

DATA INTELLIGENCE RESHAPES NEW INFRASTRUCTURE FOR RURAL E-COMMERCE

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Mayang Miao Autonomous County : " China's Bingtang Orange Capital "

Mayang Miao Autonomous County in Hunan Province is located in the western border of Hunan. It was originally a poverty-stricken area supported by the state.

The county 's Bingtang Orange planting area reaches 285,000 mu, with an annual output of over 468,000 tons, ranking first in the country in terms of area and output.



Mayang Bingtang Orange is bright in color, thin skinned and juicy, rich in vitamin C and a variety of trace elements, known as "longevity fruit"

Mayang Miao Autonomous County : Traditional farmers access the Internet , driving poor households out of poverty and increasing income

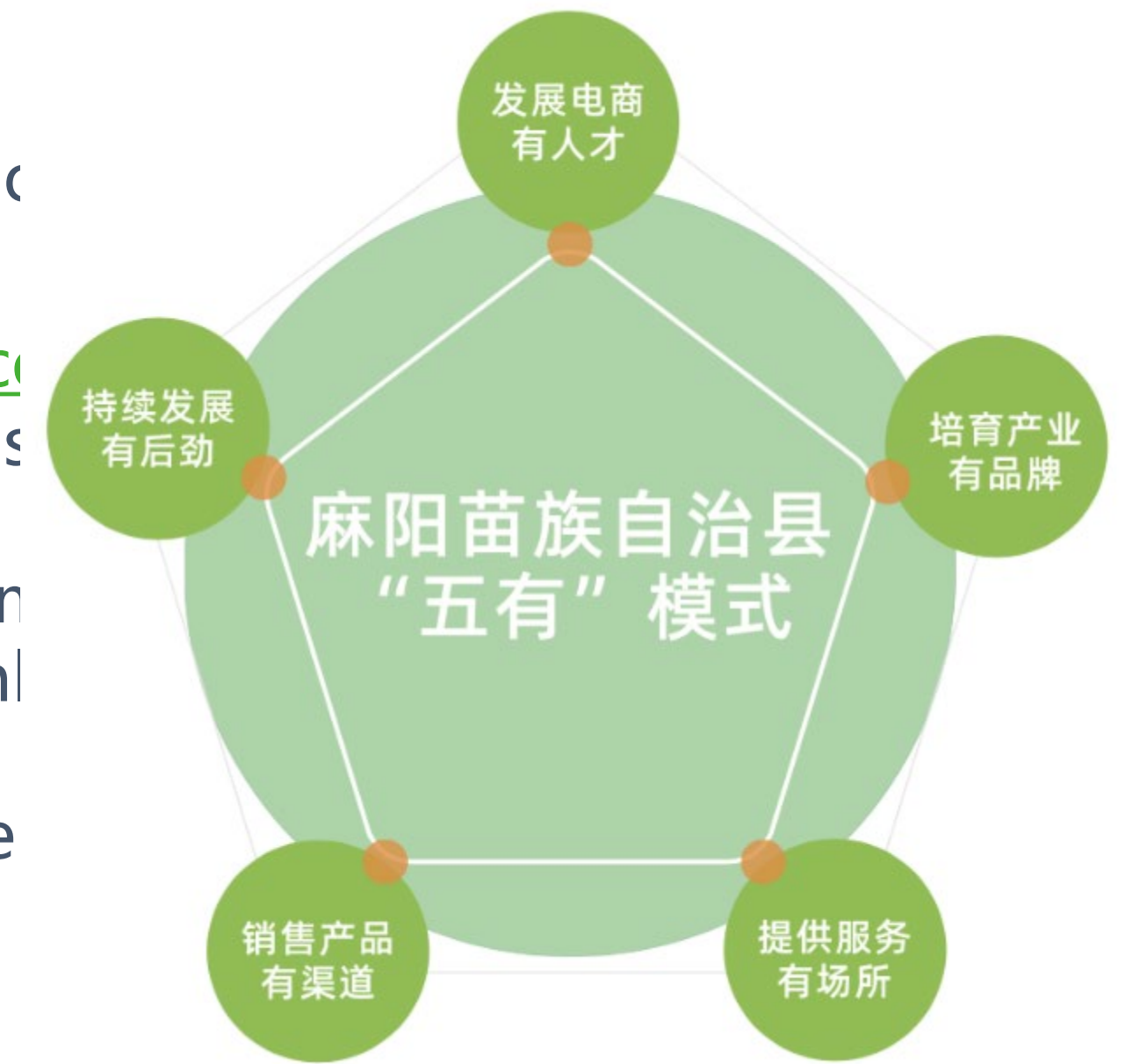
- 2017 , Huang Yu was a "second-generation farmer" in Lanli Town , and her father was the first batch of farmers in the village to accept the reform of the land contract system . Every year , the family grown fruit is purchased by merchants , and the price has not been able to rise.
- 2017 , Huang Yu saw Huinong.com on the CCTV Agriculture Channel. She began to operate and sell online . As soon as she "touched the Internet", she tasted the sweetness. Her income was more than 200,000 yuan that year , and her goods were not enough to sell .
- Later, she set up a cooperative with nearly 30 members, more than half of which are local poor households. Today, the cooperative sells 200,000 to 300,000 units of citrus through Huinong.com every year, and she has also become one of the leaders of Mayang to get rich .



Topaz (left) gives technical guidance to growers

Mayang Miao Autonomous County : Systematically build a new infrastructure system for rural e-commerce to effectively drive industrial upgrading

- 2019 , Mayang County joined hands with Huinong.com to carry out the construction of e-commerce in rural areas.
- After two years of intensive construction, Mayang now has a county-level e-commerce public service center and 144 township (village)-level e-commerce service sites . It has created a "1+1+ N" regional brand development model , and cultivated " Mayang " . They have developed brands such as " Bingtang Orange " and "Longevity Selenium Products" and held more than 20 Bingtang orange marketing activities to build an online and offline integrated marketing system. They also carried out e-commerce talent training services, trained nearly 10,000 people in total , and developed a large number of e-commerce talents.
- In May 2020 , Mayang successfully passed the performance evaluation of the Hunan Provincial Department of Commerce and was comprehensively rated as "excellent", becoming a benchmark in the province.



The "five factors" model of rural e-commerce

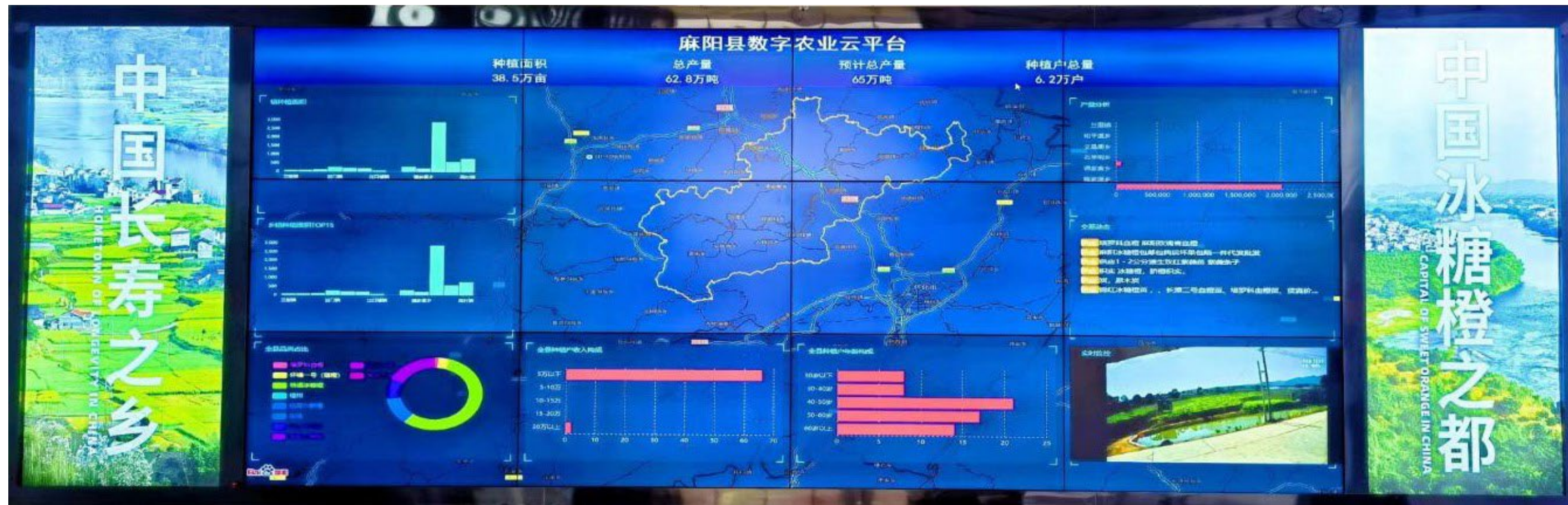


- ✓ There are talents in developing e-commerce
- ✓ Cultivate industry brands
- ✓ Provide a place for services
- ✓ There are channels for selling products
- ✓ Sustained development with growth drives

