Analysis on Influencing Factors of Export Competitiveness of Jianlai Golden Pear

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Abstract: “Jianlaishan golden pear” is produced in jianlai Town, Tai’ an City, which is known as “Shandong pear town”. It is praised as one of the “five Ming pears” in China by customers all over the world. Although the total export volume of jianlai golden pear is large and there are many brands, the proportion of export volume in the total output is low, and there is an unbalanced situation of regional development. The main factors affecting the export competitiveness of jianlai Huangjin pear are high chemical fertilizer and pesticide residues, under standard bagging, low storage and processing technology, low export service level and asymmetric trade information.

Keywords: Export; competitiveness of pear; Analysis

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1. Present situation of export of huangjinli

Yulai golden pear is known as “golden platinum clothing, sweet and sour as honey”, which is convenient for storage and transportation, so it has attracted a large number of domestic and foreign businessmen to negotiate export business. Since the first batch of 20000 Jin golden pears were exported to Japan in 1966, the trade situation has become better and better, the export quality has become higher and higher, the export output value has increased year by year, and the brand influence has become greater and greater. It has become an important

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production base of golden pears in Shandong and even the whole country.

1.1 increase in total exports and more and more brands

Since the reform and opening up, with the deep expansion of market economy and the internationalization of commodity trade rules, the export of jianlai golden pear has ushered in a great development opportunity. In particular, during 1994-2014, the export of golden pears has achieved a good harvest. About 2000 tons of golden pears are exported to Southeast Asia, Japan, South Korea, Mongolia, North Korea and Russia. The increase in exports has opened up the international market, earned foreign exchange, activated the domestic economy, stimulated domestic demand, optimized the situation of single overall industrial structure of jianlai Town, and created a good situation of “multi industry simultaneous development” of golden pear processing industry, golden pear storage industry, golden pear logistics industry, golden pear insurance industry and golden pear network sales industry. In line with this, various high-quality golden pear brands with the help of hybrid grafting technology and improved genetic technology have gradually entered the public vision and integrated into people life, such as yufeicui, diamond king, zhangguolao, shahemi, yulaimi and other brands.

1.2 the proportion of total exports in total output is decreasing

In terms of the change of global pear export structure, the United States is the world largest exporter of pear products, with 21 million tons of pear products exported to all parts of the world each year, accounting for 24% of the world pear product trade volume; the countries in the Amazon basin of Latin America are the world’s second largest exporter of pear products, with an average annual pear product export of 12.8 million tons, accounting for 11% of the world pear product export, Among them, Brazil is 4.2 million tons and Chile is 3.11 million tons; China pear products available for export each year only account for about 3.8% of the world total exports, and the brand is relatively single, with Yali the largest export volume. As far as the export structure of the five famous pears is concerned, the export volume of jianlai golden pear only accounts for 10.9% of the total export volume of pear products in China and 6.8% of the total output of pear products in China. Moreover, with the reduction of China border trade scale and the
impact of the new coronavirus epidemic in recent years, the export of jianlai golden pears has fallen sharply, especially in the first half of 2020, only 800 tons of golden pears in the whole jianlai town have been exported to earn foreign exchange, and the income of the vast majority of pear farmers has been greatly affected.

1.3 low export price and unbalanced regional development

Price is the barometer of market economy. Lower transaction price means lower economic income and less market share; higher transaction price often means higher economic income and more market share. According to the prediction of the world food and Agriculture Organization, when the export price of pear products is lower than 250 yuan / ton, it means that the cultivation, production and circulation costs of pear products are higher than the sales revenue. According to the annual report statistics of China Agricultural Association from 2010 to 2020, the export price of pear products in China generally remains at 350 yuan / T, while the export price of jianlai golden pear among the five famous pears is only 320 yuan / T, which is far lower than the average level of the national pear product export price. The export volume of golden pears with rough appearance, impure taste, insufficient sweetness, poor coloring, abnormal growth and poor taste is very low, and the golden pear products meeting the export quality requirements only account for more than 20.8% of the total output of jianlaizhen pear. Generally speaking, the main export places of Yulai golden pears are Hong Kong, Macao, South Korea, Japan and Southeast Asia, accounting for 50% of the total export of golden pears, of which Yulai golden pears only account for 5.88% of the total export volume, followed by the Middle East, Mongolia and Russia, accounting for 30% of the total export of golden pears, of which Yulai golden pears only account for 5.88% The total export volume was 2.14%, followed by North America and Australia, accounting for 20% of the total export volume of golden pears, of which the export volume of lulai golden pears was only 0.58%. From this point of view, the export of Bailai golden pear is still facing a very severe situation.
2. Analysis of the factors affecting the export competitiveness of jianlai golden pear

