

Analysis of Agricultural Product Export Trade in Shandong Province, China

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Abstract: Agriculture is the foundation of a country, and agricultural product export trade is also a hot topic of common concern for countries around the world. With China's increasing position and influence in international agricultural trade, many new opportunities have emerged that are conducive to agricultural development, while also facing serious problems. This article starts with the current development status of agricultural product exports in Shandong Province, analyzes the problems of agricultural product exports in Shandong Province, and proposes relevant suggestions to enhance the competitiveness of Shandong's agricultural product exports based on its characteristics, ensuring the healthy development of Shandong's economy and providing reference for other provinces and cities.

Keywords: Shandong Province; Agricultural products; Export

1. Introduction

China is a major agricultural country with a long history of agricultural cultivation. Shandong Province ranks among the top in terms of agricultural product quality and output in the country. In 2022, the export of agricultural products in Shandong Province reached 139.4 billion yuan, an increase of 12.6% compared to 2021, accounting for 21.3% of the total export value of agricultural products in China. Shandong Province has led the country in agricultural product exports for 24 consecutive years, and agricultural products have an absolute advantage.

Agricultural product exports not only bring high profit returns to Shandong Province, but also have strong social benefits, which play a very important role in promoting employment and income growth, as well as rural development. However, there are also factors such as domestic currency appreciation pressure, green barriers, and rising agricultural product costs that exert pressure on the export of agricultural products layer by layer. Therefore, incremental quality improvement is currently the top priority for agricultural product exports in Shandong Province.

We need to analyze the foreign export trade situation of agricultural products in Shandong Province, and provide some plans for the policy formulation of relevant government departments and the improvement of export enterprises' business methods and trade behavior. Thus promoting the sustainable development of Shandong Province's economy.

2. Current situation of agricultural product exports in Shandong Province

2.1 Export scale

In 2019, the export value of agricultural products in Shandong Province reached 123.45 billion yuan, an increase of 7.3% compared to last year, accounting for 22.8% of the total export value of China's agricultural products. At the end of 2019, the outbreak of the epidemic had a negative impact on the export of agricultural products. In 2020, the export value of agricultural products was about 125.74 billion yuan, an increase of only 1.9% compared to 2019. By 2021, the impact of the epidemic was more significant, with a lower export value of 123.84 billion yuan compared to 2020. In 2022, the economy basically recovered, and the growth rate of agricultural products in Shandong Province was significant, with an export value of 139.4 billion yuan, a new high in the past five years, accounting for 21.3% of the total export value of China's agricultural products.

2.2 Export Structure

In 2022, in the export of agricultural products in Shandong Province, aquatic products, vegetables and edible mushrooms were the

main export products, with export values of 34.43 billion yuan and 29.04 billion yuan, respectively. The two accounted for 68% of the export products. At the same time, export efficiency and quality continue to be optimized. In 2022, the transformation and upgrading speed of the agricultural product export processing industry in Shandong Province has accelerated, and deep processing industries such as soybean protein and canned food have achieved certain development.

The export scale of major agricultural products in Shandong Province is still large, but there is an excessive concentration of aquatic products and vegetables, a lack of deep processed products and high value-added products.

2.3 Main export markets

Asia is the major consumer of agricultural products in Shandong Province. Influenced by geographical location and technologies such as refrigeration and preservation, the top five countries or regions in Shandong Province's agricultural products exports in 2022 are Japan, ASEAN, the European Union, South Korea, and the United States.

Japan's import volume of agricultural products from Shandong is gradually decreasing, and its dependence on the market is also gradually weakening. The agricultural products in Shandong Province are relatively ideal for EU and ASEAN in terms of exports, and the ASEAN market has always been growing. Although the import share of the European Union and ASEAN ranks behind Japan, the market share of agricultural products in Shandong Province in these two regions has significantly increased. The increasing market share of the EU and ASEAN also shows that the agricultural product market of Shandong Province pays more attention to the trade of countries along the "the Belt and Road".

