

**Study on Supply Chain Optimization of Fresh  
Agricultural Products**

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As of November 2020, all 832 state-level poverty-stricken counties in China have been lifted out of poverty, and the next step is to continue to promote the development of rural industries and consolidate the results of poverty alleviation. This paper analyzes the countermeasures to the problems of uneven upstream product specifications and high downstream distribution costs in the process of helping agriculture and poverty alleviation through the research of domestic and foreign scholars on fresh agricultural products supply chain - the development of the "farmland cloud" system and the "direct delivery" model. The "direct delivery from origin" model and the launch of "buy vegetables from DuoDuo", which effectively alleviated the problems of fresh agricultural products in opening up the "first kilometre" and optimising the "last kilometre". However, there is still much room for its development in the optimization of fresh produce supply chain. Combined with the problems encountered by Pinedo, using Floyd algorithm and linear programming method in the optimization of fresh agricultural products supply chain warehouse location and distribution path, and the simulation, A practical example is given to solve the model, and the viewpoint of building the supply chain information network ecosystem and improving the response efficiency to feedback information is put forward. Finally, it concludes that the key points of the transformation from "poverty alleviation and blood transfusion type" to "bypass blood type" are to cultivate farmers' standardization and brand awareness, improve fresh agricultural products logistics system, improve agricultural products e-commerce support system, and build additional agricultural products industry. We hope to alleviate the impact of the epidemic on the sales of fresh agricultural products and promote the overall development of rural revitalization.

: pindo fresh agricultural products supply chain rural revitalization.