Mayang Miao Autonomous County : Deeply promote the application of big data technology to empower the digitalization of the industry



- 2022 , Huinong.com will develop a digital agriculture cloud platform for Mayang , using big data technology to accelerate the process of industrial digitization.
- Mayang Digital Agriculture Cloud Platform is connected to the "Smart Cloud Warehouse" of the Mayang Agricultural Products E-commerce Logistics Public Service Center, which includes the county's agricultural digital collection platform, data collection terminals and other parts. It also established a data file for each orange farmer, which is updated in real time every day. The production and operation data of Bingtang Orange make the whole chain of the citrus industry more intelligent.



Mayang Digital Agriculture Cloud Platform
+ "Smart Cloud Warehouse"

Jiang Yong: "The Most Beautiful Small Town in China"

Jiangyong County is located in the south of Yongzhou City and is a "green pearl" embedded in the southern border of Hunan Province.

With unique natural resources and fertile soil, "Jiang Yong Wuxiang" has enjoyed a long-standing reputation.



grapefruit



Taro



fragrant ginger



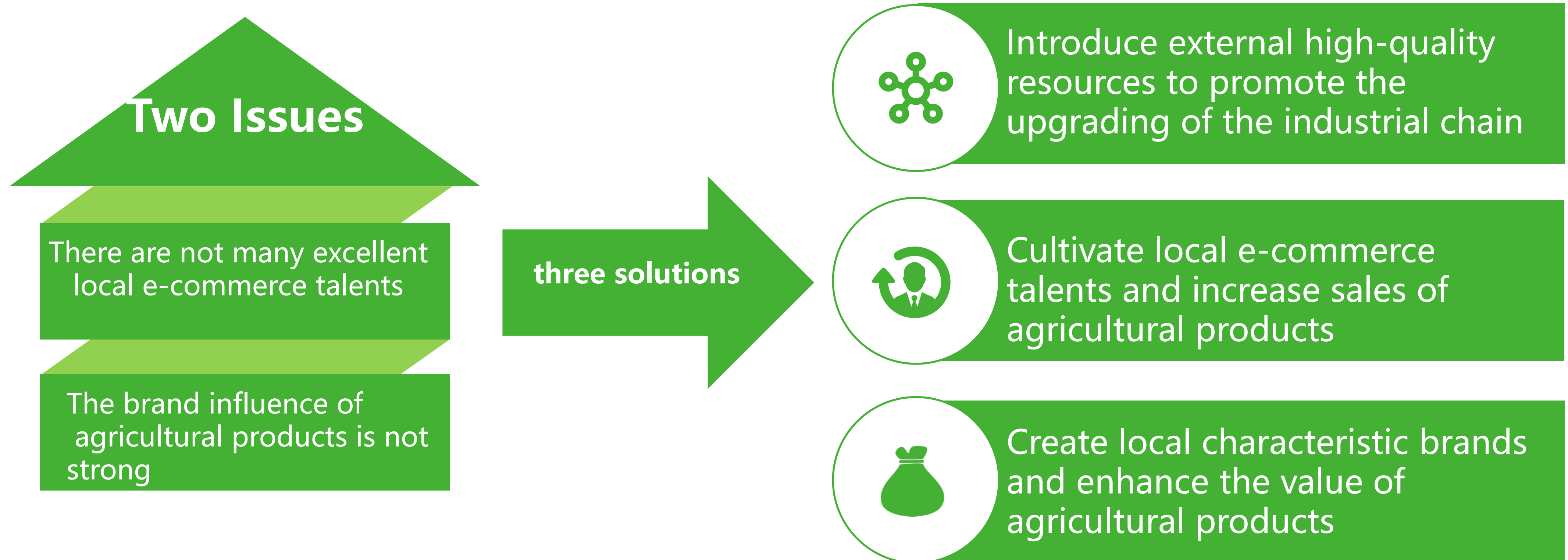
fragrant rice



mushroom

Jiang Yong: Upgrade the new infrastructure of rural e-commerce to drive the development of talents and brands

- New infrastructure such as short video live broadcast e-commerce is in full swing, and the sales model of agricultural products is more diversified, but Jiangyong's characteristic agricultural products have not gone far and made a sound.



Jiang Yong: Upgrade the new infrastructure of rural e-commerce to drive the development of talents and brands (continued)



- In May of this year, Jiangyong County and Huinong.com jointly held the Xiangyue Jiangyong Food Exhibition, which invited 9 Sannong head Internet celebrity anchors , including Liqin, Guzhai Tuwa, and Mao Mao's Country Life, to become " promotion ambassadors" . Through live broadcasts and short videos, they helped Jiangyong Cuisine to enter the table of the people of the country.

9

Head Sannong
anchors

112

Local
agricultural
experts

2365.7
10,000
viewers

Cumulative
exposure

1423.9
million
times

Tiktok topic playback
volume

936.8
million
times

Kuaishou topic
playback volume

Jiang Yong: Upgrade the new infrastructure of rural e-commerce to drive the development of talents and brands (continued)



- In 2022, Jiangyong County has been awarded the first batch of "Demonstration Counties of Digital Commerce and Agriculture" in Hunan Province, setting a clear banner for the development of local e-commerce and setting higher goals.
- In July, Jiangyong County and Huinong.com officially signed the Jiangyong County Rural Revitalization Live Broadcasting Station Project to promote the new development of Jiangyong e-commerce new infrastructure.

