

Analysis of the Current Situation, Existing Problems and Strategies of Agricultural Product Trade Between China and France

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Abstract:

The trade of agricultural products between China and France exhibits multi-level and diversified characteristics. The scale of agricultural trade between the two countries continues to grow, involving a wide range of varieties, including wine, dairy products, fruits, meat, etc. The demand for high-quality agricultural products from France in the Chinese market continues to increase, and France is actively seeking to expand its exports of agricultural products to China. The trade methods between the two sides are diverse, including traditional bulk trade, cooperation between individuals and small and medium-sized enterprises, as well as emerging forms such as cross-border e-commerce. This diversified trade model enriches trade channels and provides consumers with more choices. At the same time, the governments of China and France are actively promoting trade facilitation measures, reducing trade barriers, and promoting trade cooperation. Furthermore, cooperation in agricultural product trade is not limited to commodity trading, but also involves cooperation and exchange in technology, management experience, and other aspects. The cooperation between the two sides in the agricultural field has shown a good trend. However, there are also some challenges that need to be addressed, such as trade barriers, quality and safety, information asymmetry, and logistics transportation. Both parties need to work together to strengthen cooperation, find solutions, and promote the facilitation and sustainable development of agricultural trade. This article will provide a specific analysis of Sino French agricultural product trade from three aspects: current trade situation, existing problems, and solutions.

Keywords:

Agricultural trade, China and France, trade cooperation

I. Current Trade Situation

China and France are one of the important trading partners of agricultural products. In recent years, the scale of agricultural trade between the two countries has been expanding, and the trade structure has become increasingly diversified. For a long time, China-France agricultural trade relations have maintained a trend of steady growth, involving a wide range of fields and various forms of cooperation, but there are also some challenges and problems. The cooperation between China and France in the trade of agricultural products is long-term and stable. As one of the world's largest importers of agricultural products, China has a large and growing demand for French agricultural products. France, on the other hand, enjoys a good reputation and market share in the Chinese market due to its advantages of excellent quality of agricultural products and high level of organic agricultural development. There are various forms of Sino-French cooperation in agricultural trade. In addition to the traditional bulk trade model, it also includes cooperation between individual merchants, small and medium-sized enterprises, and emerging forms of trade such as cross-border e-commerce. This diversified trade model not only enriches trade channels, but also provides consumers with more diversified choices, promoting trade facilitation and diversification. In addition, the cooperation between China and France in the field of agricultural trade also involves exchanges and cooperation in technology and management experience. France has rich experience and advanced technology in agricultural science and technology, agricultural machinery, agricultural management, etc., which can provide useful support for the modernization process of China's agriculture. China and France can also carry out more in-depth cooperation in agricultural investment and cooperation in agricultural enterprises. The two sides need to work together to strengthen cooperation and promote more sound and sustainable development of agricultural trade. At the same time, with the continuous deepening of bilateral trade relations and the further opening of trade policies, the prospects for Sino-French agricultural trade are still very broad, and it is expected to achieve a more mutually beneficial and win-win situation. This section will elaborate on the current situation of Sino-French agricultural trade from the aspects of the overall situation of agricultural trade, imports and exports.

I.1 Overall situation

Since 2010, the scale of agricultural trade between China and France has shown a rapid growth trend. In 2010, the trade volume of agricultural products between China and France was 770 million US dollars, but by 2019, this number had grown to 2.32 billion US dollars, an increase of nearly three times. Among them, China's import of agricultural products from France increased from 360 million US dollars in 2010 to 1.77 billion US dollars in 2019, a nearly 5-fold increase; The export value of agricultural products from France to China increased from 410 million US dollars in 2010 to 550 million US dollars in 2019, an increase of nearly 1.4 times.

The agricultural trade structure between France and China is becoming increasingly diversified, involving a wider range of varieties. Taking China's import of agricultural

products from France as an example, the main imported varieties include wine, dairy products, fruits, meat, feed, etc. Among them, wine has always been the main variety of agricultural products imported from France by China, accounting for over 50%. France's agricultural exports to China mainly include red wine, dairy products, fruits, honey, biscuits, etc. Among them, red wine accounts for the largest proportion, about 60% of the total export volume.

The development of agricultural trade between China and France is influenced by various factors. Firstly, the rapid economic development of China and France has provided a solid foundation for agricultural trade. Secondly, the upgrading of Chinese consumption and the increasing demand for high-quality agricultural products have also driven China's imports of French agricultural products. In addition, the friendly relationship between the governments of China and France and the signing of trade cooperation agreements have also provided a favorable policy environment for the development of agricultural trade.

