

Analysis of the Impact of Non-tariff Barriers on Shandong Vegetable Industry

Huanyu Xu, Feng Feng*

School of Economics and Management, Tianjin Agricultural University, Tianjin, 300384, China

Abstract: In the form of economic globalization, the importing countries use some Non-tariff Barriers to restrict imports. The foreign trade of Shandong vegetables is an important part of the development of Shandong vegetable industry. Non-tariff Barriers play a vital role in the development of Shandong vegetable industry. Shandong vegetable industry has the absolute advantage of vegetable export in geographical environment, but there are also problems such as uneven production and sales, poor facilities and equipment, lack of youth labor and low quality of vegetables. Non-tariff Barriers such as Green Trade Barriers, Technical Trade Barriers and Barriers of Customs Clearance have certain positive impacts on the development of Shandong vegetable industry, which can help eliminate enterprises with poor competitiveness and promote the improvement of the quality of Shandong vegetable products and the transformation of production methods.

Keywords: Non-tariff barriers; Shandong vegetable industry; Export trade

1. Introduction

The vegetable industry in Shandong is an important part of Shandong's economy. The foreign trade of vegetables is also an important part of the development of Shandong's vegetable industry. Non-tariff Barriers play a vital role in the development of Shandong's vegetable industry. Domestic experts and scholars have analyzed and studied the impact of Non-tariff Barriers on the vegetable industry in Shandong from different angles.

In the current era of economic globalization, foreign trade has flourished. Non-tariff Barriers, especially "Green Trade Barriers", have attracted particular attention in the international trade of vegetable products. Vegetable exports have grown year by year in the international trade of agricultural products in Shandong Province, export varieties have become increasingly diversified, and export markets have expanded. While the development of the vegetable industry faces new opportunities, it is still a problem.

2. Analysis of the Status of Shandong Vegetable Export Trade

2.1. Status of Shandong vegetable industry

Shandong is a traditional vegetable province. Since the 1990s, the main indicators such as vegetable planting area and output have been ranked first in the country. The total vegetable output accounts for about 1/7 of China. The vegetable export volume and export volume have remained stable for 15 consecutive years on the first in China.

Shandong vegetables have always been a "golden signboard", which is of great significance for promoting far-

mers' income. In recent years, under the leadership of the provincial party committee and the provincial government, the Shandong agricultural standard system has gradually improved, agricultural brand products have increased steadily, and the agricultural product monitoring pass rate has remained above 97%.

2.2. Status of Shandong vegetable export trade

Shandong vegetable export trade is distributed in 17 cities across the province, but the dominant areas are concentrated in the eastern region. The eastern region has a natural environment suitable for the growth of vegetables, and its economic development level is relatively advanced. At the same time, it has a convenient port and is close to Japan and South Korea. It has an absolute advantage in vegetable exports.

According to customs statistics, in 2018, the import and export of agricultural products in Shandong Province was RMB 213.41 billion, an increase of 1.2% over the previous year (the same below), and the scale continued to rank first in the country.

Among them, in 2018, the export of agricultural products in Shandong Province was RMB 115.03 billion, a slight decrease of 0.2%. It is the first province and city in China with a scale of agricultural products exporting over RMB 100 billion. It has been leading the country for 20 consecutive years, accounting for more than 20% of the national agricultural exports.

2.3. Problems faced by Shandong vegetable products export

2.3.1. Unbalanced production and sales

The market fluctuation of the vegetable industry has increased remarkably, and there have been problems such as the continuous decline in the prices of various vegetables in the province and even the difficulty of selling them. At present, the annual per capita possession of vegetables in Shandong Province exceeds 1,000 kilograms, and the annual per capita possession in the country exceeds 500 kilograms. The vegetable industry is facing overcapacity problems.

2.3.2. The facilities and equipment are simple, mechanized and poor on intelligent

The ability of scientific and technological innovation is not strong. In the modern vegetable industry, the role of science and technology plays an increasingly important role. However, in terms of scientific and technological innovation and application, the vegetable industry in Shandong Province still has a large gap compared with the countries with developed foreign vegetable industry, especially in the collection, sorting, evaluation, breeding and research and development of vegetable germplasm resources. The comprehensive traits of most varieties cultivated are not ideal enough, and it is difficult to adapt to the development needs of facilities cultivation, processing and export and long-distance transportation.

