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ОПТИМИЗАЦИЯ НА ОСНОВЕ ЛОГИСТИЧЕСКИХ ЦЕПОЧЕК ПОСТАВОК

OPTIMIZATION ANALYSIS BASED ON LOGISTICS SUPPLY CHAIN

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Аннотаиия:Создание прикладной системы логистики сельскохозяйственной продукции открывает новые возможности для быстрого развития современного сельского хозяйства. В настоящее время, при непрерывном развитии и применении опыта логистики [1], компания ускоряет строительство цепочки приложений для логистики сельскохозяйственной продукции.

Abstract:The establishment of agricultural product logistics application system has opened up a new path for the rapid development of modern agriculture. At present, with the continuous development and application of logistics[1.] expertise, the company is accelerating the construction of agricultural product logistics application chain.

Клрцевые слова: Современные логистические технологии Маркетинг Интернет

Key words: Modern logistics technology Marketing Internet

Введение

In order to meet the urgent needs of modern agricultural logistics development in the new era, this article focuses on in-depth research on the current situation of agricultural production logistics application chain construction, Researching measures to optimize the agricultural production logistics supply chain, Striving to provide theoretical support and practical guidance for promoting the efficient and stable development of agricultural production logistics, assisting modern agriculture in optimizing and upgrading the logistics chain, and further improving overall quality of sustainable agriculture

Основная Часть

Wholesale markets are a typical structural form of traditional agricultural product logistics supply chains. In this model, the wholesale market plays a key role between farmers and consumer groups. Although it can to some extent ensure a one-to-one connection between farmers and consumers, the connections between various connection points are not tightly and firmly linked, resulting in a fragile supply structure. It is highly susceptible to interference and impact from various external factors, which can lead to disruptions in the logistics supply chain and have a negative impact on the benefits obtained by all parties. For example, the logistics supply chain in wholesale markets is often significantly affected by market price fluctuations and changes in environmental factors, and due to the lack of a scientific and reasonable management system, it is highly likely to be difficult to effectively control and coordinate the entities in each link of the supply chain.

The agricultural product logistics ,supply chain of farmer company type consists of wholesale leading enterprises and farmers. For example, local farmers need to produce, package, and sell agricultural products under the guidance of wholesale leading enterprises. Although wholesale leading enterprises can help farmers reduce the impact of external factors, farmers themselves are at the end of the information structure, and their access to information is limited, mostly only through enterprises. Moreover, the bargaining power of farmers themselves is relatively weak, and they cannot occupy an advantageous role in enterprises and consumer groups, which may reduce their profits to a certain extent.

Agricultural products have significant differences in shelf life and storage methods compared to other products. In the logistics transportation process, it is not only necessary to use fresh-keeping boxes and vacuum packaging methods to reduce the negative impact of temperature and humidity changes and collisions on the quality of agricultural products, but also to use cold chain transportation to meet the transportation needs of fresh products with specific temperature requirements. After the product transportation process is completed, it is necessary to coordinate with the receiving party within the specified time. If the interval between handover work is too long, it is highly likely to cause economic losses due to product deterioration. This will undoubtedly significantly increase the logistics costs of agricultural products, posing severe challenges to the economic benefits of the entire agricultural product logistics supply chain, and becoming one of the key factors restricting its efficient operation and

sustainable development

The level of logistics informatization is relatively low, and there is a lackof third-party cold chain logistics enterprises. The informationization construction of rural agricultural cold chain logistics is backward, often resulting in unequal production and demand. The agricultural product market has not formed a good network information platform, and the information system is not perfect enough. New cold chain logistics information technologies such as intelligent warehousing, precise temperature control, and big data replenishment have not been widely applied, and there are also deficiencies in the equipment of terminal information devices.[2.]The problem of supply chain cooperation mechanism requires a large amount of labor resources to be invested in both the early stage of agricultural product production and the later stage of logistics transportation. As a result, there is a serious shortage of technical talents in the construction of agricultural product logistics supply chains, and a lack of a logistics industry chain construction team with high literacy and advanced technology has led to a series of problems, such as loose and disorderly internal management of the industry chain,, and unstable operation of the logistics industry chain. [3.]

Optimizing the infrastructure of agricultural product supply chain relies on the cooperation of all sectors of society. The government will further increase funding investment in the production process of fresh agricultural products, [4.]the circulation and transportation of goods, and the training of related transportation personnel, in order to promote the standardized and specialized development of each link; Large enterprises actively provide advanced logistics supply chain system technology support and vigorously develop and expand fresh agricultural product production bases, fully leveraging their resource integration and leading demonstration role; Small and medium-sized enterprises can leverage their wide distribution advantages to provide diversified infrastructure supplements for the fresh agricultural product supply chain, such as warehousing facilities, short distance transportation vehicles, etc., thereby improving the operational efficiency and effectiveness of the entire fresh agricultural product supply chain.

Building an integrated supply chain partnership can further improve the relationship between enterprises and suppliers, effectively reduce the impact of external factors, and minimize risks. [5.]To lay the foundation for the stable operation of the agricultural product logistics supply chain. At the same time, fully tap into the application potential of a series of new

technologies such as artificial intelligence and big data cloud computing, and focus on building an intelligent logistics technology platform. This intelligent logistics technology platform is based on emerging technologies as a solid foundation and core carrier. It can implement comprehensive and refined rational planning for agricultural product logistics supply from multiple key dimensions such as transportation, warehousing, packaging, and circulation. For example, for fresh produce or agricultural products that require cold chain transportation, it will prioritize ensuring product quality, use advanced technology to accurately plan the best transportation route, and achieve efficient collaboration and seamless docking with distribution centers in the transportation handover process. Through this close collaboration model, it can minimize or even avoid the adverse effects of various risks and hidden dangers, thereby ensuring the efficient, stable, and safe operation of the agricultural product logistics supply chain, and effectively promoting the intelligent transformation, upgrading.

Заключение

If we hope to further improve the quality and operational efficiency of the agricultural product logistics supply chain, we need to integrate various resources and forces within the logistics supply chain, coordinate and control the production quantity of agricultural products, and enhance the quality of agricultural products. By building a market information database, adjust and optimize agricultural product yields dynamically and in a timely manner based on consumer demand. And modern technological means should be used to build a more intelligent and efficient logistics and transportation system, accelerate the circulation between digital sales and secondary processing of agricultural products, reduce the transportation time for agricultural products to be delivered to consumers, continuously optimize the agricultural product logistics supply chain as the core path, meet the needs of different consumer groups, enhance the adaptability and competitiveness of the agricultural product logistics supply chain in the market environment, and promote the overall prosperity and development of the agricultural industry。

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