1.2 Import situation

China imports a wide variety of agricultural products from France, mainly including wine, dairy products, fruits, meat, feed, etc. Among them, wine is the main variety of agricultural products imported from France by China, accounting for over 50%. In addition, dairy products are also an important variety of agricultural products imported from France by China, including cheese, butter, milk powder, etc.

The import volume of agricultural products from China to France has been increasing year by year. In 2010, the total amount of French agricultural products imported by China was 360 million US dollars, but by 2019, this number had grown to 1.77 billion US dollars. Among them, wine has the largest import volume, accounting for over 50%. In addition, the import volume of dairy products is also increasing year by year, reaching \$270 million in 2019.

The main channels for China to import agricultural products from France include import traders, e-commerce platforms, and personal purchasing agents. Import traders are the main import channels, establishing cooperative relationships with French producers or wholesalers to directly import agricultural products from France. E-commerce platforms have also become important import channels, such as Tmall Global and JD Global, which provide import services for French agricultural products. In addition, personal purchasing is also a common import method, and some consumers purchase French agricultural products through overseas purchasing or travel shopping.

1.3 Export situation

France's exports of agricultural products to China mainly include red wine, dairy products, fruits, honey, biscuits, etc. Among them, red wine is the main variety of agricultural products exported by France to China, accounting for over 60%. In addition, dairy products are also an important variety of agricultural products exported by France to China, including cheese, butter, milk powder, etc.

The export volume of agricultural products from France to China has been increasing

year by year. In 2010, France's total agricultural exports to China were 410 million US dollars, but by 2019, this number had grown to 550 million US dollars. Among them, red wine has the largest export volume, accounting for over 60%. In addition, the export volume of dairy products is also increasing year by year, reaching 130 million US dollars in 2019.

France's agricultural exports to China mainly cover a variety of channels, including traditional trade channels, cross-border e-commerce platforms, cooperation projects and direct investment. These channels, each with its own characteristics and intertwined, form a diversified system for the export of French agricultural products to China.

Traditional trade channels are one of the most important ways for French agricultural products to be exported to China. These channels include collaborations between trading companies, distributors and importers between France and China. Usually, French producers of agricultural products export their products to trading companies or distributors in China, who sell and distribute them. This traditional trade model has established a long-term and stable cooperative relationship, which provides strong support for the promotion of French agricultural products in the Chinese market. Secondly, the rise of cross-border e-commerce platforms has provided new opportunities for French agricultural products to enter the Chinese market. Cross-border e-commerce platforms such as Alibaba's Tmall Global and JD Worldwide have become one of the important channels for the export of French agricultural products. Through these platforms, French agricultural products can be directly targeted at Chinese consumers, without the need to go through traditional intermediaries and distributors, thus reducing the cost of sales and improving sales efficiency. At the same time, the cross-border e-commerce platform also provides consumers with more diversified and convenient purchase channels, which promotes the sales and promotion of French agricultural products in the Chinese market. In addition, the cooperation project is also one of the important channels for the export of French agricultural products to China. In this regard, extensive cooperation has been carried out between the French and Chinese governments, enterprises and institutions, which has promoted exchanges and cooperation between the two sides in the field of agriculture. For example, the two sides can carry out agricultural technical cooperation projects to jointly promote the process of agricultural modernization and improve the yield and quality of agricultural products. In addition, it is possible to carry out branding and marketing activities to enhance the visibility and reputation of French agricultural products in the Chinese market. In addition, direct investment is also one of the important channels for the export of French agricultural products to China. Some French agribusiness companies are directly involved in the operation and sales activities of the Chinese market by setting up subsidiaries or joint ventures in China. This type of direct investment can help French companies better understand the needs and characteristics of the Chinese market, strengthen communication and interaction with Chinese consumers, and improve the market adaptability and competitiveness of their products.

France's agricultural exports to China are diversified through traditional trade channels, cross-border e-commerce platforms, cooperation projects and direct investment. These channels are intertwined and together form the distribution network and supply system of French agricultural products in the Chinese market. With the deepening of trade relations between China and France and the advancement of cooperation projects, the export

prospects of French agricultural products in the Chinese market will be broader.