Rural revitalization live broadcast

Internet
celebrity +
county
magistrate

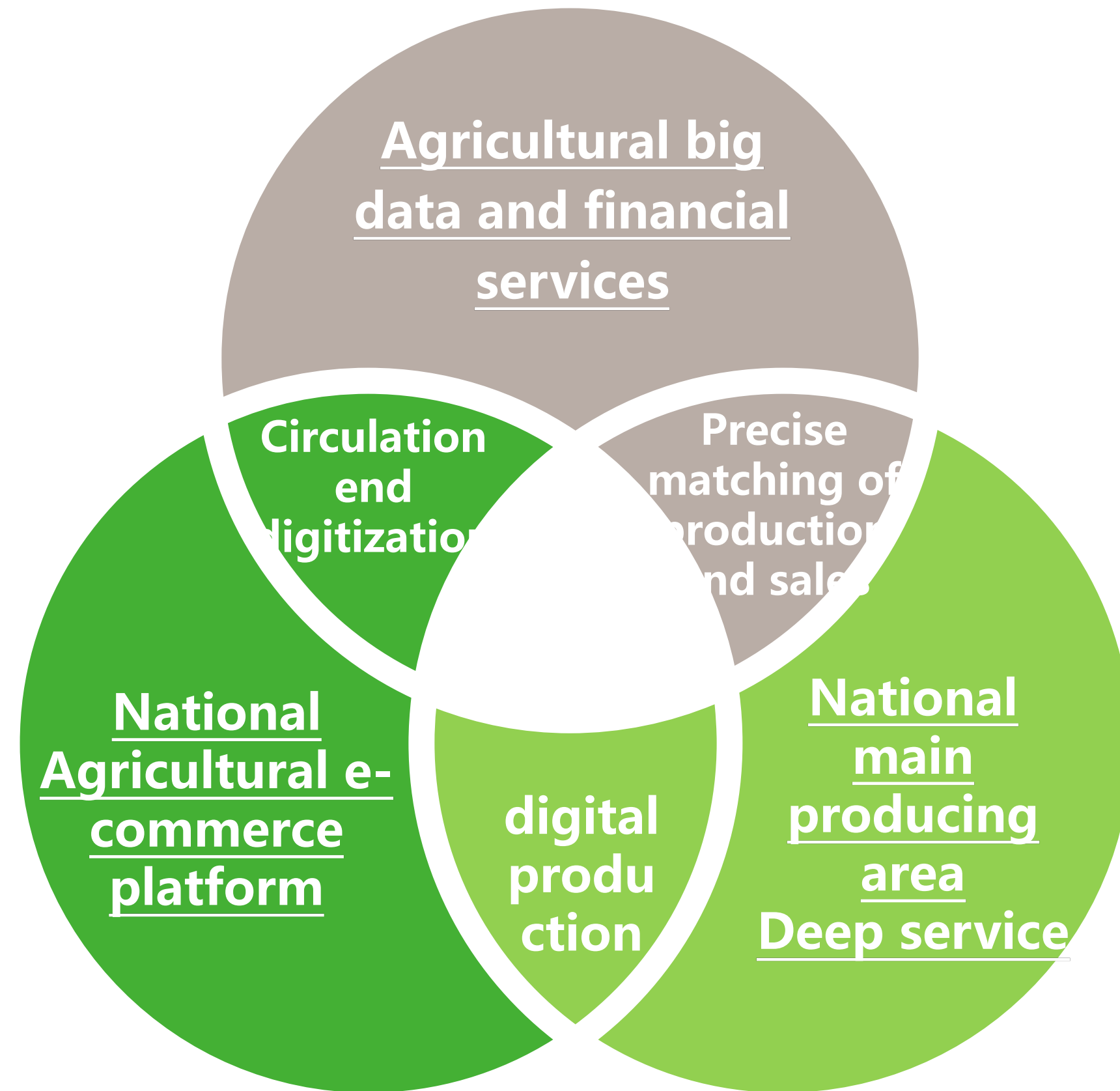
Internet
celebrity +
training

Internet
celebrity + topic



Live broadcast: local
Internet celebrities bring
stock : Jiangyong Wuxiang
local online goods
becomes a network of
There are stations for live
Wuxiang broadcasts: village stations

Three paths to reshape the new infrastructure of rural e-commerce



- Through the national agricultural e-commerce platform

Realize the digitalization of agricultural circulation and help agricultural products reach the Internet

- In-depth service through the main production areas of the country

Realize the digitalization of agricultural production and help industrial transformation and upgrading

- Through agricultural big data and financial services

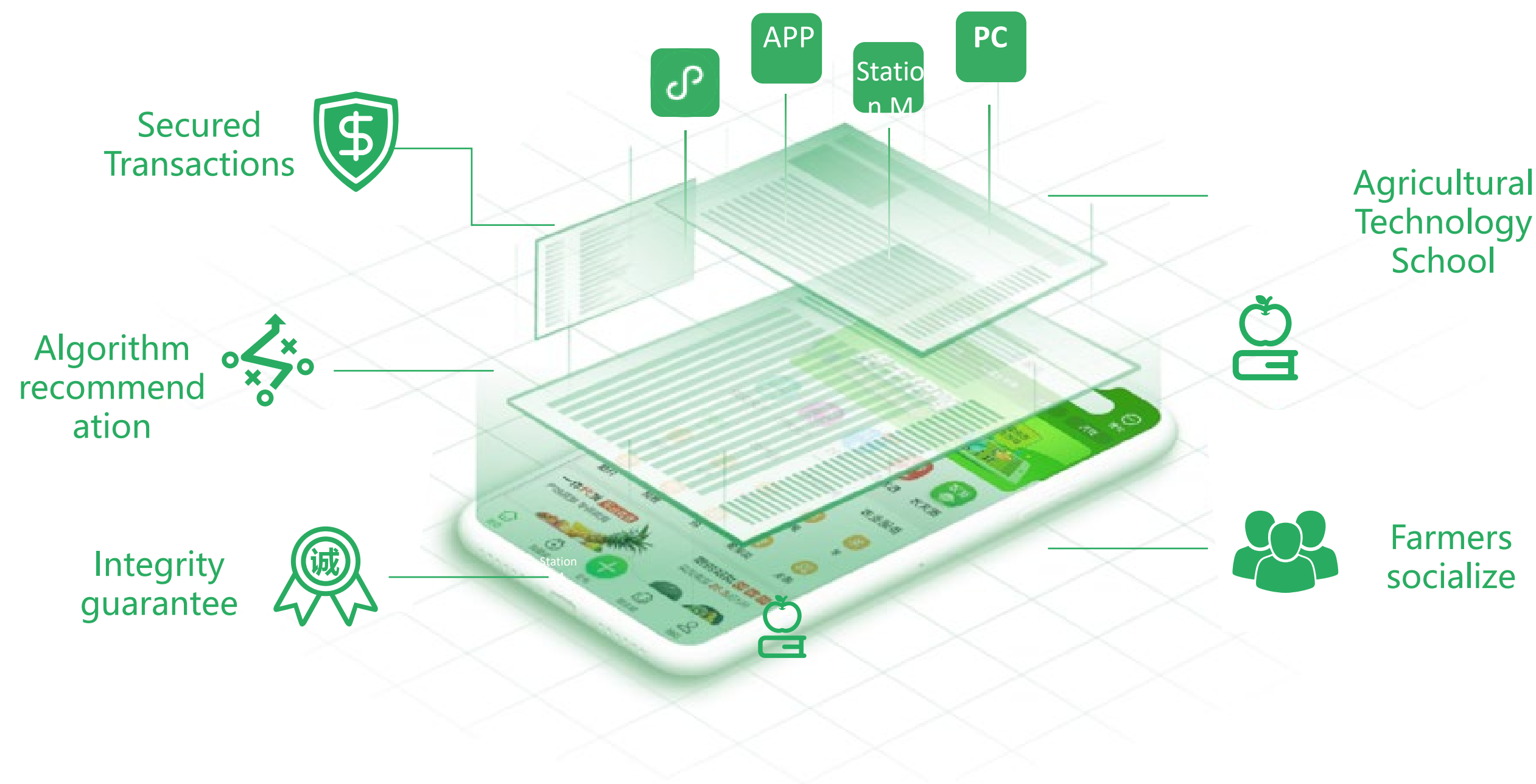
Realize precise matching and seamless connection between production and sales, and help accelerate industrial development

Path 1: A national agricultural e-commerce platform to realize the digitalization of agricultural circulation



After ten years of accumulation, Huinong.com has basically completed the digitization of agricultural circulation.

Every day, 500,000 buyers are looking for products on Huinong.com. Their biggest appeal is to find real agricultural producers.



- 18 _ Categories covered
- 20000+ - types of conventional agricultural products
- 2821 _ counties covered
- 35 million + platform users

Path 1: A national agricultural e-commerce platform to realize the digitalization of agricultural circulation



Qianjiang, Hubei 5 million tons of crayfish sold all over the country

A shrimp field base in Qianjiang, Hubei, with an annual output of more than 5 million tons of finished shrimp . In previous years, due to poor channels, prices and other reasons, the sales volume fluctuated greatly. Through the online business of Huinong.com, the products are sold all over the country, and the sales increase steadily every year. more than 50% .

Hunan Qiyang Daily sales of 300,000 Live to share the story of getting rich

Boss Li of a seedling planting base in Qiyang, Hunan Province, he is not only a high-quality business with a daily sales of 300,000 seedlings and an annual sales of 4 million, but also an "encyclopedia" of the farmers' community. He broadcasts live broadcasts at the base to help farmers across the country answer seedling questions , has many fans on Huinong.com.