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Xiaobing Liu

Xueli Ma

Shuyun Wang

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Wladimir E. Soto-Silva

· Armin Cheraghalipour · · Mohammad  
Mahdi Paydar · - Mostafa Hajiaghaei-Keshteli  
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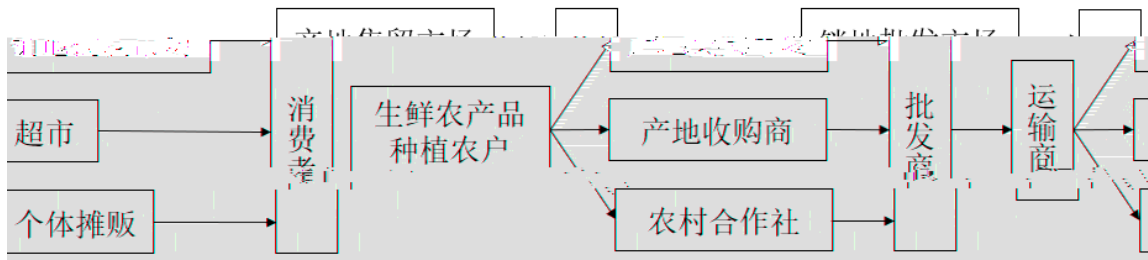
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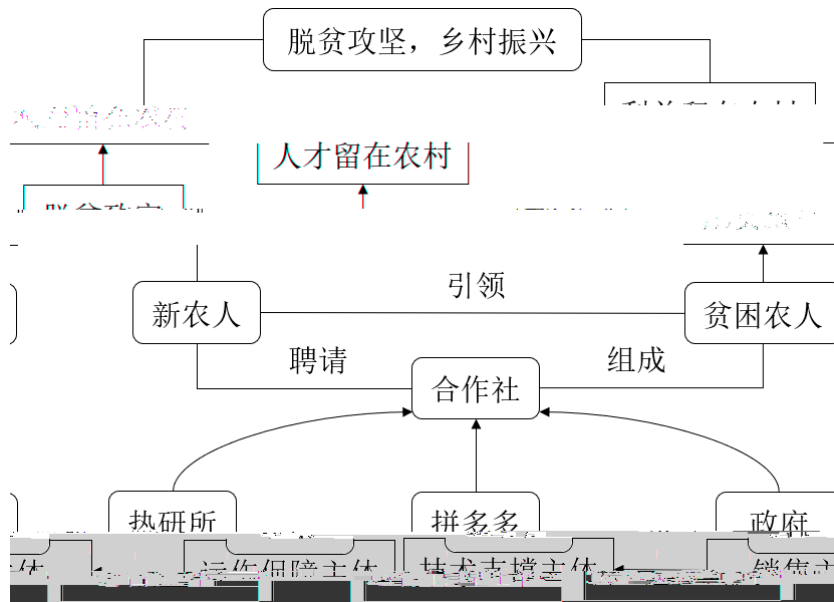
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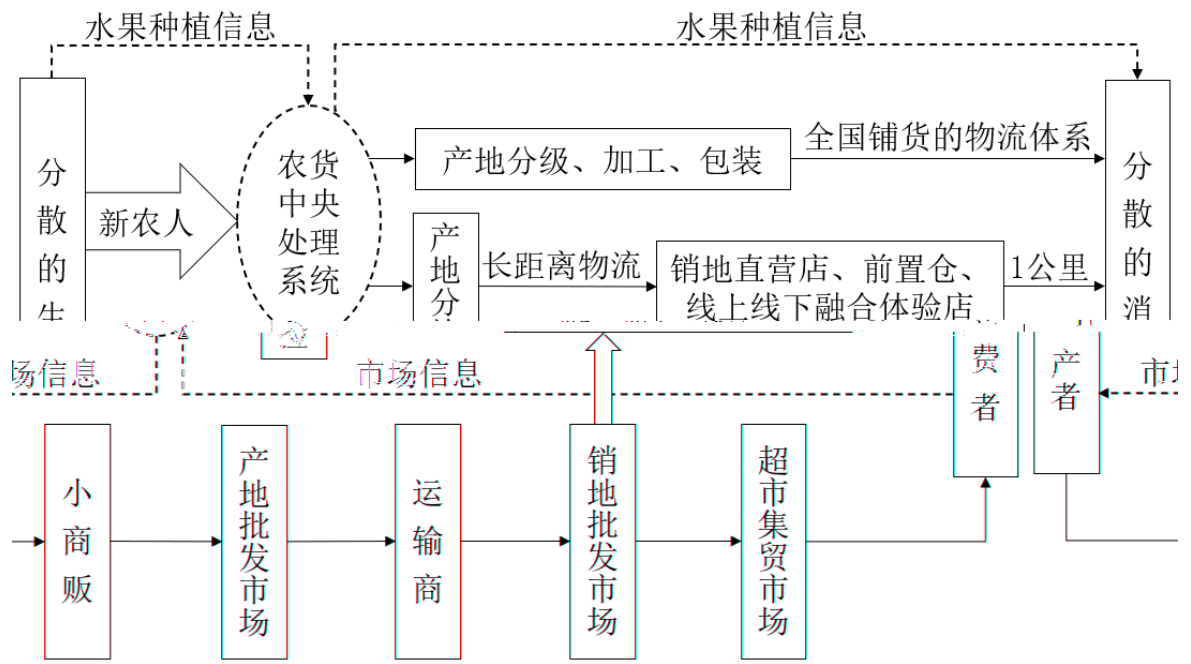
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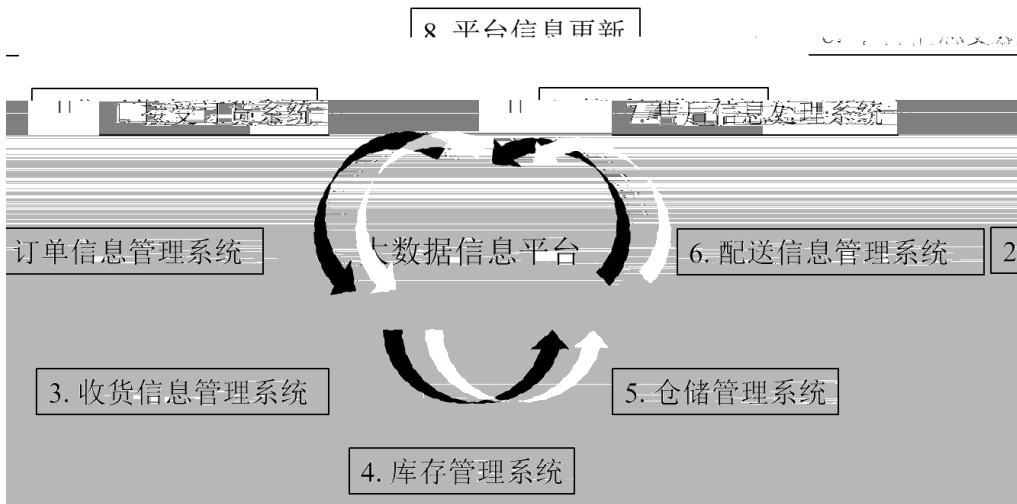
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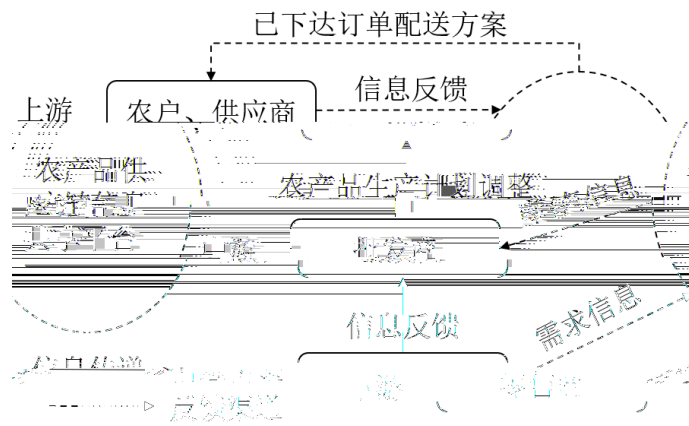


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