2. Existing Problems

2.1 Trade barriers and restrictions

Tariffs and quotas: The tariff and quota restrictions between China and France may hinder the free trade flow of agricultural products. These restrictions may have been set by both governments to protect their own agriculture. **Quality standards and certification:** There may be differences in the quality standards and certification of agricultural products between China and France, which may lead to obstacles in cross-border trade or require additional costs to comply with the standards of the other country.

2.2 Transportation and logistics

The transportation and logistics issues in the trade and circulation of agricultural products between China and France involve transportation costs, logistics efficiency, and environmental impacts. In terms of transportation costs, the distance between China and France is relatively long, and agricultural products need to be transported across borders by land or sea, which will increase transportation costs. Especially for agricultural products that require preservation, such as fruits, vegetables, and meat, fast transportation methods such as air freight may be necessary to further increase costs. Transportation costs include transportation, insurance, and other related expenses, which have a significant impact on the trade and circulation of agricultural products. High transportation costs will increase the final price of agricultural products and reduce competitiveness.

In terms of logistics efficiency, the logistics network between China and France needs to be continuously improved to improve logistics efficiency. The construction and improvement of infrastructure such as roads, railways, ports, and airports can reduce transportation time and costs, and improve the circulation efficiency of agricultural products. Logistics informatization can improve the visibility and transparency of agricultural product circulation, help reduce inventory and mitigate risks. Through real-time monitoring and information sharing, it is possible to better coordinate various links in the supply chain and improve logistics efficiency.

In terms of environmental impact, the impact of long-distance transportation on the environment is mainly reflected in carbon emissions and energy consumption. The cross-border transportation of agricultural products may require a large amount of fuel and energy, resulting in significant carbon dioxide emissions and exacerbating climate change issues. The packaging and packaging waste during the transportation of agricultural products can also have an impact on the environment. Excessive packaging can increase resource consumption and environmental pollution. Sustainable packaging and logistics methods should be adopted to reduce negative impacts on the environment.

2.3 Market access barriers

The market access barriers in the trade and circulation of agricultural products between China and France involve regulatory requirements, cultural differences, language barriers, and the complexity of market access procedures.

In terms of regulatory requirements, China and France may have different regulatory requirements for agricultural product market access, including product quality standards, food safety regulations, pesticide residue limits, production and processing environments, etc. Different regulatory standards may lead to obstacles for products in cross-border trade, requiring additional testing, certification, or improvement, which increases the cost and complexity of trade.

In terms of cultural and language barriers, there are cultural and language differences between China and France, which may lead to difficulties in communication and understanding, and increase barriers to market access. For example, product packaging, labels, manuals, etc. may need to be adjusted and translated for different markets to meet consumer needs and regulatory requirements.

In terms of the complexity of market access procedures, the market access procedures in China and France may have complexity, including application, approval, registration, certification, and other links, which require a lot of time and resources to be invested. This may be a huge challenge for small agricultural production enterprises, limiting their ability to enter international markets.

In terms of intellectual property protection, intellectual property protection is one of the important factors for market access. In agricultural product trade, intellectual property involves aspects such as variety protection, trademark registration, geographical indications, etc. Lack of effective intellectual property protection may lead to issues such as product counterfeiting and infringement, affecting the innovation and competitiveness of enterprises.

2.4 Market competition and price waves

In the circulation and trade of agricultural products between China and France, market competition and price fluctuations are a series of complex issues, involving market structure, policy impact, supply-demand relations, international trade, and other aspects.

In terms of market structure and competition situation, there are differences in the market structure between China and France: there are certain differences in the structure of the agricultural product markets between China and France. For example, in certain agricultural product fields, France may have its own production and technological advantages, leading to strong competitiveness of its products in the domestic market; In other fields, China may have a larger market size and cost advantage, creating certain competitive pressure on French products. In market competition, there are not only local enterprises and farmers from China and France, but also competing entities such as multinational corporations and imported products. The different positioning, strategies, and resource allocation of these entities affect the intensity of market competition and price fluctuations.

In terms of policies, the trade policy between China and France has a direct impact on competition and price fluctuations in the agricultural product market. For example, tariff

policies, import quotas, subsidy policies, etc. may all lead to price fluctuations of imported products, affecting the competitiveness of local products. Both China and France have agricultural subsidies and support policies, which may lead to differences in production costs of agricultural products and affect market price competition. Meanwhile, subsidy policies may also lead to overproduction, which in turn can cause price fluctuations.

