

infrastructure, low technological level, lack of leading corporation, service lacking multiform, limited marketing development, employees of low quality, lack of professional talents, poor logistics environment, policies not fully implemented, etc.

3.1 Backward infrastructure, low level of technology

Compared with other provinces whose logistics system is more developed, wholesale farm product market in rural areas in Hubei provinces disconnects with major cities. The enquiry to sellers shows that professional market of agricultural products, which simply provides sites for sale, is not special actually, low-graded, and with few professional equipments. The specific process is as follows: sellers in cities send commissioners for products in producing areas; the products are then stored in the warehouse; commissioners connect logistics company which will arrange vehicles to load and transport the products. Such a process makes the freshness of agricultural products difficult to preserve and exposes the following problems: lack of large-scale storage and refrigerators, underdeveloped transport conditions and equipment, few special purpose vehicles which are efficient, low level of the mechanization in loading and unloading, imperfect wholesale market of agricultural products.

3.2 Service lacking multiform and limited market development

The mode of agricultural products logistics in Hubei Province is mainly in form of direct sales and contract sales. Direct sale, which has less intermediate links, lower transaction cost and retail prices, is not helpful to improve the market share of agricultural products, less capable in avoiding market risks and therefore cannot meet the needs of economic and social development. For processing enterprises, large chain supermarkets and farm product market wholesalers, contract logistics mode, which overcomes the problem of instable raw material sources, enables enterprises to have stable raw material resources, improves the ability to control resources and producing stability, finds comparatively stable selling channels and better controls product quality. Nevertheless, the interest of farmers under this model is easily infringed; the market transaction and distribution cost is still very high; the interest connection is very loose; defaults are likely to happen. At present, the overall situation of agricultural product logistics industry in Hubei province is characterized by self-oriented logistics, mode lacking variety, low level of profession and socialization.

3.3 Less qualified employees and lacking professional talents

Till now, there has been some representative agricultural logistics company, such as Wuhan Badatong Agricultural Products Logistics Co. Ltd., Wuhan City Circle Haijixing Agricultural Products Logistics Co. Ltd., Wuhan Mountain Green Logistics Company, Wuhan Million Tons of Cold Storage Logistics Company, Wuhan JiaheXin agricultural logistics Co. Ltd. and so on, but they don't have an overall and long-term layout. There is no uniform pace among the third party logistics companies, no sufficient communication, cooperation and coordination among enterprises, no enough logistics professionals who are, for instance, talented in technological guidance and proposing, technological introduction and innovation, management informatization and system network, no timely communication between enterprises and National Agricultural Products Logistics Engineering Technology Research Center, resulting in comparative underdevelopment and low-graded duplicate construction of the third party logistics in Hubei province.

4. Policy proposals promotion the development of agricultural products logistics

The development of agricultural products logistics must lay foundation on the perfect logistics infrastructure, high-end agricultural preservation technology to reduce loss, decrease logistics cost and improve logistics efficiency. Accordingly, we need to find foothold in the Hubei market, expand the national market, follow economic laws, break the limitations of traditional industry and regions, optimize and integrate the resources, innovate boldly, comprehensively solve the problem of "the starting one kilometer" and "the last one kilometer".

4.1 Enhancing investment in infrastructure of modern agricultural product logistics

4.2 Encouraging cooperation between colleges and enterprises to cultivate logistics talents together

According to the flow of logistics professional talents in Hubei Province, colleges and universities are found to emphasize the training of specialists in the field of logistics, encourage innovation and entrepreneurship, support agricultural e-commerce and simulate logistics base of agricultural products, have basic knowledge experience in the logistics personnel training, but are lack of practical experience. On the other hand, enterprises attach importance to technical practice rather than theoretical basis. Colleges and enterprises should establish cooperating relationship, work together to make personnel training plans, cultivate together professional and technical personnel focusing on both theories and practice. Enterprises should be active to sponsor competitive and practical activities, set up a professional lifelong education system in logistics industry and carry out professional training activities, etc. This is an important step in the development of logistics.

4.3 Taking the path of agricultural product logistics with Hubei characteristics

At present, most of the logistics vehicles in Hubei are contacted by means of telephone in logistics companies. To reduce the time cost for connection and communication, this paper suggests installing GPS device or using mobile phone App software localization to report location and distance of logistics vehicles. Mobile phone software dependent can be used to spread (one-to-many) and receive (many to one) information which is then filtered, and the feedback will be sent to the customers. In this way, we can skip the step of connecting logistics drivers and save time and money. Meanwhile small and medium-sized logistics enterprises can integrate resources, foster the subject of agricultural product logistics together, increase the degree of organization, make the third party logistics enterprise system dominate the socialized and specialized agricultural product logistics services, and actively adopt high-end agricultural product logistics technology, as cold chain logistics distribution services, to ensure the quality and safety of agricultural products and tasty freshness, reduce loss and increase profits.

4.4 Playing the full role of SMC as the main channel

Rural logistics network with SMC as the main channel should be constructed and modified; efforts should be intensified to build subordinate comprehensive services at the village level which are expected to cover all administrative villages and in this way to go through "the last kilometer" rural logistics network; make full use of traditional advantages SMC and service network, supporting its function to be diversified; create a new situation in which SMC is the main hinge point, postal logistics, transport logistics, third-party logistics and other logistics forms participate to complement each other's advantages and integrate resources; strengthen the construction of electronic commerce application terminal of convenience agencies at all levels in the SMC system; reduce transaction costs. Two-way flow pattern of "the third party logistics plus postal logistics", the joint pattern of "agricultural schools, agricultural supermarkets and agricultural enterprises" and two-way flow pattern of "leading enterprises of agricultural industrialization plus farmers" are good examples of this kind.

Acknowledgement

This work was supported by the grants from Hubei Provincial Collaborative Innovation Centre of Agricultural E-Commerce (under Construction) (Wuhan Donghu university research [2015] No. 11 Document).

References

- [1] Duan Lijie. Research on Hubei Agricultural Product Logistics Construction in E-commerce Environment [J]. Journal of Logistics Engineering and Management. 2013(10):142-144
- [2] Zhao Lijuan. On Collaborative Interaction Between E-commerce and Logistics [J]. Journal of Commercial Age. 2014(1):43-44