

The Dilemma and Development Trend of Food Trade under Globalized Economic Development Strategy

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Abstract: With the continuous development of economic globalization, trade between countries is becoming more and more frequent, and international trade is growing. As one of the largest products in the world, the development of the food industry is of great significance to the growth of national economies and the improvement of people's living standards, but it is also facing great challenges. In recent years, all countries in the world have realized the need to accelerate foreign trade of their own countries, and to achieve mutual coordination and common progress between the food industry and other products. In this background, China began to actively explore the new era of socialist market economy with Chinese characteristics under the foreign exchange and cooperation model and related policy system, reform and innovation and achieve certain results.

Keywords: Globalized Economy; Food Trade; Dilemma; Development Trend

1. Introduction

Under the development of the global economy, the food industry has undergone tremendous changes in its development mode and business philosophy. From the initial pure trade mode gradually changed to diversified, multi-level and all-round integrated form of trade activities. From the traditional single product to today's diverse range of goods. Since China's accession to the WTO, the domestic market has shown rapid growth and has maintained a steady trend of growth. At the same time, with the global food demand and consumption structure upgrade accelerating, China's share in the international market is also gradually expanding. However, there is still a large gap between China and other developed countries, so studying how to give full play to its own advantages to cope with international competition is one of the issues that need to be solved at present. The purpose of this paper is to analyze the dilemma and development trend of food trade under the globalization economic strategy, so as to find out the challenges and opportunities faced by China in this field. It is hoped that a corresponding development strategy concept will be studied afterwards to make up for the shortcomings, then promote the healthy and stable growth of our economy.

2. Difficulties Faced by Food Trade under Globalization Economic Development Strategy

2.1 Green Trade Barriers are Escalating

Green trade barriers continue to escalate, making China's food exports are facing serious obstacles. Under the influence of globalization economic strategy, developed countries have set high standards and even harsh conditions for imported products to restrict the entry of Chinese agricultural products into the international market, and have formulated relevant regulations and policy measures. On the other hand, because developing countries are at a disadvantage in international trade and lack advanced experience, their environmental awareness is weak and they are subject to green trade barriers from other countries. As a result, food safety has become one of the most important and troubling topics for consumers in China.

2.2 A Wide Variety of Technical Barriers to Trade

Technical barriers to trade refers to the government of a country or a region to formulate relevant policies to protect its domestic market, so that it can not fully meet consumer demand in the short term, so as to achieve the purpose of limiting imports, controlling prices and so on. With the acceleration of the globalization economy and the improvement of science and technology, on the one hand, some developed countries use their advantages to form a fierce competitive relationship with developing countries. On the other hand, developing countries are in a disadvantageous position in international trade due to the backwardness of science and technology, shortage of production equipment, etc. So the use of strict and harsh punitive measures to protect their trade interests is also increasing, which leads to the gradual increase of technical barriers to trade and become an important factor affecting foreign trade of countries. After China's accession to the WTO, the economy has been developing rapidly. However, as the global food safety problems become more and more prominent and people's awareness of environmental protection is increasing, making green consumption a fashion and trend. At the same time, countries have also begun to take measures to deal with the challenge of technical barriers to trade and achieved some success, but the overall is still at a low level stage, so our country is still facing great difficulties and pressure.

2.3 Lack of Food Trade Talents

Food trade is an important economic lifeline of a country and plays a vital role in the development of China. As the world's population ages and people's living standards continue to improve, China is faced with the increasingly intense and unavoidable topic of "food for the people", and its problems are becoming more and more prominent: food safety incidents and various illegal acts in food trade activities are a cause for concern. This requires us to pay attention to the training and selection of food trade talents.

The development of the globalized economy has put forward new requirements for the food trade, and under this trend, the demand for talents has been increasing. However, the existing number of professional, technical and marketing personnel in China is far from meeting the needs of the international market in terms of product quality and service. Moreover, the high labor intensity, low added value and small profits of the food industry limit its development speed and scale. In addition, due to the generally low level of education in China, the knowledge structure of students engaged in this industry is relatively homogeneous, lack of innovative awareness and ability, which cannot adapt to the higher level of changes in the requirements for talents in the context of globalization.

3. Development Trend of Food Trade under Globalized Economic Development Strategy

3.1 E-commerce Platforms Help Break Through the Geographical Boundaries of Food Trade

In today's age of e-commerce, the Internet provides us with a vast and convenient online platform. Each region of the world has its own independent open and transparent product information. For food products, geographical selection is one of the very important prerequisites. The rapid development of e-commerce has led to a radical change in food trade activities on a global scale. Traditional marketing models are limited by geography and time, and the use of e-commerce platforms for cross-border sales is a new channel. This approach breaks through the previous single, one-way and closed sales approach, and thus becomes one of the options for possible "cross-border" transnational domain network marketing: in the Internet era, consumers can learn about and buy food from all regions of the world through a variety of electronic information terminal devices, thus realizing commodity transactions and payment settlement.

3.2 Food Trade Supply Chain Upgrade

As an important part of the food industry, the food trade supply chain is receiving more and more attention from governments and enterprises around the world, and the food industry is full of opportunities and challenges, it has great potential for development. China's traditional agricultural production model has been based on self-sufficiency in business activities, it does not need to obtain more agricultural products through other channels. However, in recent years, the frequent occurrence of food safety incidents worldwide has led to a loss of consumer confidence in the Chinese market, which requires us to actively explore internationally

popular supply chain forms and marketing methods in the new situation, so that China's food industry can develop in a sustainable and stable manner.

3.3 Food Trade Market will Continue to Sink

The development of China's food trade market has grown rapidly in recent years, but there is still a large gap with the developed countries internationally. China currently exports a limited number of major countries and regions around the world, so needs to continue to expand domestic demand. In recent years, with the improvement of people's living standards and the impact of factors such as changes in consumer attitudes, consumer awareness of health, nutrition, safety and green environmental protection has been increasing. At the same time, the structural imbalance in China's food trade market has led to the extensive use of anti-dumping measures in the markets of importing countries, which has forced us to re-examine the position and role China occupies in international trade then to develop a new trade policy.

The food trade market continues to sink, and the demand for imported and industrial products in China will further increase. In the new period, the purchasing power of domestic consumers has risen, and their love for green, safe, nutritious and natural pollution-free products has gradually increased. In this context, the food trade market will continue to sink and expand its scale effect is an inevitable trend, which will become a new highlight of China's economic development.

4. Conclusion

This paper mainly analyzes the dilemma facing the development of globalized food trade, and proposes that the development of socialist economy with Chinese characteristics is the road to prosperity and strength for China's foreign trade in the future. In the new era, in order to cope with the challenges and opportunities brought by the changes in the international competitive environment, we must actively seek effective ways to solve the problems in order to better face the fierce but severe and complex and changing situation in the domestic and international markets. At the same time, we should also strengthen the importance of food safety issues and supervision and other aspects of improvement. Finally, we should also focus on the development of the country's own development strategy, improving the relevant laws and regulations to promote the healthy and sustainable development of China's foreign trade.

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