Hunan Animal Husbandry and Veterinary Research Institute Animal doctor "cloud " starts class to solve problems on the ground

Senior veterinarian Zhu Lijun has been engaged in scientific research in the fields of beef cattle and poultry breeding management, epidemic prevention and control and reproduction for 18 years . He moved the agricultural technology class to the "cloud" through Huinong.com, answered nearly 3,000 questions from farmers, and conducted live broadcast lectures many times to solve the problem. farming problems.

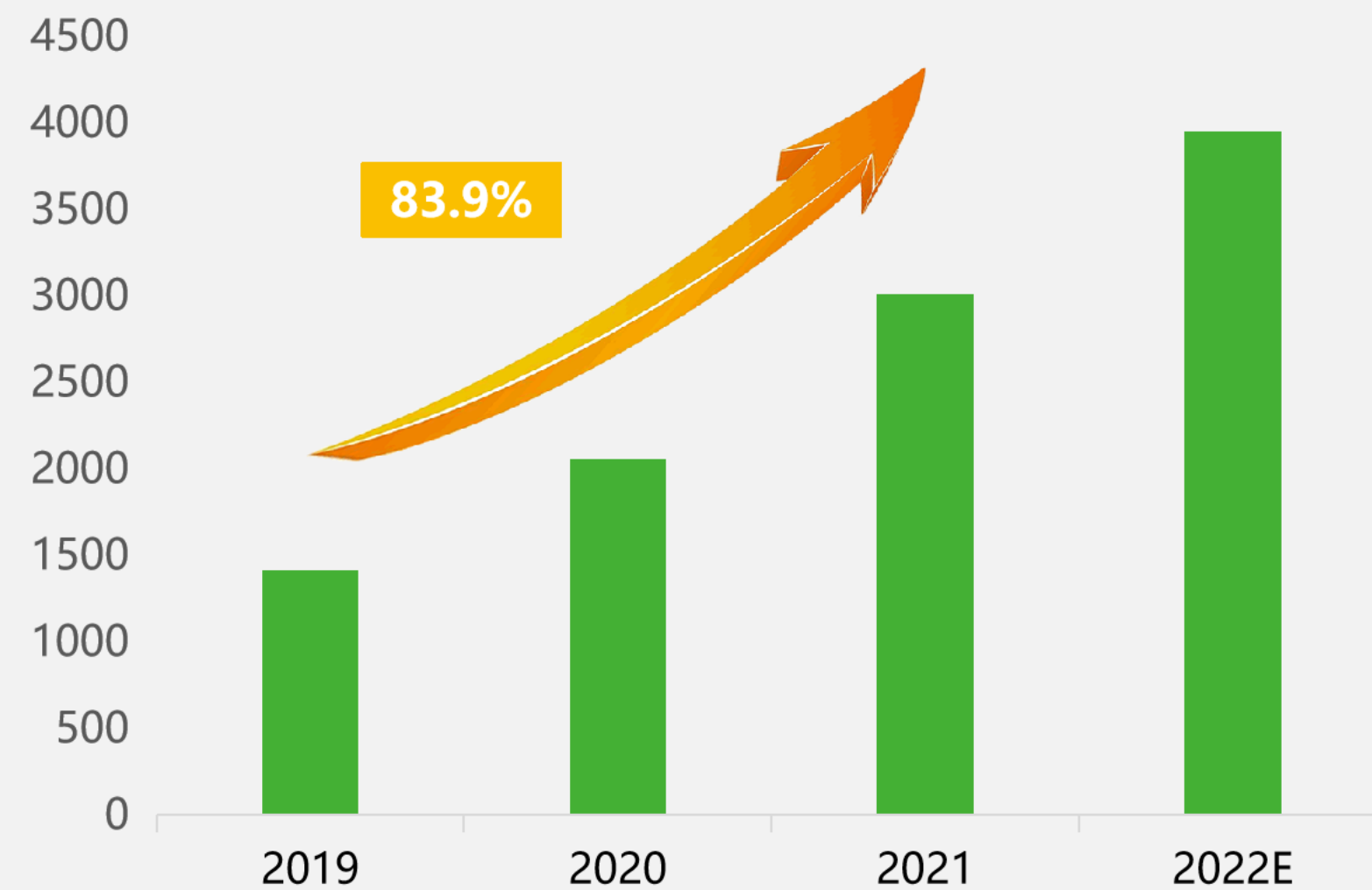
Path 1: A national agricultural e-commerce platform to realize the digitalization of agricultural circulation



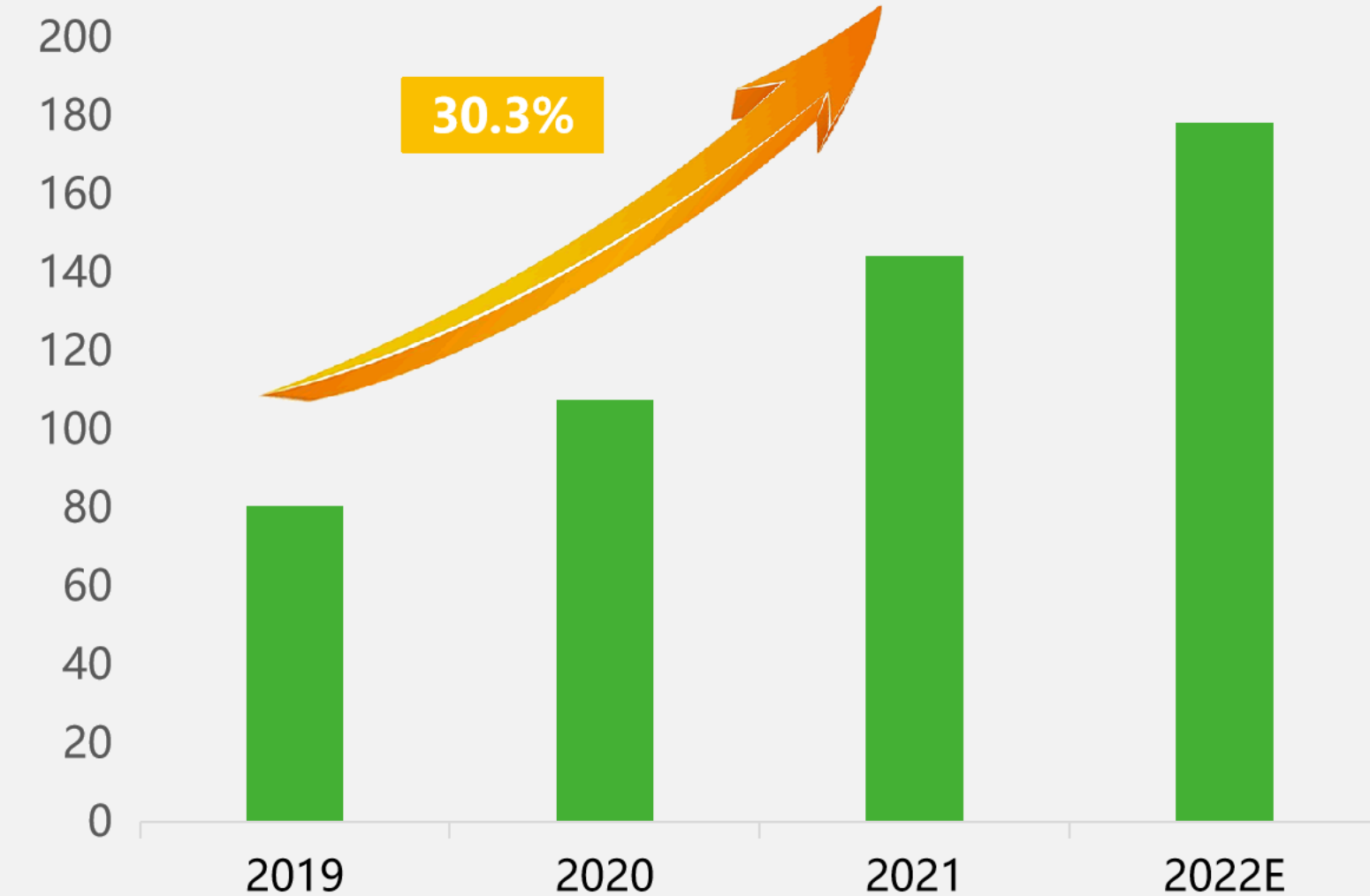
Since 2019, the average annual growth of platform users has increased by 83.9%, and the average annual growth of agricultural product sales has been 30.3%.

