

Study on the construction of fresh food supply chain in Hainan Free Trade Port

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Abstract: With the gradual improvement of residents' income level, the market demand for fresh food freshness is growing day by day, and the pursuit of quality is constantly improving. Due to the unique tropical Marine climate, Hainan has a large number of fresh food, such as mango, dragon fruit, lychee and golden passion fruit, which are popular in domestic and foreign markets. When winter comes, fresh food in Hainan has entered major cities in the mainland. However, compared with other coastal provinces, Hainan still has shortcomings in local economic development, especially in optimizing the fresh food supply chain. It faces challenges such as shortage of funds and weak technical strength, which makes it difficult to meet consumers' demand for high-quality fresh food. At present, Hainan Free Trade Port is in the golden period of development. In the face of challenges and problems as well as huge market demand, it should seize the opportunity, rely on local characteristics, optimize the fresh food supply chain system, give play to its own advantages to avoid disadvantages, and build a management system with local characteristics.

Keywords: Hainan Free Trade Port; Fresh Food; Supply Chain

Introduction

The fresh food supply chain runs through all stages of food production and sales, including the production, processing, large-scale distribution of raw materials, retail link and delivery to the final consumer. Ensuring the safe and efficient operation of the fresh food supply chain plays an important role in enhancing the competitiveness of China's fresh food in the international market and ensuring the health and safety of food. In-depth analysis of the problems in the fresh food supply chain of Hainan Free Trade Port is of great practical significance for building an efficient, safe and stable fresh food supply chain and improving the competitiveness of fresh food of Hainan Free Trade Port in the international market.

1. Hainan Free Trade Port development priorities

1.1 Make full use of the advantages of free trade port construction

1.1.1 Policy advantages

Since China officially announced the launch of the Hainan Free Trade Port in 2018, Hainan's GDP has maintained an average annual growth rate of about 5.3%, exceeding the growth rate of most regions in the country. At present, the legal and regulatory framework for the Hainan Free Trade Port is gradually being established, and the policy documents with the core content of "tariff exemption, tax rate reduction, tax simplification" and "six liberalization and facilitation measures" have been successively issued and implemented, and the laws and regulations related to the free trade Port are also being formulated and implemented. In terms of taxation, enterprises and individuals can enjoy 15% income tax concessions and import tax exemption policies, such as import tax exemption for processing trade links, and measures to reduce the burden on enterprises have achieved initial results. Compared with other domestic free trade ports, Hainan has a clear starting advantage, and it needs to accelerate the pace, strive to achieve the goal of free trade port closure operation in 2025, and clearly plan the steps and modes of further deepening opening-up^[1].

1.1.2 Geographical advantages

In 2022, the Regional Comprehensive Economic Partnership (RCEP) will come into effect. Hainan's central location as a signatory to the agreement puts every country in Asia within its four-hour flight circle, with even remote Australia within eight hours. Under the background of global supply chain reconstruction, Hainan Free Trade Port should actively adapt to the new trend of supply chain reform and inte-

grate with the development direction of China's supply chain. Supply chain restructuring by multinational companies in North America and Europe has made the Association of Southeast Asian Nations (ASEAN) one of the most dynamic and promising markets in the world. It is predicted that by 2030, the gross domestic product of ASEAN countries is expected to reach 6.6 trillion US dollars, when it will become the world's fourth largest economy after the United States, China and the European Union. The development opportunities of Hainan Free Trade Port, building a core hub facing ASEAN, and making full use of Hainan's unique geographical advantages in promoting regional economic exchanges and resource integration.

1.1.3 Integrate into the new flow of supply chain

In the global pattern, the manufacturing supply chain is gradually shifting to the Association of Southeast Asian Nations, this trend has become an established fact; For example, the supply chain in the textile industry has shifted significantly from China to Vietnam. Chinese companies in the textile, footwear and household goods industries generally prefer to establish production bases in Southeast Asia, resulting in significant changes in freight volumes and their direction of travel. Hainan has the role of connecting point in the dual circular economy system at home and abroad, and its core task is to make full use of the huge potential and advantages of the domestic market, attract enterprises from ASEAN countries to set up bases, and make it a bridgehead to enter the Chinese market. In addition, with the unique status of Hainan Free Trade Port as a "domestic and customs", Hainan can serve as a bridge for international economic exchanges, build an industrial layout with local characteristics, and effectively integrate into the global supply chain system.

