

Study on the problem of fresh cold chain logistics distribution management

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Abstract. This paper studies the current situation and existing problems of cold chain logistics distribution, and gives corresponding countermeasures to these problems. In order to realize the transformation of China from the fresh producing country to the fresh producing and selling country as soon as possible, it is necessary to enter the domestic and foreign markets through the scientific management of logistics, such as strengthening fresh-keeping, deep processing and transportation process, and to shape its own brand with the advantages of quality and price.

1. Development status of China's cold chain logistics

With the rapid development of China's economy, the cold-chain logistics of fresh products in China has made great progress from the perspective of technology, market size and product output, and the proportion of cold-chain logistics has been increasing year by year. The majority of cold chain logistics distribution enterprises have popularized operation specifications and management techniques to make the fresh products basically under the appropriate temperature conditions in the whole process of distribution, so that consumers can buy fresh and healthy food. Some slaughtering enterprises also apply world-leading technologies in the delivery process to make the meat be refrigerated from the aspects of slaughter, segmentation, processing and cooling, and gradually extend to the aspects of storage, transportation, wholesale, processing and retail.

2. Existing problems of fresh cold chain logistics distribution in China at present

2.1 high cost of fresh cold chain logistics

High distribution costs is restricting our fresh is an important factor in the development of cold chain logistics, the cause of this situation is there are some problems on the shipping method, for example, the supplier manufacturer to deliver the books to the supermarket, because there is no overall arrangement in advance, may the vehicles parked in a store, almost at the same time lead to waste a lot of time on waiting for the process of unloading, the shipping cost is greatly increased. However, due to the high cost and the sharp reduction of corporate profits, many enterprises prefer to consume large amounts of goods in transit rather than use expensive cold chain logistics for delivery.

2.2 slow development of professional third-party cold chain logistics companies

At present, there are not many third-party cold chain logistics companies that can provide formal services in China. In the logistics industry where the volume of goods determines the price, if there are not enough goods, the price will remain high due to the high cost of delivery, which will lead to more potential customers refusing to use formal services. Secondly, the lack of a long-term strategic cooperation goal is also one of the reasons that restrict the development of third-party cold chain logistics. Enterprises do not establish a real information sharing platform between them, but only seek short-term cooperation for interests. In addition, some enterprises, despite their large investment and advanced infrastructure, have not reached a certain level in terms of management..

2.3 incomplete industrial standards and poor delivery quality

The non-standard market of fresh cold chain logistics industry is also closely related to the national regulations. At present, the delivery standard of cold chain logistics industry is not standard and the

punishment is not mandatory. At present, most of the distribution standards applied in China are jointly formulated by the relevant enterprises and the government of the industry, but the main provisions of the rules are made by the enterprises, inevitably losing the impartiality and objectivity in the content of the standards. Although a growing number of association and the department also began to develop new distribution standard, but as a result of standard variety, some even contradict each other, if there is no uniform industry standard have been norms influence the development of the industry, disrupt the industry price, the delivery quality is greatly reduced, every year hundreds of billions of fresh products.

2.4 backward cold chain logistics equipment

The equipment of cold chain logistics distribution in China is backward, and most of the fresh products are transported by ordinary trucks. As a result, most of the loading and unloading process of fresh products is carried out outdoors, and the storage method is relatively simple. As a result, there is no effective temperature control in the delivery process, leading to increased corruption rate of fresh products. Advanced equipment of cold chain logistics hardware, such as refrigerated vehicle equipment, processing equipment and storage equipment, should not be neglected when developing cold chain logistics distribution.

2.5 the lack of cold chain logistics distribution management system

In the cold chain logistics distribution markets, cold-chain distribution management system is still blank, it is for this reason that causes the lack of overall planning and integrated upstream and downstream, cold chain upstream and downstream enterprises cannot realize the effective connection, causing from producer to supply cannot regulate all along, completely improve the quality of delivery. According to the statistics of relevant departments, only about 35% of the cold-chain logistics and distribution enterprises in China have established the distribution information system internally. Compared with the cold-chain logistics and distribution systems in some developed countries, there is still a huge gap in the level of information technology processing, operation ability and information sharing. The distribution information system of enterprises is weak and the compatibility and support among each other are poor.