2.3.3. Lack of youth labor

Vegetable production is an extremely hard job. Many young workers are reluctant to engage in such work. The development of the vegetable industry lacks highly educated and well-educated young talents. According to the survey, at present, people engaged in vegetable production in Shandong Province account for a large proportion of people over the age of 50. As a large vegetable province, Shandong will become a very realistic and urgent issue in the future.

2.3.4. Vegetable quality problems

Although the area of pollution-free vegetable cultivation and green vegetable cultivation has increased in recent years, the quality problems of vegetables are still obviously. In order to reduce the damage caused by pests and diseases to vegetables, pesticide residues have become the most important factor leading to vegetable quality problems. In addition, in the process of vegetable planting, in order to make vegetables premature quickly, the illegal use of additives such as ripeners and expansion agents also seriously affect the quality of vegetables. Excessive fertilization and medication cause waste of resources and environmental pollution. The low standardization of vegetable production and the low degree of branding are not compatible with the increasing consumer demand in the market.

3. Impact of Non-tariff Barriers on the Development of Vegetable Industry in Shandong

3.1. Impact of green trade barriers on Shandong vegetable industry

Mainly importing countries implement discriminatory and over-standard Green Trade Barriers. Some developed countries aim to protect the production and development of their own vegetables, and they intend to use higher Trade Barriers to limit the input of developing countries. However, developing countries are also unable to meet the corresponding requirements of developed countries due to low technological level and financial constraints. Shandong vegetable products have problems such as single output market, insufficient government support and quality problems.

Green Trade Barriers have a positive positive guiding effect on Shandong vegetables objectively, which can promote the adjustment of vegetable export structure in Shandong Province, improve the modernization level of agriculture, and promote the sustainable development of vegetable industry. However, the negative impact in a short period of time will be greater than the positive impact. The negative impact is mainly that the implementation of Green Trade Barriers in developed countries has reduced the export share of vegetables in Shandong Province and reduced the international competitiveness of Shandong vegetable products.

3.2. Impact of technical trade barriers on Shandong vegetable industry

According to the information of the entry-exit inspection and quarantine department, the quality inspection of agricultural products in the EU is constantly escalating, and Japan is even worse. From the quality of the products themselves to whether the production workshops meet the hygiene standards, even the soil, Water quality and air should be tested.

The abuse of pesticides and chemical fertilizers in vegetable production in Shandong Province has caused the occurrence of excessive levels of toxic and hazardous substances, and the pollution caused by the industrial production process has resulted in the pollution of the agricultural products, which led to the failure of the quality of agricultural products, and was rejected, returned, and claimed. Products from fewer companies are also disqualified from entering other countries. At the current stage of vegetable development in Shandong Province, Technical Trade Barriers are not conducive to the export trade of Shandong vegetable products.

3.3. Impact of barriers of customs clearance on Shandong vegetable industry

The Barriers of Customs Clearance are usually manifested in the fact that the customs clearance process takes a long time and makes the export products of the season lose export trade opportunities. Japan has imposed strict inspection and quarantine and customs clearance procedures on Chinese vegetable products, which has seriously affected the export of vegetable products in China.

The unreasonable Barriers of Customs Clearance are that regardless of the amount of goods imported, there is a second over-standard, that is, the implementation of the order inspection; no matter which company exceeds the standard, it will conduct an order inspection for all Chinese enterprises that export the product. In addition, there is an unreasonable enlargement in the execution of the command check, which is manifested by expanding the scope of the command check. There is a lot of discretion in the order check, which makes the company face great export uncertainty.

4. Measures to Improve the Competitiveness of Shandong Vegetable Products and Non-tariff Barriers

4.1. Countermeasures against green trade barriers

4.1.1. Improve the quality and safety of vegetable products

Strengthen the quality inspection of all aspects of vegetables, increase inspection and quarantine personnel and outlets, and establish a release and forecast mechanism for export quality inspection. And increase the promotion of agricultural clean production technology, strengthen the construction of county-level environmental protection departments, and set up special responsible personnel at the township level.

Towns and villages with better conditions can set up environmental protection stations with highly educated and experienced high-quality talents, establish and improve vegetable monitoring and management, regulate the export order, and adjust the scale of exports.