More and more agricultural products are going to the world through agricultural e-commerce platforms, and more and more agricultural-related groups are accessing the Internet to increase their income.

2019-2022年E平台用户数 (万位)



2019-2022年E农产品销售额 (亿元)



Path 2: In-depth service in major production areas across the country, dedicated to the digitalization of agricultural production



Huinong.com has taken root in more than 80 counties in 20 provinces across the country, and is committed to the digital transformation of agricultural production.

Improve the level of digitization, networking and intelligence in key links such as production, storage, transportation, sales, and management of the industrial chain.

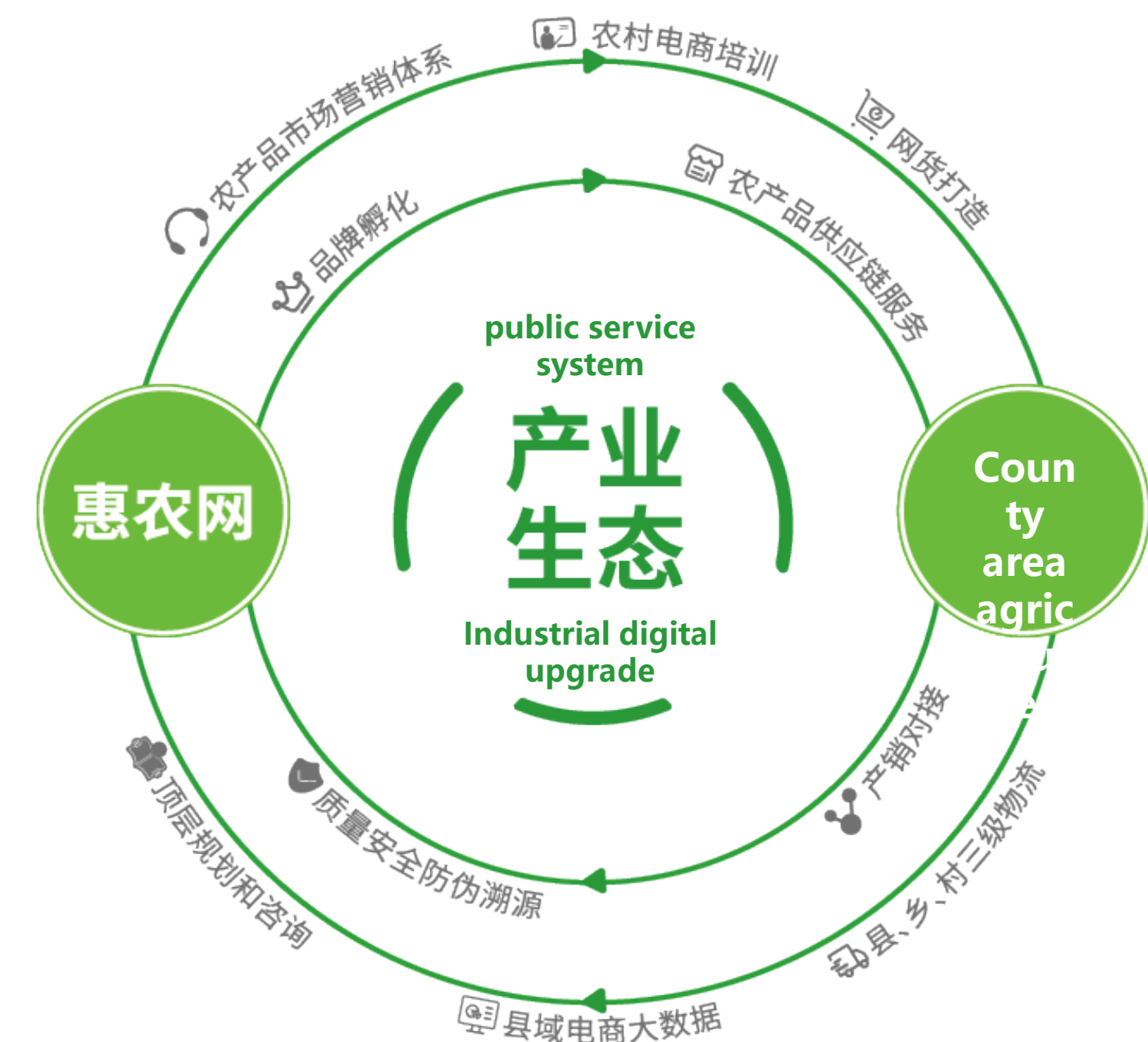
Agricultural Industrialization As a Public Service

- Digital Agricultural Industry Public Service Center
- Digital rural origin service station
- Training of new farmers and new professional farmers
- digital village, digital agriculture
- County commercial system construction
- Comprehensive demonstration counties of e-commerce entering rural areas



Digital Supply Chain

- Agricultural product brand digital marketing system
- Standardization construction of agricultural product supply chain
- Construction of anti-counterfeiting traceability system for agricultural products
- Digital Agricultural Products Origin Trading Center



Path 2: In-depth service in major production areas across the country, dedicated to the digitalization of agricultural production



Luxi Ponkan Festival



Chinese thorn grape purchasing group



Xinning Langshan Navel Orange Festival



Yichuan Apple Production and Marketing Matchmaking Conference



Jiaxian Regional Public Brand Conference



Jiaxian agricultural products go up



Linli Net Red Live Streaming Room



Yan'an E-commerce Poverty Alleviation Training



Qinggang e-commerce professional skills training



Pucheng short video live training



Guidong Agricultural Products Traceability Big Data



Ganxian Agricultural Products Traceability Demonstration Base



Nankang E-commerce Public Service Center



Rucheng Village E-commerce Public Service Center



Xinshao O2O Exhibition Center

Path 2: In-depth service in major production areas across the country, dedicated to the digitalization of agricultural production



for over **80** counties

1,000 rural origin service stations

Incubation service for more than **102 agricultural product** brands

more than **200** internet loans provided

3,000 training sessions across the country , serving more than **200,000** people

The anti-counterfeiting traceability platform attracts more than **20,000** enterprises

240 million QR codes provided

Path 3: Agricultural big data technology to truly achieve precise matching of production and circulation

Huinong.com takes the lead in deploying big data, and strives to build a professional agricultural database and agricultural big data service platform "Huinong Big Data" mainly based on product e-commerce data. A multi-level agricultural basic database including e-commerce market, wholesale market, retail market, production and operation has been established to carry out "four major innovations" and build "six major application scenarios".

Financial Services Agricultural big data and

Market analysis

Platform transaction data, user transaction behavior
Information collection of market officials and agricultural market

Data customization

Agricultural professional standardized data customization
Meet Personalized Data Needs

Supply chain finance

Create exclusive "digital assets" to provide multi-level financial services

Market monitoring

Agricultural product market operation monitoring platform
Multi-dimensional monitoring of agricultural products e-commerce market

Research report

Professional interpretation of agricultural e-commerce production and sales trends
Guide the efficient allocation of agricultural resources

Digital Agriculture Rural Cloud Platform

Smart Agriculture Integrated Service Platform
Serving the development of agricultural digital economy



Path 3: Agricultural big data technology to truly achieve precise matching of production and circulation

Huinong.com builds a standard SaaS digital agricultural rural cloud platform, Through the latest informatization methods, the dataization of all production means in agriculture and rural areas is completed, and the data granularity is accurate to every piece of land and every farmer. Say goodbye to the traditional agricultural production technology with backward production technology, extensive management and low production efficiency, and provide scientific production management solutions for the government, industry and farmers.