2.4 Structure of Agricultural Product Export Enterprises

Most agricultural product export enterprises in Shandong Province are private enterprises, and the proportion of private enterprises is gradually expanding and occupying an absolute power. In terms of quantity, private enterprises account for about three-quarters of the total. The growth rate of foreign investment and private enterprises has steadily increased, but together they only account for about a quarter of the total. Private enterprises have developed the fastest and have become an important booster for the export of agricultural products in Shandong Province. At the same time, the total export value of state-owned enterprises is gradually decreasing.

3. Export Issues of Agricultural Products in Shandong Province

3.1 Relatively concentrated market structure

The agricultural exports of Shandong Province are mostly concentrated in South Korea, Japan, countries with preferential policies and along the "the Belt and Road". The market structure is relatively concentrated and the dependence on foreign trade is high. At the same time, trade barriers for agricultural products are becoming increasingly strict, international market competitiveness is weak, and excessive reliance on specific regional export models is not conducive to the sustainable development of Shandong's agricultural product exports.

3.2 Few types of agricultural products exported and low technological content

Although Shandong Province ranks first in terms of total agricultural product exports nationwide, its agricultural products have low technological content, and primary products are the main type of agricultural products. Aquatic and seafood products, fruits, and vegetables are still the main export agricultural products, with a small share of high-end agricultural products in precision packaging and processing, which is a bottleneck limiting the development of agricultural product exports.

3.3 Insufficient technological content and innovation ability of enterprises

At present, the level of agricultural product processing technology is relatively low, and high value-added deep processing has not been formed. Large grain farmers are generally facing the problem of increasing production without increasing income. At the same time,

cross-border e-commerce of agricultural products, as a new business form driven by the integration of new generation information technology and international agricultural trade, is currently underdeveloped in Shandong Province. The failure of enterprises to make reasonable use of resources in agricultural production technology innovation has resulted in high competitive pressure on enterprises, poor production of high-quality products, and to some extent, affected the export of agricultural products in Shandong Province.

4. Exploration on the Development Path of Agricultural Product Export in Shandong Province

4.1 Optimize the structure of export and carry out deep processing of products

Based on the existing types of agricultural products exported, while expanding the export of other types of agricultural products. Deeply processing agricultural products, increasing productivity through increased processing technology and agricultural technology innovation, and developing emerging markets for agricultural products that transition from raw materials to finished and semi-finished products.

4.2 Establishing a diversified market system

Shandong Province should expand diversified export channels for agricultural products while stabilizing the existing demand market for agricultural products. Avoid excessive concentration and dependence on the existing agricultural product market, and further promote the stable development of agricultural product export trade in Shandong Province. Cultivating diversified markets is not just about exploring emerging markets. Relevant agricultural enterprises should also conduct in-depth research on consumer demand, cultivate excellent varieties in the process of producing agricultural products, closely monitor changes in consumer preferences, explore new demands in the international agricultural product market, and expand export potential and emerging markets for agricultural products.

4.3 Strengthen brand building and improve export competitiveness

Agricultural enterprises in Shandong Province should not only leverage the advantages of traditional agricultural products, but also maintain a good brand, transform the development mode of foreign trade, and cultivate new well-known agricultural products. Starting from training agricultural practitioners on brand skills and knowledge, to enhance the brand promotion awareness of new business entities, in order to promote brand development and strengthen agriculture. Secondly, it is necessary to fully explore the unique cultural heritage of each region and study the advantageous brands of agricultural products in that region to meet the diverse needs of consumers.

5. Conclusion

The export of agricultural products in Shandong Province has profound geographical and historical advantages, but it also faces many problems. Shandong Province should assess the situation, actively seek its own advantages and breakthroughs, strengthen innovation and expansion in trade expansion, brand building, market development, and other aspects, in order to achieve high-quality development of agricultural product export trade.

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