In the era of “good wine is also afraid of deep alleys”, the export of jianlai golden pear must pay attention to publicity and encouragement and product quality. On the whole, the main factors that affect the export of jianlai golden pear are as follows.

2.1 high chemical fertilizer and pesticide residues affect export competitiveness

According to the requirements of the product quality system of WTO and Southeast Asia regional trade cooperation organization, only the fruits that meet the inspection and quarantine requirements of specific pesticide residues can be qualified for export trade. Those fruits that overuse high-quality chemical fertilizer, over spray pesticides, genetically modified fruits and fruits containing other harmful substances can not be exported. In terms of the overall process of foreign exchange earning from the export of jianlai golden pear, the Committee on environment and ecological protection of WTO often restricts the export of agricultural products from developing countries through technical barriers such as international health and quarantine standards, chemical pesticide residue detection, heavy metal detection, international certification of pollution-free organic food and other political barriers. The export of jianlai golden pear also suffered a huge impact. For example, a large number of high-purity pesticides and herbicides were used in jianlai golden pear, which made the appearance of golden pear beautiful, but the meat residue in it seriously exceeded the standard. Every year, about 100 tons of golden pear were returned to the country of origin due to unqualified customs inspection, which seriously affected the total export volume and trade volume of jianlai golden pear. Easy to compete. According to the statistics of International Federation of organic sports (IFOAM), the unqualified rate of Chinese golden pear is 10.99% higher than the average level of developing countries, and the qualified rate of Bailai golden pear is only 87.93%. Obviously, complying with the rules of international agricultural products trading, strategic planning and structural adjustment in strict accordance with the standards of the world trade organization have become the only way for the development of Bailai golden pear.
2.2 substandard use of bagging affects the export quality of Huangjin pear

Bagging is a kind of external plastic or paper packaging bag used in the growth process of golden pear to prevent diseases and insect pests and wind and rain erosion. Bagging is generally divided into two kinds, one is “single layer bagging”; the other is “double layer bagging”. Compared with single-layer bagging, double-layer bagging has better preservation effect and stronger resistance to diseases and pests. According to the field experiment of bagging in Xujiazhuang village of Jianlai town organized by Shandong Academy of Agricultural Sciences, bagging can not only increase the hardness of Huangjin pear fruit, but also effectively reduce the content of soluble solids of Huangjin pear. At the same time, bagging per unit area can also improve the fruit shape index and single fruit weight. The results showed that double bagging could increase the fruit firmness by 1.26 times, decrease the soluble solids content by 1.16 percentage points, increase the fruit shape index by 0.103 percentage points, and increase the average fruit weight by 10.55 G. However, restricted by the quality of fruit growers and the speed of various laws and regulations, the vast majority of Huangjin pear production has been replaced by single-layer bagging instead of double-layer bagging, poor quality bagging instead of standardized bagging, paper bagging instead of organic plastic bagging. Because of the nonstandard use of bagging, the quality and storage period of fruit were affected, and the export earning capacity of Guai Huangjin pear was directly affected.\[1\][2]