3. Solutions to the problem of fresh cold chain logistics distribution in China

3.1 intensive transportation reduces the cost of cold chain logistics distribution

For our country at present this kind of demand person many supplier's complex condition should use the centralized delivery and the agreement delivery. The way of centralized delivery is that the enterprise centralizes the delivery of goods to a professional logistics company for centralized and unified delivery, so as to avoid the situation of multiple delivery trucks and large vehicles and small goods at the door of a store. By adopting the method of agreed delivery, both parties determine the delivery time in advance through negotiation, rather than randomly arrange delivery time according to their own ideas, which can coordinate the arrangement of multiple delivery, avoid wasting time, and greatly reduce the delivery cost.

3.2 establish the fresh cold chain logistics distribution alliance

In order to avoid price war and gain more benefits, logistics enterprises should strengthen mutual cooperation among enterprises and choose the cold-chain logistics distribution enterprises with strong overall strength, good business foundation and certain industry demonstration and driving effect. Moreover, for some production enterprises, if they cooperate with an alliance instead of an individual, they will have more trust, and this alliance will also play a positive role in enterprise negotiation. For the cold-chain logistics distribution market, this large-scale enterprise alliance can also play an exemplary role in the industry, enabling other enterprises to learn from it, improve their level and make the cold-chain logistics industry have better development. In addition, cooperative enterprises should have more trust to share information, so as to improve the efficiency of transportation and guarantee the quality and freshness of products, gain favorable comments from

customers, and thus obtain greater profits. At the same time, the government should give key support and policy support to make it become the leader of the third party cold-chain logistics enterprises as soon as possible.

3.3 improve the quality of cold chain logistics

To improve delivery quality, strict industry standards should be established. Slow development of cold chain logistics in our country at present the main reason is because there is no fixed standard of industry, so set an industry standard is very important, while the standard of the most important thing is to strictly regulate the refrigerating temperature of different kinds goods, strict requirements, so as to avoid some small businesses, shoddy, muddle through, can promote the rapid development of shipping industry, evolution. Therefore, the government should formulate and improve relevant standards for cold-chain logistics distribution as soon as possible, strictly supervise all links of the cold-chain logistics distribution system, and urge enterprises to implement cold-chain logistics distribution according to the standards. Organize and supervise related personnel to learn related standards and regulations on a regular basis, so that those who work on the front line of cold chain distribution can be familiar with the relevant standards of cold chain distribution, so as to facilitate the smooth implementation of these standards

3.4 replace the advanced hardware system

Backward hardware is definitely a major factor that restricts the development of cold chain logistics. Backward hardware, such as uncontrollable temperature control of vehicles and inaccurate information feedback of information platform, will lead to problems on the way of goods, which will seriously damage the interests of enterprises. On the one hand, encourage cold-chain logistics distribution enterprises to speed up all kinds of fresh, cold storage, such as cold chain logistics infrastructure construction, from the key link, the key to improve the wholesale market is important in some samples of cold chain logistics node refrigerated infrastructure construction, and innovation have some samples and machining temperature control facilities, construction of efficient raw sold refrigerated facilities,

3.5 reintegration of cold chain system

Enterprises should jointly with the government set up information platform, through the application of advanced information technology and equipment such as database, sensor and so on to establish a perfect and effective cold chain logistics information system, the government can through the system to regulate cold-chain logistics distribution enterprises, minimize waste, the phenomena of industry standards and specifications, so that those who disrupt the market environment of the logistics enterprises are eliminated, and the formal enterprises can rely on the system to obtain large amounts of information, better regulation distribution vehicles, improve the service efficiency and service level, also can promote the cooperation of enterprises with the third party logistics, through the information platform to better understand their partner,

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