



A Case Study

On the construction of agricultural information current situation and countermeasures

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ABSTRACT : Modern information technology today is penetrating into the line of agriculture and will play an important role in agricultural informationization. As a symbol and key factor to modern agriculture, informationization orients future agriculture and will surely advance economy development and income in rural areas. There are many problems, however, exist during this process, effective counter measures shall be taken to guarantee the agricultural informationization. From the view of agriculture in China, problems of agriculture were analyzed. A new and standardized model of agricultural industry chain was constructed. Operation mode of informatization management system of agricultural industry chain based on electronic commerce was put forward as well as expounded with a case.

KEY WORDS : Agricultural informationization, Problem, Countermeasure, Electronic commerce, Agricultural industry chain

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