2.3 storage and processing technologies affect the export level of products

The vast majority of developed countries in the world have realized a new mode of production, supply and marketing of fruit products, which integrates the production chain, processing chain, transportation chain, storage chain, sales chain and service chain. This successive and organic chain ecological management mode reduces the opportunity loss risk of the intermediate link to the greatest extent, greatly guarantees the operating income of fruit farmers, and effectively improves the export competitiveness of golden pear products. However, restricted by the level of rural mechanization in China, coupled with the increase of farmers operating costs, the storage capacity of mechanized cellars is extremely limited. According to the statistics of China Business Association, the annual storage of golden pear
products in China only accounts for about 30% of the total output of golden pear, which is far lower than the level of 68.99% in developed countries and the average level of 52.82% in the world. In addition, the storage of Huangjin pear in China is mainly “self built underground simple storage cellar”, and the storage of single cellar is generally maintained between 10-30 tons. In China, air-conditioned cellar and air-conditioned cellar are rarely used to store golden pear products. On the one hand, the production cost is considered. On the other hand, the land and power conditions in mountainous areas are not conducive to the development of air-conditioned cellar. As far as the processing technology of Huangjin pear is concerned, restricted by the stock of human resources and the level of industrialization, China seldom classifies Huangjin pear into standardized categories, rarely invests a lot of money in packaging, and pays little attention to the appearance cleaning and waxing process of Huangjin pear, which eventually leads to the decline of Huangjin pear export capacity. At the same time, China golden pear processing still adopts the main mode of juice processing, rarely uses the compound golden pear sugar extraction and reprocessing technology, and rarely makes golden pear into “crisp pear can” or “crisp pear cross product”, so the brand competitiveness will be greatly affected.

2.4 The rise of production cost affects the total export volume

Market economic activity is an “input-output” process in which expected income is obtained through specific input. In this process, cost saving often means profit promotion. However, due to the influence of the national agricultural industrial structure adjustment policy and foreign exchange policy, the production cost of China golden pear products is increasing year by year. Specific performance in the following aspects: ① The rising prices of various organic fertilizers, new pesticides, plastic films, organic greenhouse and other materials push up the production cost of Huangjin pear. ② The rising of oil price, natural gas price, land price, electricity price, solar energy price, machinery maintenance price and transportation cost make the cost of cold fresh preservation and wholesale of Huangjin pear increase. ③ With the improvement of CPI and the increase of employees wages in golden pear product processing enterprises, the cost of human resources is rising. For the small and medium-sized pear processing enterprises, it will undoubtedly in-
crease the survival pressure of enterprises, thus affecting the export competitiveness of golden pear products. The continuous appreciation of RMB makes the foreign currency price of golden pear rise, reduces the profit space of Pear Farmers and golden pear processing enterprises, and weakens the price advantage of golden pear export.

2.5 **low export service level and information failure affect export competitiveness**

For a long time, the production of jianlai golden pear has been loose and lack of overall awareness of industrial cooperation. The vast majority of golden pear production is carried out under the individual business model. It is difficult to form the advantages of industrialization, intensification and mechanization in the relatively scattered land management mode, and it is easy to cause a series of problems in the sales, storage and transportation of golden pear. For example, the situation of unsalable golden pear affected by the epidemic, the situation of price fluctuation of golden pear caused by the adjustment of national policy and the change of foreign exchange market trading mechanism, and so on. Under these circumstances, it is very important to collect enough market transaction information, national policy information and international transaction information to gradually improve the information processing capacity of golden pear production cooperatives and deep processing enterprises. Objectively speaking, up to now, jianlai golden pear production has not yet realized the new mode of full information management, and has not built a professional golden pear export service agency. The ability of golden pear exporters and intermediate enterprises to collect fruit trading information in the international market is extremely limited, and they lack of all-round attention to the international market trading. The vast majority of fruit growers only contact and trade with middlemen and processing enterprises in the picking period of golden pear, which greatly reduces the ability to cope with market fluctuations, leads to a serious disconnection between production, supply and marketing in various critical situations, and inhibits the export competitiveness of Bailai golden pear products.
Notes

[1] The so-called “fruit shape index” refers to the normal distribution degree of fruit appearance. Fruit shape index is determined by the following factors: height index, length index, width index, volume index, hardness index, fruit page dependence index and projection index. Generally speaking, the higher the fruit shape index is, the more in line with the requirements of market trade; the lower the fruit shape index is, the worse the fruit appearance effect is, and the more deviated from the basic shape requirements of market demand. For example, left fruit, right fruit, front fruit, back fruit, malformed fruit, rotten fruit, spindle fruit and so on. In the world, the export earning capacity and export advantage of a certain fruit product are generally judged according to the fruit shape index.