4.1.2. Actively explore new vegetable export markets

At present, the competition in the international vegetable market is fierce. The vegetable export industry has begun to show a trend of concentration in the advantageous areas due to the highly competitive international market. Shandong Province should continue to maintain Asian markets such as Japan and South Korea, and continue to maintain the strong position of the vegetable export industry in Shandong Province in the Asian market; focus on opening up the EU market, steadily expand the North American market, increase sales share in the European and American markets; maintain the development of the Union Body market.

For the export of vegetables, different marketing plans should be formulated according to the actual situation of different countries. Aiming at the high consumption power of developed countries, vigorously developing products with high technology content and high added value of products can not only increase the value of products, but also avoid the obstacles of Green Trade Barriers. For developing countries, the low consumption level we are required to do market research and make targeted choices for exporting products from these countries.

4.2. Countermeasures against other trade barriers

4.2.1. Vigorously promote the innovation and application of science and technology in the vegetable industry

Use advanced technology to strengthen vegetable breeding. Strengthen the innovation of germplasm resources, combine modern biotechnology with conventional breeding techniques, and increase the selection of new varieties of vegetables. On the basis of collection, sorting and protection of variety resources, the system carries out quality improvement and development and utilization. Carry out research and development of local varieties and improve internationalization, and cultivate a group of excellent vegetable varieties with independent intellectual property rights.

Vigorously develop new vegetable cultivation techniques. Vigorously research and introduce a number of practical cultivation techniques that are safe, high-quality, cost-effective and efficient; integrate a group of pest control green prevention and control technologies, light cultivation techniques and clean production technologies that can be understood, used and effective.

4.2.2. Enrich the labor force of the vegetable industry and improve the technical level of the vegetable industry team

Formulate preferential policies, create better employment conditions, attract young laborers to engage in the vegetable industry, and provide technical training to existing employees to improve their skills. Through technical training, improve the technical level of vegetable farmers, and accelerate the promotion of new varieties, new technologies and new achievements through training, so that the team of managers who understand management and management will continue to grow, and the professional socialized service organizations will become more and more perfect. The quality of vegetable workers has generally improved.

4.2.3. Pay attention to the integration of the first, second and third industries

Accelerate the cultivation of vegetable production, distribution cooperatives, associations and other new produc-

tion and operation organizations and industry alliances, and accelerate the integration of vegetable industry. Promote a variety of business models such as cold chain transportation and e-commerce. Strengthen the agricultural super-docking and support the development of vegetable processing and storage enterprises. Expand the intensive processing of vegetables and strengthen the construction of tourism and leisure vegetable parks. Increase the added value of vegetables, and extend the industrial chain of vegetable production, storage, cold chain circulation, intensive processing, cultural leisure and so on.

4.2.4. Pay attention to the quality and safety of vegetable products

Constantly increase the intensity of product sampling. The agricultural departments at all levels must earnestly perform their supervisory functions, continuously increase the sampling inspection of vegetable products, and strictly prohibit illegal production and unqualified products from entering the market.

Adhere to the source of governance, manage the management and use of pesticides. It is necessary to further strengthen supervision and regulate the production and operation of pesticides in enterprises. It is necessary to implement a high-toxic pesticide designated operation and a public notice system for pesticide operation, and fundamentally eliminate the biggest hidden dangers affecting the quality of vegetable products. Increase publicity and training to guide farmers in using medicine scientifically.

5. Conclusion

At present, the export trade of Shandong vegetable industry is still in the development stage, and its status in the international market is also constantly improving. But there are also some problems. Non-tariff Trade Barriers have certain positive impacts on the development of Shandong vegetable industry, which can help eliminate enterprises with poor competitiveness, promote the improvement of the quality of Shandong vegetable products, and change the production methods. At the same time,

Non-tariff Trade Barriers also have certain negative effects. They have caused unfair treatment of vegetable products in Shandong Province and brought losses to enterprises.

On the whole, the development prospects of export trade of vegetable products in Shandong are still good. It is necessary for the government and enterprises to make continuous efforts to continuously develop the market for vegetable exports. The vegetable industry in Shandong will surely achieve rapid development and will play an increasingly important role in China's export trade.

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