

摘要

随着现代经济的发展，新农业，新农民和农村民营企业的不断联系，不断涌现，农村电子商务成为带动新农村发展的不可忽视的重要力量，而农产品作为大多数农村发展主要经济来源，电子商务与农产品的结合无疑为打造现代化农村开辟了新的途径，从而得到许多人的重视。而在其中，农产品物流体系的建立与完善在农村电商发展过程中可以说是发挥着关键性的作用。因此找出农村电商物流的发展优势与存在问题，建立现代化由市到县再到镇最后到村到户的农产品电商物流体系，成为影响新时代乡村振兴的重要因子之一。在乡村振兴背景下，从农村电商对乡村发展影响入手，分析毕节市农产品电商物流现状，传统物流制约农村电商的创新与发展，必须打造新的农产品电商物流体系，提出了扩大基础建设投资，完善人才培养机制，加大政府支持力度等策略。

关键词：乡村振兴、农产品物流、农村电商

Abstract

With the development of modern economy, the new agriculture, the new farmers and rural private enterprises, emerging, rural e-commerce become an important force to drive the development of new countryside can not be ignored, and agricultural products as the main economic source of most rural development, the combination of e-commerce and agricultural products has opened up a new way to build modern countryside, so as to get the attention of many people. Among them, the establishment and improvement of agricultural products logistics system can be said to play a key role in the development process of rural e-commerce. Therefore, to find out the development advantages and existing problems of rural e-commerce logistics, and to establish a modern agricultural product e-commerce logistics system from city to county to town and finally to village to household, has become one of the important factors affecting the rural revitalization in the new era. Under the background of rural revitalization, from the rural electricity influence of rural development, analysis of Longyan agricultural electricity logistics status, traditional logistics restricts the innovation and development of rural electricity, must build a new agricultural electricity logistics system, put forward the expanding infrastructure investment, improve the talent training mechanism, strengthen government support and other development policy.

Keywords: Rural revitalization, agricultural product logistics, rural e-commerce

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