

Analyze the Development Status and Optimization Strategies of Food Cold Chain Logistics

Yujie Li*, Khor Kok Keat

SEGi University, Patalin Jaya 999004, Malaysia. E-mail: 781735791@qq.com

Abstract: Researchers pointed out that in recent years, with the improvement and optimization of living standards, the food cold chain logistics industry has developed vigorously. In general, based on the promotion of food cold chain logistics, researchers can further realize the reasonable exploration of cold chain logistics, so as to effectively realize the overall development and construction of cold chain logistics, which is good for the reasonable satisfaction of the people's dietary needs. The promotion of meaning and value. On the other hand, the development of the cold chain logistics industry has further realized the reasonable satisfaction of the requirements of the cold chain transportation of food materials, has a good guiding role in the realization of long-distance transportation of food materials, and is conducive to the diversified development of the people's diet structure. However, at present, in the process of food cold chain logistics work, my country still has certain shortcomings to be improved. This article analyzes the development status of food cold chain logistics, and proposes corresponding optimization strategies at the same time, aiming to effectively realize the improvement and optimization of the comprehensive level of my country's food cold chain logistics industry.

Keywords: Food Industry; Cold Chain Logistics; Application Value; Development Status; Optimization Strategy

A large number of surveys show that under the impetus of economic development, the people's attention to food has been increasing, which has further promoted the diversified development of the diet structure. Under this trend, in order to further realize the reasonable satisfaction of food transportation needs, the cold chain logistics industry has gradually entered the people's field of vision and has become one of the important components of my country's social life services^[1]. On this issue, a large amount of data shows that through the development of the food cold chain logistics industry, it is helpful to help food producing areas better realize the reasonable storage and transportation of food, and the diversified development of food sales channels and the expansion of sales scope has a good promotion significance.

1. The value of food cold chain logistics industry

In general, the essence of food cold chain logistics is the entire process of processing, storage, transportation and sales of perishable original ecological food from production to delivery to consumers. In this process, in order to avoid the problem of food decay and deterioration, relevant staff should actively create a reasonable storage temperature environment for the food, so as to maintain the freshness of the food and lay a solid foundation for the protection of consumer food safety. In daily life, the rational development of the food cold chain logistics industry is conducive to helping food

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producers to better realize the expansion of the sales range of food materials, and has a good promotion significance for economic development^[2]. At the same time, for consumers, through the development and implementation of related work, they can further realize the purchase of different ingredients, which has good promotion significance and value for the diversified development of consumers' dietary structure, and is conducive to the realization of the people. The quality of daily life is further improved.

2. Current development of food cold chain logistics industry

2.1 Logistics companies lack a comprehensive understanding of cold chain logistics

At present, as an emerging logistics industry, the degree of marketization of cold chain logistics transportation in my country is relatively low. Based on this, some logistics companies lack systematic understanding and understanding of cold chain logistics, which is not conducive to its rationality. Carrying out the establishment and improvement of the cold chain logistics system has caused certain influences and obstacles to the reasonable development of cold chain logistics. At the same time, a large amount of data shows that at present, my country's cold chain logistics industry lacks an overall plan, which makes it difficult for the related logistics industry to achieve large-scale and industrialized cluster development, which in turn restricts the orderly implementation of follow-up work. The overall development of the enterprise has caused adverse effects^[3]. On the other hand, in daily work, the company has not effectively realized the full attention to energy logistics, which in turn caused the cold chain logistics industry to be hindered in the development process, which is not conducive to its reasonable inheritance of the existing logistics system resources.

2.2 The construction of cold chain logistics hardware infrastructure is not yet perfect

Researchers pointed out that in the process of development of the cold chain logistics industry, the requirements for related infrastructure are relatively high. However, at present, my country's cold chain logistics system is not perfect, and a large number of areas lack

the corresponding infrastructure hardware facilities. This is not conducive to the reasonable satisfaction of the development needs of cold chain logistics. On this issue, relevant data show that, at present, the equipment used in my country's cold chain logistics is relatively old and the technical level is relatively weak. Based on this, in the process of daily work, it is often difficult to reasonably realize the continuous supply of food in a low-temperature environment while transporting, which is not conducive to satisfying the demand for food preservation and has a negative impact on the overall quality of food transportation^[4]. At the same time, in some areas, the establishment and improvement of cold chain logistics infrastructure has not been reasonably realized, which makes it difficult to achieve reasonable storage and storage of goods after arriving at the destination, which is not conducive to the satisfaction of the demand for preservation of goods. For cold chain logistics, the improvement of the industry's comprehensive service level has caused extremely adverse effects.