Path 3: Agricultural big data technology to truly achieve precise matching of production and circulation

Based on agricultural production management system

Collect key indicators in the agricultural production cycle in real time, accurately manage agricultural production planning and execution, reduce production costs and improve production efficiency



Taking the agricultural product trading platform as the starting point

Accurately grasp market demand, determine production based on sales, and solve farmers' most concern about difficult sales



Supported by financial services system

Build data asset accounts for agricultural business entities, break through the data bottlenecks of agricultural-related financial institutions, and truly realize inclusive finance to boost the rapid development of local industries



Four values of boosting rural revitalization

The agricultural industry accelerates the upgrading

Digital upgrade of the whole chain of agricultural industries such as production, circulation, and market



Farmers' income increase is more secure

The opportunities for farmers to participate in the industrial chain are more diverse, and the value of labor increases

Accelerate the integration of agriculture, culture, business and tourism

integration has accelerated, and the development path and development thinking have ushered in important changes

Accelerated integration of primary, secondary and tertiary industries

The deep processing of agricultural products is more intelligent, and new cultural landmarks and new occupations are emerging

Value 1: Accelerate the upgrading of the agricultural industry

Deep application of data intelligence technologies such as the Internet, big data, artificial intelligence , etc. It can realize in-depth insight and scientific and intelligent decision-making under the condition of massive data , and promote the digital transformation and upgrading of the entire agricultural chain such as production, circulation, and market.

product flow

Data intelligence technology will improve the overall quality of e-commerce infrastructure such as agricultural product logistics and distribution, sorting and processing, and enhance its digital, networked, and intelligent level, thereby promoting the quality and efficiency of agricultural product circulation.

production side

Compared with the traditional farming method of " watching the weather and relying on experience " , the agricultural production and management relying on data intelligence technology will be more precise, and the factors closely related to crop growth will be "reliable", so as to realize intelligent planting and breeding.

Market

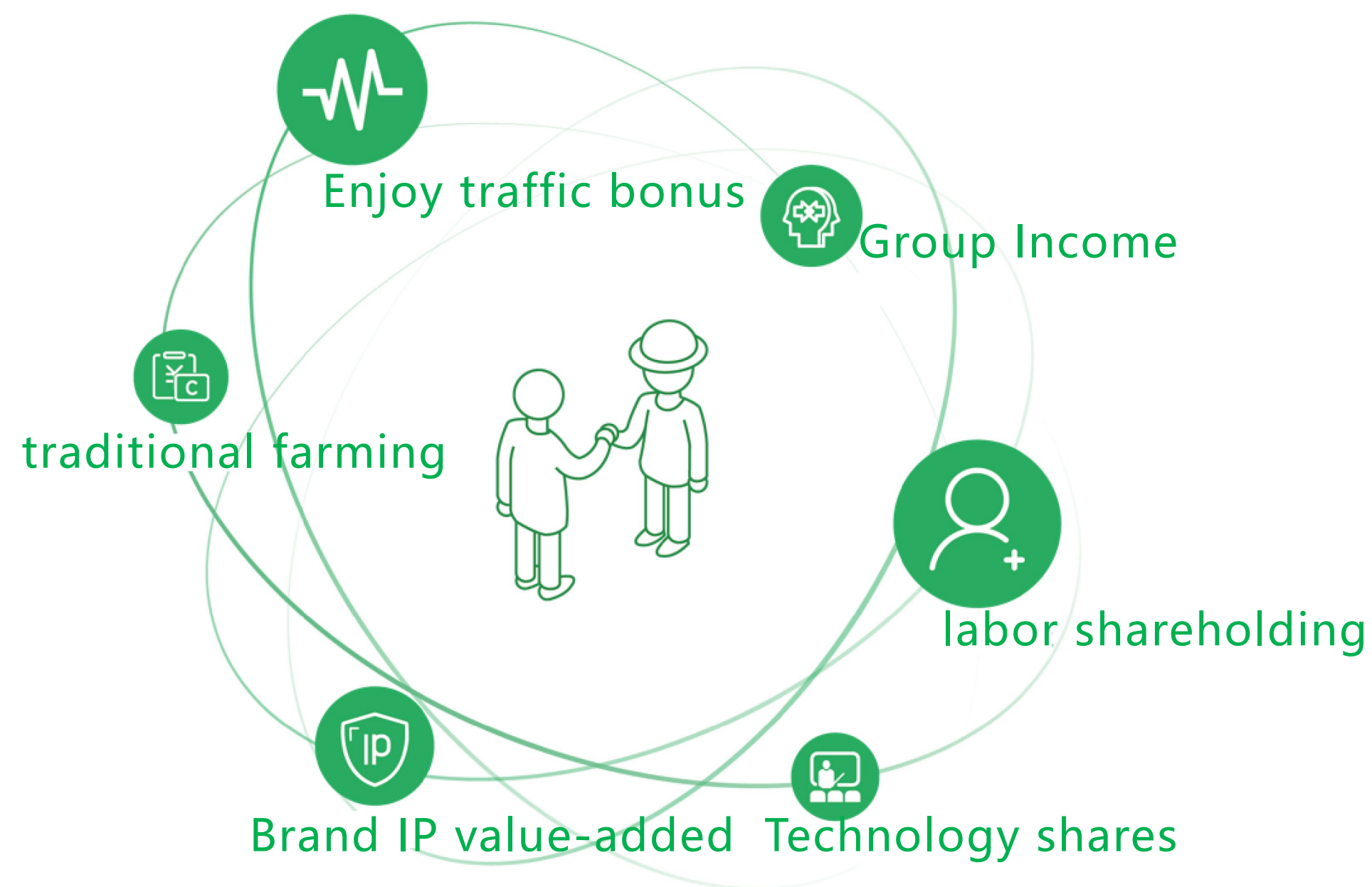
With data intelligence technology as the transmission, it will promote the precise matching of production and sales ends, achieve efficient docking, and will also force the production end to further integrate with the market, and customize product output according to specific market needs.



Value 2: Stronger support for farmers' income increase

With the continuous improvement of the new infrastructure of rural e-commerce, the level of rural mechanization and intelligence has been further improved.

The opportunities for farmers to participate in the industrial chain are more diverse, the risks they bear are less, the value of labor will be greater, and income increases will be more secure .



● More ways to increase income

The rise of emerging formats such as short video e-commerce, live-streaming e-commerce, and community group buying has spawned the integration of farmers' professional cooperatives, large planters, agricultural product processing companies, online business brokers, logistics and distribution teams, and other industries. The way farmers can participate in the agricultural industry is no longer limited. in traditional farming

● Greater labor value

The transformation of traditional farmers into new agricultural business entities will improve their agricultural technology, digitalization level, and ability to prevent and resolve risks , and the labor value generated per unit time will be greater

Value 3: Accelerate the integration of agriculture, culture, business and tourism

Driven by the new infrastructure of rural e-commerce, the integration methods, development paths and development ideas of agriculture, culture, business and tourism have ushered in important changes.

Full chain upgrade

Resource development, product design and update, scenic spot construction, consumer experience, etc. All-round, full-link, full-chain upgrade

Agricultural business travel is gradually becoming more intelligent. Scenic spots conduct new tourism marketing

Intelligent development

Emergence of new business

New forms of "agriculture + tourism" such as the original ecological characteristic agricultural industry demonstration tourism belt have emerged to enhance tourists' sense of experience and improve the competitiveness of scenic spots

Promote efficient smart map APP, tourist guide APP, 5G shopping guide robot, 5G unmanned smart hotel and other service products, saving labor costs

new service generation

Value 4: Accelerate the integration of primary, secondary and tertiary industries

Driven by the new infrastructure of rural e-commerce, data intelligence accelerates the integration of primary, secondary and tertiary industries, injecting new momentum into the development of all walks of life.

Agricultural processing is more intelligent

Through the upgrading of new infrastructure such as facilities and equipment and intelligent production lines, the agricultural product processing industry has shifted from "initial size" to "fine size"



Agricultural products become local cultural symbols

New business formats such as short video e-commerce, community e-commerce, and live broadcast delivery not only help agricultural products go up, but also spread the charm of regional culture and promote rural tourism.



Created new careers

Derivatives of new cross-industry occupations such as online business brokers, agricultural product delivery anchors, rural logistics delivery staff, e-commerce service station webmasters, etc., drive home employment



Introduction to Huinong.com

Huinong.com was founded in 2013. Based on the agricultural industry Internet information service platform. It is deeply involved in the development of county-level agricultural industry services , agricultural big data and financial services , and is committed to using advanced "Internet + agriculture" technology to improve the circulation efficiency of agricultural products, empowering Fuzhi agricultural industry has been upgraded, and it has now developed into a leading agricultural B2B industry service platform in the country .