In terms of supply and demand, the agricultural product market is greatly affected by seasonality, and supply and demand may experience significant fluctuations in different seasons, leading to price fluctuations. For example, seasonal agricultural products such as fruits and vegetables experience an increase in supply and a decrease in prices during the harvest season; In the off-season, supply decreases and prices rise. The supply chain issues in the circulation of agricultural products between China and France can also affect market price fluctuations. For example, the efficiency and cost of logistics, warehousing, transportation, and other processes directly affect the price and competitiveness of products.

In terms of international trade, changes in the international trade environment have a direct impact on competition and price fluctuations in the Sino French agricultural product market. For example, fluctuations in the prices of major agricultural products in the international market, changes in foreign exchange rates, and adjustments in international trade policies can all be transmitted to the Sino French market, affecting market prices and competitive trends. The trade partnership between China and France will also affect competition and price fluctuations in the agricultural product market. The trade agreements, cooperation mechanisms, and market access conditions between the two countries directly affect the import and export volume and price competitiveness of agricultural products.

2.5 International relations and government policies

In terms of trade policies and tariff barriers, the trade policies of China and France directly affect the circulation and trade of agricultural products. Policy measures such as tariffs, import quotas, and trade barriers have a significant impact on the import and export volume and prices of agricultural products. The trade between China and France in agricultural products is regulated by bilateral and multilateral trade agreements. The European Union has strict quality and standard requirements for imported agricultural products, while China's import tariffs and inspection and quarantine system will also affect the export of French agricultural products.

In terms of international trade environment and competitive situation, the circulation and trade of agricultural products between China and France are influenced by the international market. The price fluctuations, changes in supply and demand relationships, and fluctuations in foreign exchange rates in the international agricultural product market will directly affect the process and results of Sino French agricultural product trade. The competitive position and strategies of agricultural products in the international market between the two countries will also affect bilateral trade relations. For example, Chinese soybeans and French wine have a certain competitive advantage in the international market, which will affect the pattern of bilateral trade.

In terms of government policies and support measures, the Chinese and French

governments influence the circulation and trade of agricultural products through a series of policies and support measures. Subsidies, loans, tax incentives, and other policies will directly affect the production, circulation, and trade activities of agricultural products.

Environmental policies, food safety regulations, and other factors can also affect the circulation and trade of agricultural products. For example, the support and promotion of organic agriculture by the French government, as well as the strict requirements of the Chinese government for the quality and safety of imported food, will affect the scale and mode of bilateral trade.

In terms of international cooperation and issues, China and France have a certain degree of international cooperation in the field of agriculture. Under international organizations and multilateral mechanisms, the two countries may cooperate and coordinate on issues such as agricultural development, food security, and climate change.

Bilateral agricultural cooperation projects and technological exchanges will also affect the circulation and trade of agricultural products between China and France. For example, France has rich experience in agricultural technology, food processing, and can cooperate with China to promote the development of agricultural product processing and trade.

In terms of sustainable development and environmental protection, agricultural product circulation and trade face many challenges in sustainable development and environmental protection. The problems of resource consumption, environmental pollution, and ecological damage in the agricultural production process need to be guided and regulated by government policies.

The Chinese and French governments can guide the sustainable development of agricultural production and circulation processes through environmental standards, energy conservation and emission reduction policies, and promote the healthy development of bilateral trade.

3. Solution Strategy

3.1 Strategies for resolving trade barriers and restrictions

Strengthen trade negotiations and cooperation. The Chinese and French governments can gradually reduce trade barriers and restrictions and improve the convenience of agricultural trade through bilateral trade negotiations and cooperation agreements. This includes reducing tariffs, lifting quota restrictions, simplifying trade procedures, and so on. Through negotiation and consultation, consensus can be sought between both parties to create a more open, transparent, and stable environment for trade.

Promote trade facilitation. China and France can strengthen cooperation and promote the implementation of trade facilitation measures, including simplifying customs clearance procedures, improving customs clearance efficiency, and accelerating tax refund speed. By improving the convenience of trade, reducing trade costs, and increasing the activity of agricultural product trade.

Comply with international trade rules and standards. China and France should jointly abide by international trade rules and standards, respect WTO rules, and avoid adopting unilateralism and trade protectionism measures. At the same time, strengthen the supervision of agricultural product trade to ensure fairness, impartiality, and transparency in trade.