2.3 The technical level of the cold chain logistics industry is relatively weak

From a technical analysis, the researchers said that at this stage, the technical level of my country's cold chain logistics is relatively low, and some companies have not effectively implemented the establishment and improvement of logistics data grids, which makes it difficult to achieve in the logistics and transportation process. The full control of goods has an adverse effect on the improvement of the comprehensive quality of cold chain logistics^[5]. At the same time, due to the relatively low level of network information, some cold chain logistics industries are often unable to reasonably achieve timely update and continuous management and control of logistics information, which is not conducive to the timely resolution and adjustment of potential risks in the logistics and transportation process. The increase has caused extremely adverse effects. On the other hand, a large number of studies have pointed out that due to the relatively weak technical level, it is difficult to reasonably meet the demand for food preservation in the cold chain logistics and transportation process. This is related to the lack of infrastructure and directly leads to the relatively slow development of my country's energy logistics industry.

3. Relevant strategies to optimize the development level of food cold chain logistics

3.1 Strengthen the focus on cold chain logistics and promote the development of third-party cold chain logistics enterprises

In order to effectively realize the reasonable development of the cold chain logistics industry, in daily work, relevant departments should actively strengthen the focus on cold chain logistics, so as to further realize the improvement and optimization of the comprehensive level of cold chain logistics. In this process, relevant departments should play a reasonable guiding role to guide logistics companies to further recognize the commercial value and development prospects of cold chain logistics, and then realize the overall development and optimization of the cold chain logistics industry^[6]. At the same time, relevant departments should actively encourage the all-round development of third-party cold chain logistics enterprises, so as to effectively solve the problems of cold chain logistics such as “large investment”, “high cost” and “difficult management”. The improvement of ability lays a solid foundation and guarantee. On the other hand, through the reasonable support of third-party companies, it will help my country’s large logistics companies to further strengthen their attention to the energy logistics industry, so as to realize the development of healthy competition and provide a good external environment for the overall development of my country’s cold chain logistics industry.

3.2 Do a good job in the construction of cold chain logistics infrastructure to help the overall development of the cold chain logistics industry

In response to the problem that my country’s cold chain logistics infrastructure is not yet complete, the researchers pointed out that in daily work, relevant departments should actively guide the logistics industry to achieve reasonable construction and effective improvement of cold chain logistics hardware infrastructure, so as to realize my country’s cold chain. The reasonable establishment of logistics infrastructure supporting facilities lays a solid foundation and guarantee for the effective reduction of cold chain logistics operating costs and

the reduction of the loss of food materials during transportation. On this issue, the researchers stated that the relevant departments should reasonably guide related companies to build advanced management equipment in order to effectively achieve the improvement and optimization of food transportation quality^[7]. At the same time, the government should actively guide enterprises, formulate relevant systems reasonably, and increase welfare subsidies for the cold chain logistics industry, so as to provide support for the reasonable establishment of cold chain logistics infrastructure in order to improve the comprehensive development level of my country’s economy pave the way.

3.3 Effectively promote the introduction of cold chain logistics technology and improve the technical level of the cold chain logistics industry

On technical issues, the researchers said that in order to realize the development of cold chain food logistics and transportation in my country, relevant departments should actively do a good job in the analysis and exploration of related technologies in cold chain food logistics, so as to reasonably realize positive analysis of related technologies. In order to achieve the improvement and optimization of the comprehensive level of cold chain logistics technology, and provide a new impetus for the overall development of my country’s logistics industry. On this issue, relevant enterprises should strengthen financial support, and at the same time guide logistics enterprises to effectively realize the reasonable exploration of cold chain logistics technology, ensure the timely update of relevant cold chain logistics technology, and contribute to the development of my country’s cold chain logistics industry to lay the foundation. In terms of specific practices, relevant departments or industry associations can regularly organize cold chain logistics companies to conduct special discussions on the problems that exist in the food transportation process, so as to realize the promotion and popularization of advanced working methods and skills, and provide a new way for the construction of cold chain logistics systems.

4. Conclusion

In recent years, as the people’s demand for food continues to increase, the food cold chain logistics in-

dustry has gradually become the focus of current food hygiene management in my country. On this issue, the researchers pointed out that in order to help the food cold chain logistics industry achieve sound development, relevant departments should actively do a systematic analysis of the potential problems of food cold chain logistics and formulate corresponding solutions in order to help the comprehensive development of food cold chain logistics has laid a solid foundation. In terms of specific practices, relevant departments should conduct corresponding analysis and exploration from multiple perspectives such as corporate management concepts, management systems, and management technologies, so as to ensure the scientific and rigorous response strategies and inject the comprehensive development of my country's cold chain logistics industry.

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