2. Hainan Free Trade Port fresh food supply chain construction strategy

2.1 Improve the supply chain infrastructure

Improve the fresh food supply chain, including the storage and handling infrastructure of products, build an efficient fresh food storage and transportation system to ensure that the quality of fresh food is not affected in the circulation link. Continue to expand the main domestic logistics routes, optimize the distribution network. At present, fresh food logistics mainly relies on trunk transportation with limited service range. For fresh food transportation, drying technology can be adopted to reduce the dependence on trunk transportation, or strengthen branch logistics to improve transportation efficiency. Update fresh food processing equipment, integrate advanced information technology resources, create an integrated fresh food supply chain management system to ensure the instant exchange and docking of production and marketing information; Build a traceable fresh food distribution system, form a traceable fresh food supply chain based on the actual situation of foreign trade of fresh food in Hainan, and formulate relevant rules and regulations according to the implementation of fresh food logistics in various countries, so as to promote the smooth distribution of fresh food in Hainan Free Trade Port in the world ^[2].

2.2 Standardize the supply chain development system and strengthen supervision

According to the current development situation of fresh food in Hainan Free Trade Port, the fresh food supply chain is constructed to innovate and optimize the fresh food standards. In the context of the construction of a free trade port, various standards for fresh food in Hainan should be formulated with reference to the safety standards of fresh food in exporting countries, the standardization of the supply chain of fresh food in Hainan should be improved, the management and monitoring of the whole chain should be strengthened, the production resources of fresh food in the region should be integrated, and the ecological environment of the origin of fresh food should be improved. Fundamentally improve the quality of fresh food. According to the import commodity specifications of different international markets, the fresh food that meets the standards is developed, and the fresh food production enterprises are actively promoted to produce organic products that meet the ecological and health concepts. Further, strengthen the management functions of relevant departments in the process of fresh food production, processing, circulation and distribution, clarify the responsibility boundaries of relevant cooperation departments, eliminate the duplication of supervision and management, enhance communication and exchange between departments, real-time summary and coordination of opinions and suggestions of various departments, and optimize the supply chain supervision process according to feedback.

2.3 Develop a diversified development model of “fresh food +”

Under the strong support and promotion of the national industrial revival policy, the fresh food industry of Hainan Free Trade Port is undergoing a profound change, and the entire industry is transforming and improving in the direction of highly organized, large-scale expansion, efficiency intensification and modernization. The fresh food industry of Hainan Free Trade Port is realizing efficient collaboration in production, processing and sales by integrating resources, optimizing supply chain, and introducing advanced technology and management methods. In view of the unique regional characteristics and geographical advantages of Hainan, a fresh food ecological industrial park can be built to match with it, make full use of Hainan's unique natural environment and abundant agricultural resources, and combine with the unique local fresh food culture to build a comprehensive platform integrating production, processing, sales, display and experience^[3]. Through the integration of fresh food culture with tourism, leisure, health and other innovative models, to provide tourists and consumers with a new experience space, not only can taste fresh Hainan fresh food in the park, but also can deeply understand the production process of food, experience the whole process from the field to the table. In addition, the park can also provide health and wellness related services and activities, such as health lectures, yoga classes, healthy dining, etc., to further enrich the experience of tourists. Through such an innovative model, we can expand the influence of Hainan fresh food brands and enhance their visibility. At the same time, make full use of the advantages of the Internet and modern new media, expand the new marketing model of “fresh food + network”, and use new media technology to build a fresh food marketing network system that meets the modern market demand.

Conclusion

All in all, in the process of implementing the national security strategy, Hainan Free Trade Port has a unique tropical climate and a wide variety of fresh food resources. With the promotion of the construction of Hainan Free Trade Port, strengthen and improve the local fresh food supply chain system. The use of policy advantages and resource advantages in the three core links of fresh food production, logistics and transportation, and market sales, gradually solve the existing problems, build a new model of fresh food supply in line with local characteristics, focus on the operation of different fresh food, involving multiple participants, not only can enhance the economic value of local fresh food video, It will also use the wave of the digital age to create high-quality fresh food brands with local characteristics, so as to promote efficient cooperation and continuous virtuous cycle of local fresh food supply chain.

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