

# Research on the Current Situation and Optimization of Rural Logistics Development in the Post Poverty Alleviation Era

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**Abstract:** At present, China's poverty alleviation efforts are entering the consolidation and expansion of poverty alleviation achievements. It is necessary to focus on "solving relative poverty", establish a long-term poverty alleviation mechanism, and prevent the occurrence of phenomena such as "returning to poverty after poverty alleviation" and "digital poverty alleviation". For impoverished areas, sustainable and stable agricultural product supply chains are the key to their current development. Rural logistics plays an important role in rural revitalization and rural economic development. Although there has been significant development in rural logistics, there are still problems such as untimely supply dispersion, high logistics costs, inconsistent supply chains, insufficient infrastructure, and the need to improve logistics service levels. This article analyzes the current situation of agricultural product logistics development and proposes optimization suggestions for rural logistics development, in order to establish a complete rural logistics system and establish a new logistics poverty alleviation system.

**Keywords:** Post Poverty Alleviation Era; Rural Logistics; Logistics Poverty Alleviation; Sustainable Development.

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## 1. Introduction

With the rapid development of China's economy and the implementation of various poverty alleviation measures, China's poverty alleviation campaign has achieved comprehensive victory, and China's poverty alleviation cause has achieved tremendous achievements, lifting millions of impoverished people out of poverty and becoming rich [1]. However, with the gradual implementation of poverty alleviation policies and the development of the country, we are entering a "post poverty alleviation era". Although we have historically solved the problem of absolute poverty, the problem of relative poverty persists for a long time. The focus of the work on agriculture, rural areas, and farmers has historically shifted to comprehensively promoting rural revitalization. However, in poverty-stricken areas, especially those that were previously deeply impoverished, the industrial foundation is weak, the source of income is single, and the ability to resist risks is not strong[2]. It is still necessary to prevent the occurrence of phenomena such as "returning to poverty after poverty alleviation" and "digital poverty alleviation". Poverty alleviation is a long-term process to ensure that the rural poor under the current standard of poverty alleviation, solve regional poverty, to achieve real poverty.

For agricultural products, urban consumption is the main driving force. Urban residents have high income levels, high consumption concentration ratio, strong consumption ability, and high repeat purchase rate. With the improvement of consumers' requirements for food safety, a variety of agricultural products bred by the good ecological environment in poor areas are increasingly favored by consumers. The city's promotion of agricultural products sales in poor areas provides the possibility for poor areas to realize income increase through market transactions. This is not only the most direct and important way for impoverished households to increase their income, but also the market driving force for sustainable development in impoverished

areas. Therefore, the development of rural logistics is also crucial for poverty alleviation. Although significant progress has been made in rural logistics, the development of rural logistics is greatly constrained by weak foundations, talent shortages, high logistics circulation costs for agricultural products, lack of rural logistics information platforms, and inadequate logistics infrastructure construction. This means that we need to fundamentally re-examine and optimize rural logistics systems, provide better logistics services for farmers and rural areas, and promote the development of agriculture and rural economy.

## 2. The Development Status of Rural Logistics in the Post Poverty Alleviation Era

The harvest, processing, storage and transportation of agricultural products may be affected by natural factors such as weather and social and economic conditions, resulting in a prolonged production cycle. Moreover, due to the volatility of market demand, the relationship between supply and demand of agricultural products will be affected by a variety of factors, leading to fluctuations in market price and demand. There are certain quality problems in the production, processing and transportation of agricultural products, which lead to the difficulty in ensuring the quality of agricultural products and the need for strict quality testing and certification [3]. Agricultural products are usually affected by natural and social factors in the process of harvesting, processing and storage, resulting in the need to produce and sell agricultural products in different seasons and regions to meet the needs of consumers. Therefore, agricultural product market is a very special market, its large quantity, short cycle, unstable, which means higher requirements for rural logistics, but also put forward greater challenges to rural logistics. However, there are still the following challenges for the present purpose of rural logistics:

(1) Rural logistics infrastructure construction lags

**behind and transportation costs are high.**

The backwardness of rural logistics infrastructure has greatly restricted the development of rural logistics. Especially in impoverished areas, logistics costs are extremely high due to inconvenient transportation. The quality of agricultural products is uneven and difficult to transport. Most of China's agricultural products are self-produced and sold, with varying quality. During transportation, problems such as damage and deterioration are prone to occur, leading to further increases in logistics costs.