Strengthen information exchange and cooperation. China and France can strengthen information exchange and cooperation, establish a two-way information communication channel, and timely understand each other's trade policies, regulations, and standards. Through information exchange, misunderstandings and conflicts can be reduced, and cooperation and mutual benefit between the two sides in the field of agricultural trade can be promoted.

Promote the implementation of trade facilitation measures. China and France can jointly promote the implementation of trade facilitation measures, including promoting the construction of a single window for international trade, strengthening customs coordination and cooperation, and promoting legislation and policy measures for trade facilitation. Through these measures, the convenience of agricultural product trade can be improved, and trade barriers and restrictions can be reduced.

Strengthen technological cooperation and innovation. China and France can strengthen cooperation in agricultural technology and innovation, jointly research and promote advanced agricultural technology and management experience, improve the yield and quality of agricultural products, reduce production costs, and enhance the competitiveness of enterprises.

Strengthen the supervision and law enforcement of market access. China and France can strengthen the supervision and law enforcement of market access, crack down on counterfeit and inferior products and unfair competition, maintain market order, and protect the legitimate rights and interests of consumers.

3.2 Solutions for transportation and logistics

Strengthen the construction of transportation infrastructure. China and France can increase investment in transportation infrastructure construction, including strengthening the construction and renovation of transportation facilities such as railways, highways, and ports, to improve transportation capacity and efficiency. Especially at key nodes for transporting agricultural products, such as ports, freight stations, etc., facility construction should be strengthened to improve throughput capacity, shorten cargo stay time, and reduce logistics costs.

Promote the construction of logistics informatization. China and France can jointly promote the construction of logistics informatization, establish a logistics information platform covering the entire chain, and achieve full tracking of goods and real-time information sharing. Through logistics informatization, transportation efficiency can be improved, logistics costs can be reduced, service levels can be improved, and cargo detention and losses can be reduced.

Optimize the goods distribution network. China and France can optimize the distribution network of goods, establish a nationwide agricultural product distribution network, and

achieve seamless integration of production, distribution, and consumption areas. By optimizing the distribution network, it is possible to shorten the transportation distance of goods, reduce transit links, lower transportation costs, and improve logistics efficiency.

Strengthen the construction of cold chain logistics. China and France can strengthen the construction of cold chain logistics, improve the preservation and cold chain transportation capacity of agricultural products. Especially for perishable and perishable agricultural products, such as fruits and vegetables, cold chain logistics construction should be strengthened to ensure product quality and safety, and improve product added value and competitiveness.

Promote the development of multimodal transportation. China and France can promote the development of multimodal transportation, achieve connectivity and interconnection between different modes of transportation. For example, the combination of multiple transportation methods such as railways, highways, and waterways can optimize transportation routes, improve transportation efficiency, and reduce transportation costs.

Strengthen customs clearance cooperation. China and France can strengthen customs cooperation, simplify customs procedures, and improve customs efficiency. Especially at border ports, cooperation and coordination between Chinese and French customs clearance departments should be strengthened, clearance speed should be accelerated, cargo detention time should be reduced, and logistics efficiency should be improved.

Promote the development of smart logistics. China and France can jointly promote the development of smart logistics, utilizing technologies such as the Internet of Things, big data, and artificial intelligence to optimize logistics processes and management, and improve logistics efficiency and service levels. Through the application of intelligent logistics technology, the visualization, intelligence, and automation of logistics processes can be achieved, improving transportation efficiency and reducing logistics costs.

Strengthen talent cultivation and technological innovation. China and France can strengthen talent cultivation and technological innovation, cultivate a group of logistics talents with international perspectives and professional skills, and promote technological innovation and development in the logistics industry. Especially in areas such as logistics informatization, cold chain technology, and smart logistics, we should increase research and development investment, improve technological level, and promote the transformation and upgrading of the logistics industry.

3.3 Strategies for solving market access barriers

Strengthen trade negotiations and cooperation. China and France can promote more open and mutually beneficial agreements in agricultural trade through trade negotiations and cooperation. For example, reducing agricultural tariffs, simplifying import procedures, and relaxing market access can create a more favorable environment for agricultural trade.

Establish a mutual trust mechanism. China and France can establish a mutual trust mechanism to strengthen cooperation and exchange in areas such as inspection and quarantine, standard certification, etc. By establishing a mutual trust mechanism, both parties can increase their trust in each other's products, reduce inspection and quarantine

barriers, and promote the smooth trade of agricultural products.

