advantage to adjust the features of agricultural products quality according to their regional resources, and develop local conditions of "famous, special and excellent, new, dilute" varieties to form brand. The adjustment is based on science and technology quality of agricultural products structure, and based on local condition such as climate, soil, cultivation and the introduction of wide adaptability, strong resistance, high yield to process a variety of new varieties, the implementation of agricultural products brand development strategy, which adjust the structure of agricultural product quality, optimize the agricultural production layout [6, 10-11], promote local agricultural economic development, increase farmers' income.

### **Relying on the management policy to produce high quality agricultural products**

The structure of agricultural product quality adjustment is a complex systems engineering, and it need to rely on high quality varieties, quality detection and tracking system, the quality and safety responsibility person, related preferential policies in order to further improve the quality of agricultural products, adjust the structure of the quality of agricultural products, accelerate the pace of agricultural structure adjustment, promote the development of agricultural modernization.

Therefore, our country since 2001, the ministry of agriculture as the agricultural product quality safety management departments have issued the "promoting the implementation of the" pollution-free food plan ", "strengthening the construction of agricultural products quality and safety testing system opinion", "construction plan of national agricultural product quality safety system" and other documents [6], etc. These specifications not only improve the high quality agricultural products production, processing, management, and control, but also provide the powerful basis for the implementation of strategic adjustment of agricultural structure.

### **CONCLUSIONS**

Along with the development of the economy, improving the quality of agricultural products has become the present stage to implement the strategic adjustment of agricultural structure, and improving the international competitiveness of agricultural products and the development of modern agriculture must focus on solving the problem of the key [12-14]. Therefore, all regions adjust measures and adapt to the transformation and upgrading of consumption structure to manufacture

agricultural production of market demand in order to create the famous brand product in accordance with the natural conditions and economic conditions, which will give the impetus to the development of related industries and to improve the overall competitiveness of agriculture in our country, promote strategic adjustment of agricultural structure, balance urban and rural economic and social harmonious development, realize a well-off society in an all-round way to have the very vital significance.

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