**(2) The logistics service level is not high.**

In the post-poverty alleviation era, the optimization strategy of rural logistics is required. In addition, due to the serious population loss in poor areas, logistics service personnel are insufficient, and their professional knowledge is limited, and the quality of logistics service is low, resulting in low working efficiency of logistics service personnel, so that they cannot provide customers with high-quality logistics services.

**(3) The logistics enterprises have a small number and scale.**

Due to the scattered agricultural production, small number and scale of logistics enterprises in China, and insufficient market competitiveness, the quality of logistics services is difficult to guarantee. In this situation, the mismatch between consumer logistics demand and service supply makes it difficult for the logistics industry to develop healthily. Especially with the rise of the Internet and e-commerce, the demand for logistics continues to grow, and the breakthrough and innovation of logistics enterprises face great challenges.

**(4) Low level and degree of logistics informatization.**

With the development and progress of Internet technology, the degree of rural logistics information is constantly improving. However, due to the serious loss of rural population, the logistics informatization degree is low, and the lack of unified information platform and sharing mechanism, information sharing and collaborative operation cannot be realized, which leads to the low efficiency of rural logistics.

### **3. Development Opportunities of Rural Logistics in the Post Poverty Alleviation Era**

Rural logistics has always been an important guarantee supporting the development of rural economy. Especially in the current post-poverty alleviation era, with the rise of "Internet Plus" new business forms and models, rural logistics, as an important carrier of "industrial products to the countryside", plays an increasingly important role in promoting the balanced development of urban and rural areas, promoting rural revitalization and helping poverty alleviation. The development opportunities of rural logistics have obvious characteristics and advantages.

#### **3.1. The Adjustment of Rural Population Structure and the Rise of Rural Tourism Industry**

With the adjustment of rural population structure and the rise of rural tourism industry, the continuous increase in rural market demand will drive the expansion of rural logistics demand. The changes in rural population structure will trigger changes in lifestyle and consumption patterns, especially in terms of consumption concepts and health awareness, which will have a huge impact on the rural logistics industry. In

addition, with the development of rural tourism economy, the demand space for rural markets has been expanded, and the rural logistics market will have even broader development prospects.

#### **3.2. Support from National Policies**

The promotion of national policies and the support of technological progress will promote the development of rural logistics, improve the efficiency and service level of rural logistics. With the gradual improvement of national support policies for rural economy, rural logistics will receive more attention and support. Meanwhile, with the continuous updates of internal management systems and logistics technologies in logistics enterprises, rural logistics will become more efficient, convenient, safe, and reliable.

#### **3.3. The Rise of the E-commerce Industry**

The e-commerce and intelligentization of rural logistics will further improve the efficiency and convenience of logistics. In the current Internet era, the development of rural e-commerce also brings new development opportunities for rural logistics. Through e-commerce channels, rural logistics will achieve traceability of logistics information, personalized logistics services and rapid response, and achieve the reduction of operating costs. And the application of intelligent technology will promote rural logistics to be more efficient, accurate and intelligent.

Therefore, from the perspective of the above opportunities and advantages, the development prospects of rural logistics in the post poverty alleviation era are very broad, which is conducive to promoting rural economic development and improving the living standards of farmers. Forming a healthy and stable rural logistics market ecosystem is an indispensable and important element in promoting the integrated development of rural economy.

### **4. Optimization Strategy of Rural Logistics in the Post Poverty Alleviation Era**

In the post poverty alleviation era, optimizing rural logistics has become an important measure for rural economic development and improving farmers' lives. How to formulate effective optimization strategies, seize development opportunities, improve rural logistics efficiency, reduce logistics costs, and improve service quality is an urgent problem to be solved in the current rural logistics field.

#### **4.1. Optimize the Infrastructure of Rural Logistics**

Accelerate the construction of infrastructure such as rural roads and logistics, optimize network layout, and form a reasonably arranged, intensive and efficient rural logistics network system to achieve fast and convenient transportation of agricultural products from production sites to consumers. Optimizing routes and transportation vehicles in logistics transportation, reducing logistics links, scientifically and reasonably configuring logistics stations and optimizing logistics routes, minimizing delivery time and costs, and meeting the special needs of different rural areas, thereby improving logistics efficiency.