Promote the coordination of agricultural product standards. China and France can promote the coordination and recognition of agricultural product standards, and establish a mutually recognized standard system. Through standard coordination, barriers to market access for agricultural products can be reduced, duplicate inspections and quarantine can be reduced, and trade efficiency can be improved.

Strengthen information exchange and communication. China and France can strengthen information exchange and communication in agricultural product trade, and timely share market access policies, standard requirements, and other information. Through information exchange and communication, it can help enterprises understand market rules, prepare products, and increase the likelihood of entering the market smoothly.

Promote trade facilitation measures. China and France can promote trade facilitation measures, simplify import procedures, optimize customs clearance processes, and improve logistics efficiency. Through trade facilitation measures, enterprises can reduce their trade costs and improve the convenience of market access.

Strengthen cooperation and jointly build an agricultural product exchange platform. China and France can strengthen cooperation and jointly build an agricultural product exchange platform, building a bridge for sharing and exchanging agricultural product trade information. By jointly building an agricultural product exchange platform, it can promote the docking and cooperation of agricultural products between both sides, and facilitate market access.

Encourage cooperation and innovation among enterprises. China and France can encourage cooperation and innovation among enterprises to jointly address market access barriers. For example, establishing cross-border cooperation alliances, promoting branding and standardization of agricultural product trade, and enhancing the competitiveness of enterprises and the possibility of market access.

Strengthen intergovernmental cooperation and coordination. China and France can strengthen intergovernmental cooperation and coordination to jointly address market access barriers. For example, establishing bilateral agricultural trade organizations, conducting regular consultations and consultations, and jointly formulating specific measures and policies to solve problems.

3.4 Strategies for solving market competition and price fluctuations

On the market side, improve market information transparency. China and France can establish an agricultural product market information sharing platform to timely release information on agricultural product prices, market demand, and supply. This can help producers and consumers better understand market dynamics, make wiser decisions, and reduce the adverse effects of price fluctuations. Promote cooperation and alliances. Chinese and French agricultural producers can form cooperatives or alliances to collaborate in production, sales, and market promotion. Through cooperation, we can improve economies of scale, reduce production costs, and become more competitive in the market.

In terms of agricultural products, strengthen the supervision and enforcement of

agricultural product trade rules. China and France can strengthen the supervision and enforcement of agricultural trade rules, combat unfair competition, and maintain market order. This includes cracking down on counterfeit and inferior products, regulating market access conditions, and so on. Promote sustainable development and green agriculture. China and France can jointly promote sustainable development and green agriculture, improve the environmental friendliness and quality of agricultural products, and increase demand for such products. This not only helps to reduce price fluctuations, but also meets consumer demands for health and environmental protection. Enhance the diversity of agricultural trade. China and France can expand the diversity of agricultural trade and reduce excessive dependence on a certain category of agricultural products. This can reduce the impact of specific agricultural product price fluctuations on the market. Strengthen agricultural technology and management level. China and France can jointly promote the improvement of agricultural technology and management level, and improve the production efficiency and quality of agricultural products. This can reduce production costs, improve competitiveness, and mitigate the impact of price fluctuations.

3.5 Strategies for resolving international relations and government policies

Comply with international trade rules. China and France should abide by international trade rules, including the provisions of the World Trade Organization (WTO) and related agreements. Adhering to rules can uphold the principle of fair competition, reduce trade disputes and frictions, and promote the healthy development of bilateral trade.

Promote free trade agreements. China and France can actively promote the signing and implementation of free trade agreements and further expand the scale and scope of trade in agricultural products. Free trade agreements can lower trade barriers and promote the liberalization and facilitation of trade in agricultural products. China and France can negotiate free trade agreements to reduce tariffs and other trade barriers. This helps to improve the competitiveness of agricultural products and reduce trade costs.

Strengthening the multilateral trading system. China and France can cooperate in multilateral trading institutions such as the World Trade Organization (WTO) to jointly safeguard trade liberalization and fairness. The Chinese and French governments can coordinate and promote trade facilitation measures, simplify formalities and procedures, and reduce trade costs. The two governments have strengthened policy dialogue, established a regular policy dialogue mechanism, and conducted communication and consultation on agricultural trade policies to seek consensus. Governments can increase policy transparency and provide clear policy information to agricultural producers and exporters, avoiding uncertainty caused by policy changes. If there are differences in agricultural subsidy policies, a balance can be sought between the two sides through coordination and negotiation to avoid unfair competition.