The agricultural industry Internet information service platform under Huinong.com covers 18 categories and more than 20,000 kinds of conventional agricultural products. It is one of the "new agricultural tools" necessary for agricultural practitioners . , build a county-level agricultural industry service ecosystem; build a big data and financial service system based on full-link data sources, and promote science and technology to develop agriculture, brands to strengthen agriculture, and industry to enrich farmers.

At present, Huinong.com covers 2,821 county-level administrative regions across the country , with more than 35 million users and an annual online and offline transaction volume of more than 10 billion yuan .



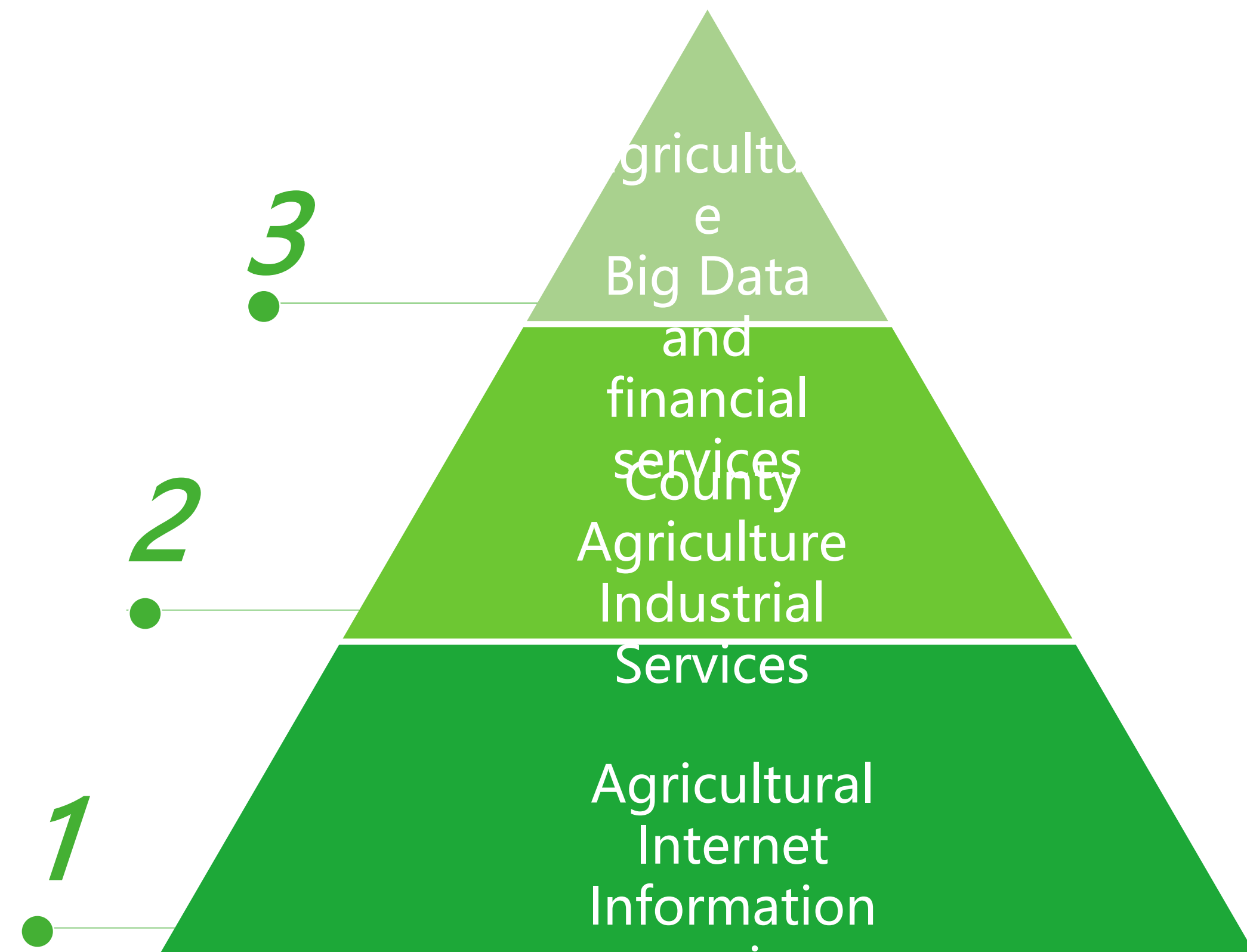
Huinong Building in Changsha Wuyi Business District

Overview

Based on the strong advantages of information platform and industrial integration, it provides data services and financial services for participants in all aspects of the agricultural industry and related industries.

Relying on the information platform of Huinong.com, combined with county-level agricultural production business projects, and using digitalization as the engine, it accurately lays out key nodes in the industrial chain, deeply controls the supply of upstream agricultural products, and gradually becomes an ecological integrator of the agricultural industry.

With agricultural products trading as the core, combined with efficient production and marketing information matching, perfect security system and comprehensive service functions, it creates an essential tool for agricultural practitioners, and accelerates the circulation of agricultural information resources and agricultural products.



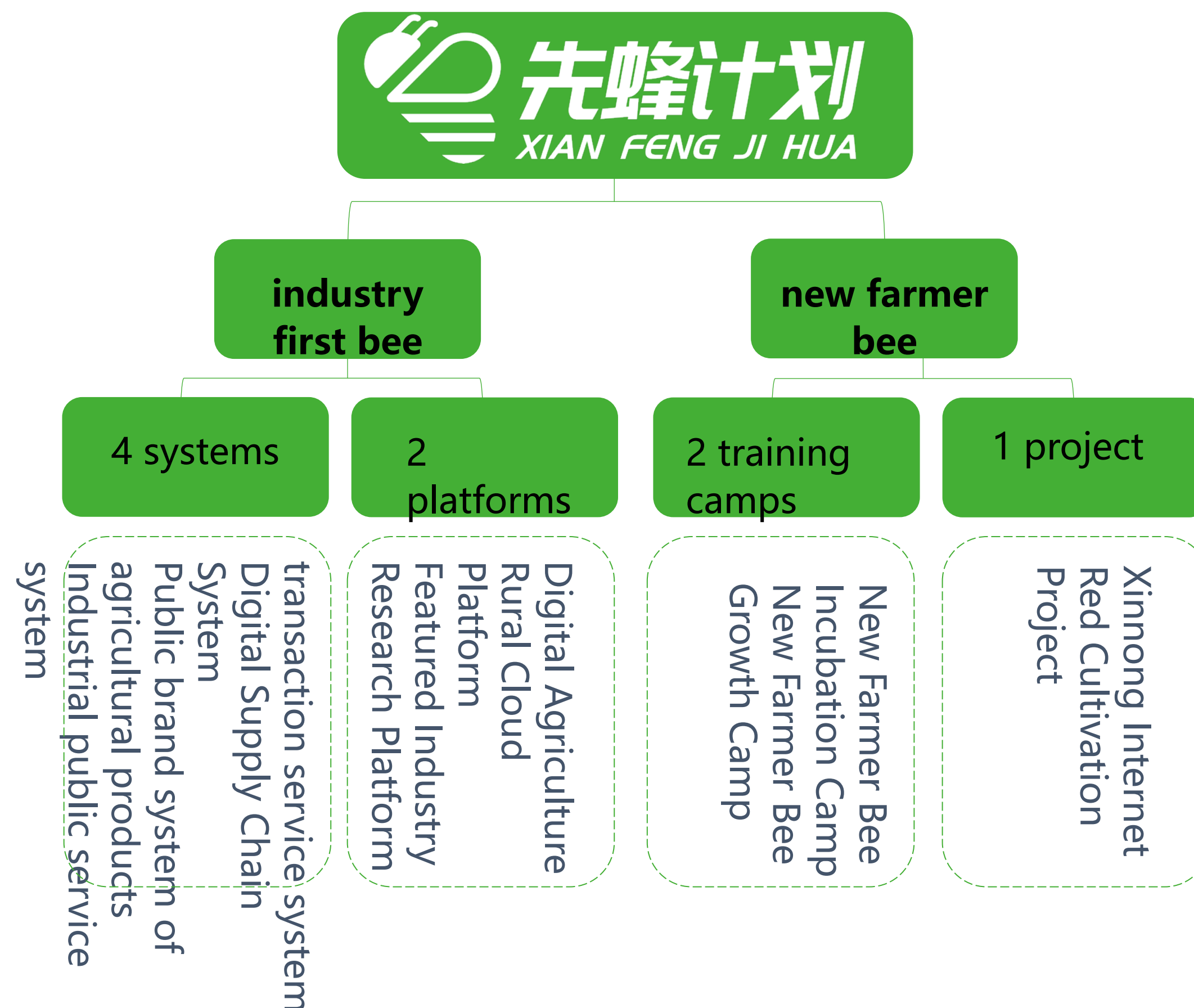
Rural revitalization overall action " First Bee Plan "