## **4.2. Strengthen the Informationization Construction of Rural Logistics**

Support enterprises to accelerate the pace of information transformation, promote the application of advanced management software such as ERP systems and financial systems, achieve resource sharing and business collaboration within the enterprise, and improve the level and efficiency of enterprise management. Strengthen the integration with information technologies such as the Internet and the Internet of Things, and promote the development of logistics informatization towards intelligence. Through technology upgrading, the real-time sharing and optimization of rural logistics information can be realized, and the construction of logistics enterprises and large-scale logistics operation can be promoted to improve the efficiency of logistics services.

## **4.3. Optimizing the Warehousing and Distribution of Rural Logistics**

Rural areas often face the problem of supply and demand imbalance between the picking and non-picking seasons of agricultural products, resulting in weak inventory management and allocation capabilities for agricultural products, resulting in product waste and reduced farmers' profits. Therefore, it is necessary to strengthen the construction of warehousing facilities, improve the storage and allocation capabilities of agricultural products, reduce storage links in logistics, timely allocate agricultural products, reduce waste, improve logistics efficiency and farmers' income, and optimize logistics supply chain.

## **4.4. Strengthen Talent Cultivation and Introduction**

In order to promote the further development of rural logistics industry, cultural construction is also very important[4]. Propaganda and popularization of logistics knowledge should be carried out in rural and surrounding areas, and training and guidance should be strengthened for relevant personnel in the logistics industry to provide them with more support in information technology skills and operational capabilities, in order to better adapt to the development of new technologies and trends. In addition, we should also strive to attract more high-quality talents to engage in logistics business in rural areas, in order to ensure that the needs of rural customers are better met. At the same time, it is also necessary to strengthen awareness and understanding of the rural economy, fully explore the potential and value of agricultural products, promote the refined processing of agricultural products, and increase added value to improve the management and operation level of the entire rural logistics system

## **4.5. Promote the Transformation and Upgrading of Logistics Formats**

With the development of information technology, e-commerce has become a new model for rural economic development. It can promote high-quality products such as green food and organic agricultural products through e-commerce platforms, create brand effects, and improve the added value and competitiveness of agricultural products. At the same time, the e-commerce model can achieve order management, warehousing and distribution management of agricultural products, and improve the overall efficiency of the agricultural product logistics industry chain. Through e-

commerce platform and intelligent logistics system, information chain, logistics chain and payment chain can be opened up, rural and urban areas can be better connected, and the efficiency and convenience of information flow and logistics can be improved. At the same time, it also provides farmers with more sales channels and opportunities to increase income, promoting the development of rural economy. At the same time, it is possible to promote the transformation and upgrading of logistics formats by cultivating new logistics formats, such as cold chain logistics and micro logistics. It is also possible to actively explore new cooperation models, such as collaborating with e-commerce platforms, farmer cooperatives, and other parties, to jointly promote the development of rural logistics industry, inject new vitality into the economic development of rural areas, and further improve the quality and competitiveness of logistics services.

## **4.6. Increase Government Industry Support**

The government should increase the support to logistics enterprises and strengthen the support and investment to rural logistics industry. All-round coordination and promotion should be carried out in the corresponding policies, economy, technology and personnel, and enterprises should be encouraged to carry out technological innovation and equipment upgrading, improve transportation efficiency and service quality, and optimize the industrial structure. In addition, we can appropriately relax the conditions of logistics market access, attract more enterprises to enter the market, formulate unified logistics service standards, standardize industry operation, improve service quality and enhance market competitiveness, and introduce third-party logistics services, encourage enterprises to outsource logistics business, and improve the specialization and quality of logistics services.

## **5. Conclusion**

In the post poverty alleviation era, the optimization strategy of rural logistics needs to be more comprehensive and in-depth. The optimization strategy should focus on optimizing the distribution network, improving warehousing and distribution efficiency, strengthening information construction, strengthening personnel training, and promoting e-commerce, pay attention to the improvement of logistics efficiency and farmers' income, and create a complete rural logistics industry chain, which will promote the sustainable and healthy development of rural economy and the improvement of farmers' living standards. To achieve better social benefits. Only by comprehensively integrating the optimization of rural logistics and making full efforts in the work can we truly achieve the optimization effect, so that the rural economy can get considerable development and improve the quality of life. the optimization and development of rural logistics is not only a technical and management problem, but also a social participation problem. Only with the concerted efforts of the government, enterprises, organizations, farmers, culture, education and other aspects, can we truly realize the comprehensive development of rural logistics and promote the substantial progress of rural economy. Only in this way can we achieve poverty alleviation and not return to poverty.

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