Strengthen cultural exchanges. Through the holding of agricultural product exhibitions and cultural exchange activities, we will enhance understanding and mutual trust between producers and consumers of agricultural products in the two countries. Provide cultural

training to those involved in the trade of agricultural products to help them better adapt to the culture and customs of the other country. Formulate customized marketing strategies for consumers with different cultural backgrounds to improve the acceptance and recognition of agricultural products in the other market.

China and France can strengthen cooperation in green agriculture and organic agriculture to jointly promote the sustainable development of agricultural production. Governments can develop and implement policies that support green agriculture and encourage agricultural producers to adopt environmentally friendly and sustainable production methods. In view of unforeseen risks, such as natural disasters and epidemics, formulate risk management strategies, including insurance and emergency plans, to reduce the impact of risks on agricultural trade.

Sino-French agricultural trade may face some problems at the level of international relations and government policies, but through a series of strategies such as strengthening cooperation, strengthening policy dialogue, promoting green and sustainable development, and strengthening cultural exchanges, these problems can be effectively solved and the smooth development of Sino-French agricultural trade can be promoted. These strategies aim to enhance mutual trust, reduce trade barriers and promote sustainable development, so as to jointly promote the development of China-France agricultural trade relations towards a more stable, healthy and sustainable development path.

4. Summary and Outlook

Although there are still many problems in the process of Sino French agricultural product trade, its prospects are very broad. With the sustained economic development and deepening trade cooperation between China and France, agricultural trade will continue to maintain a good growth momentum. The potential for cooperation between China and France in the field of agriculture is enormous. Both sides can strengthen agricultural technology cooperation, jointly promote the process of agricultural modernization, and improve the quality and yield of agricultural products. France has rich experience and advanced technology in agricultural technology, agricultural machinery, and agricultural management, which can provide reference and support for the development of agriculture in China. At the same time, China and France can also engage in deeper cooperation in agricultural investment, agricultural enterprise cooperation, and jointly develop new markets and business models. Through the joint efforts of China and France, strengthening cooperation and exchange, expanding trade scale, and optimizing trade structure, the trade of agricultural products between China and France will further promote the development of the two countries' economies and achieve a mutually beneficial situation.

The agricultural trade relations between China and France have broad prospects for development, and the two sides have abundant resources and technological advantages in the field of agriculture, as well as a long-term foundation for cooperation. With the continuous development of the Chinese and French economies and the improvement of people's living

standards, the demand for agricultural products will gradually increase. The two sides have strong competitiveness in the production and processing of agricultural products, so it is expected that the overall scale of Sino-French agricultural trade will continue to grow in the future. The range of products in the Sino-French agricultural trade will be more diversified and high-quality. The two parties will strive to improve the quality and safety standards of agricultural products, promote sustainable development models such as organic agriculture and green agriculture, and meet consumers' demand for healthy, safe and high-quality food. The mode of agricultural trade cooperation between China and France will continue to innovate. In addition to the traditional trade model, the two sides can also strengthen cooperation in industrial chain cooperation, cross-border e-commerce cooperation, agricultural science and technology cooperation and other fields, and jointly explore new cooperation mechanisms and models to achieve mutual benefit and win-win results. Technological innovation and digital transformation will become an important driving force for the development of Sino-French agricultural trade. The two sides can jointly develop agricultural science and technology products, promote the development of agricultural production methods in the direction of intelligence and digitalization, and improve production efficiency and quality. China and France will further strengthen cooperation in green agriculture, environmental protection, and climate change adaptation. The two sides can jointly address the challenges brought by climate change to agricultural production and promote the green and sustainable development of agricultural production. The Chinese and French governments will continue to strengthen cooperation and exchanges in the field of agricultural trade, provide policy support and facilitation measures, and create a favorable policy and market environment for agricultural trade between the two sides. China and France will work together to address global challenges, such as food security, food safety, and disease prevention and control. The two sides can strengthen cooperation in agricultural scientific research, technical exchanges, personnel training, etc., jointly respond to global challenges, and contribute to the development of world agriculture.

In general, Sino-French trade in agricultural products will continue to maintain a steady growth trend in the future, and show the characteristics of diversified, high-quality and sustainable development. The two sides will strengthen cooperation, jointly address challenges, push agricultural trade relations to a closer and deeper stage of development, and make positive contributions to the prosperity of the agricultural economy and the improvement of people's living standards in the two countries.

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