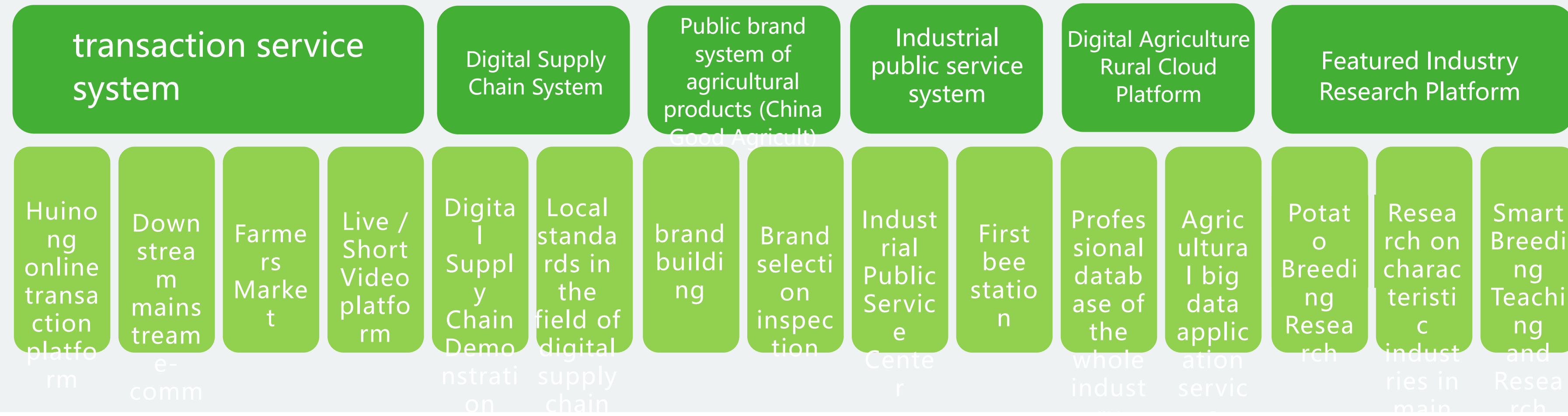
Relying on its own platform, industry , big data and other comprehensive service advantages and resources of the agricultural industry chain, Huinong.com focuses on the two major fields of industry and talents to implement the first bee plan :

●Comprehensively promote the construction of four systems and two platforms of "Industrial Xianfeng ", build 100 high-quality e-commerce brands of agricultural products for 30 main agricultural production areas across the country, and build 10,000 village-level "Xianfeng Stations", achieving county-wide Industry, there are brands in the township, and services in the village .

●Comprehensively promote the construction of two training camps and an Internet celebrity project of " New Farmers First Bee ", help agricultural practitioners to complete the growth and transformation from new farmers to rural revitalization leaders, and cultivate 3,000 rural revitalization leaders and 100,000 new farmers. Fully contribute to rural revitalization.



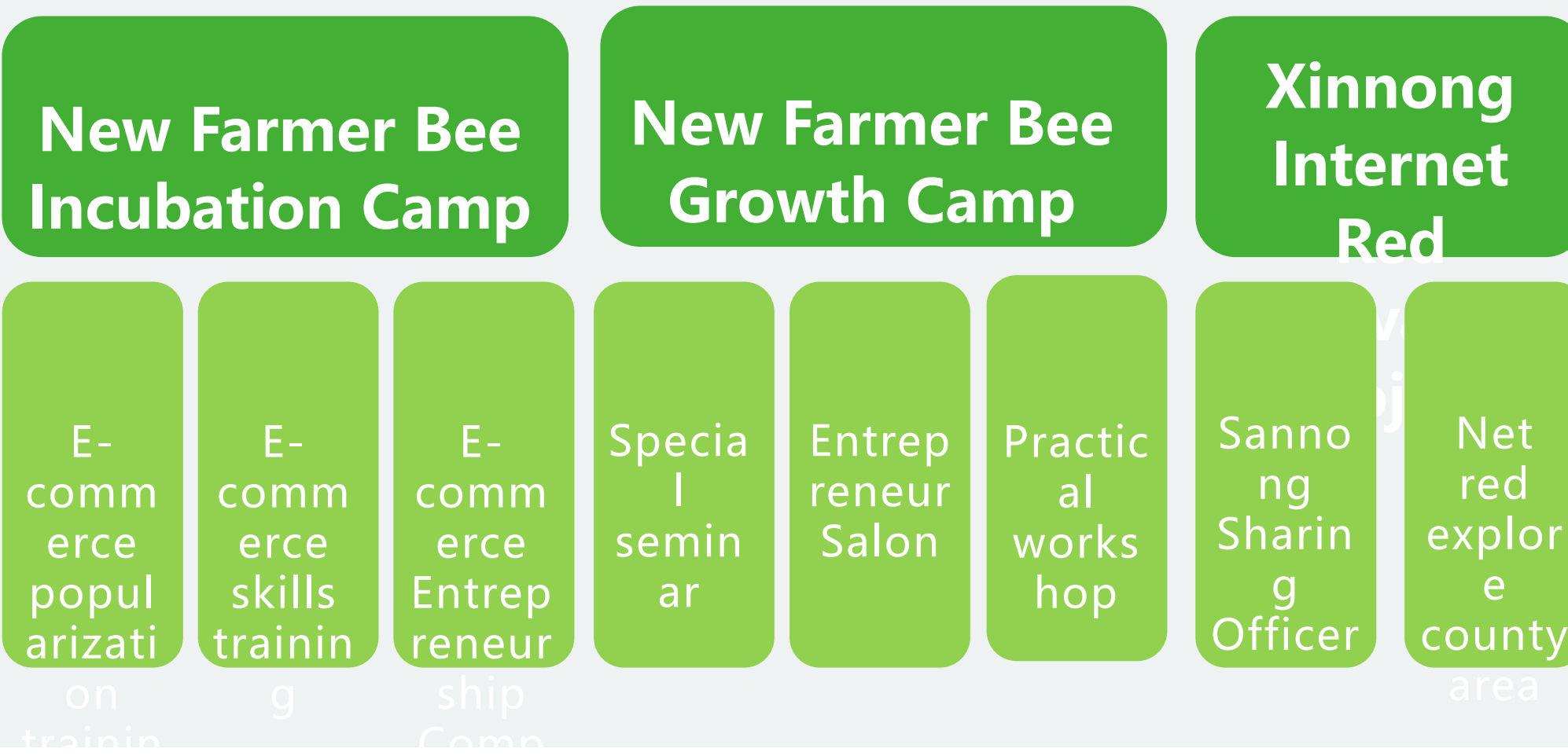
Rural revitalization overall action "first bee plan": focus on long-term industrial development



In-depth service
nationwide
80 counties in
20 provinces
200+ products
served
102 agricultural
brands



Rural revitalization overall action "First Bee Plan": Focus on the landing of local digital talents



200 expert provided trainings for three years
3000+ offline training sessions
Serving more than 200,000 people

让农民更富裕 让居民更健康

Make farmers wealthier and make people healthier



惠农网APP



惠农网官方微信



惠农网抖音账号