

Practices of New Infrastructure for Digital Agriculture by Yimutian

June 2021, Nanjing

Introduction to Yimutian

China's leading B2B e-commerce platform for agri-products: **30 million** users, **200 billion/year** matching transactions

China's leading offline wholesale market platform for agri-products: **54** wholesale markets, **3000+** stalls

China's leading innovation and entrepreneurship platform for new farmers: **10 million** + new farmers

A new type of digital agriculture infrastructure built by Yimutian

I Yimutian B2B e-commerce platform for agri-products

II Yimutian supply chain service platform for wholesale markets

III Yimutian big data system for the circulation of agri-products

I. Yimutian B2B e-commerce platform for agri-products



On Yimutian platform

30 million+ users

Products from **2800+** counties

15,000+ kinds of agri-products are provided

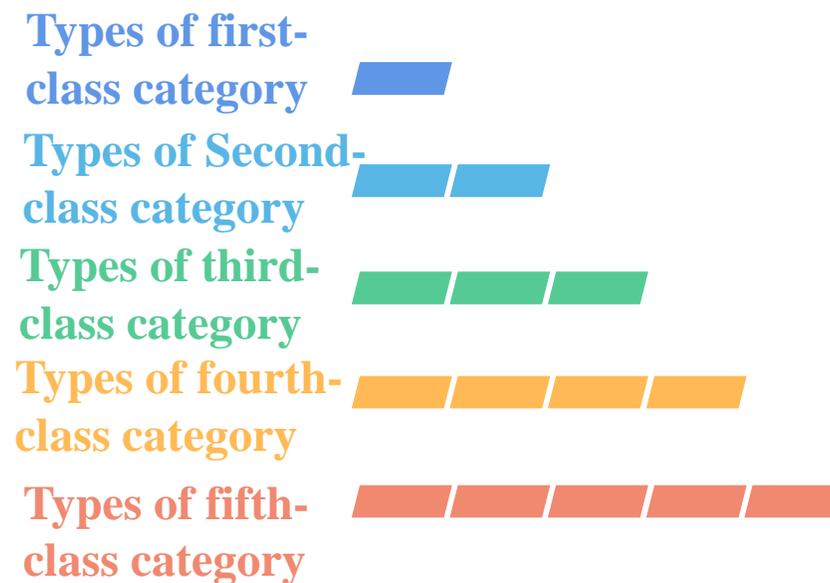
3000+ service stalls in wholesale markets were signed

Serving **100,000+** owners of agri-products

1. Establish an agri-product release system

一级品类名称	二级品类名称	三级品类名称	四级品类名称	五级品类名称
农产品	蔬菜	叶菜类	白菜	黄心白菜
				秦白2号白菜
				夏阳白菜
				义和秋白菜
				青杂三号白菜
			
			奶白菜
			菠菜
			菜苔
			法香
		
		瓜类
		甘蓝类
		豆类
		根茎类
.....	
水果	
水产	
禽畜牧蛋肉	
农副食品	
.....	
农资产品
农业服务
.....

1.1 Five-class naming system for agri-products

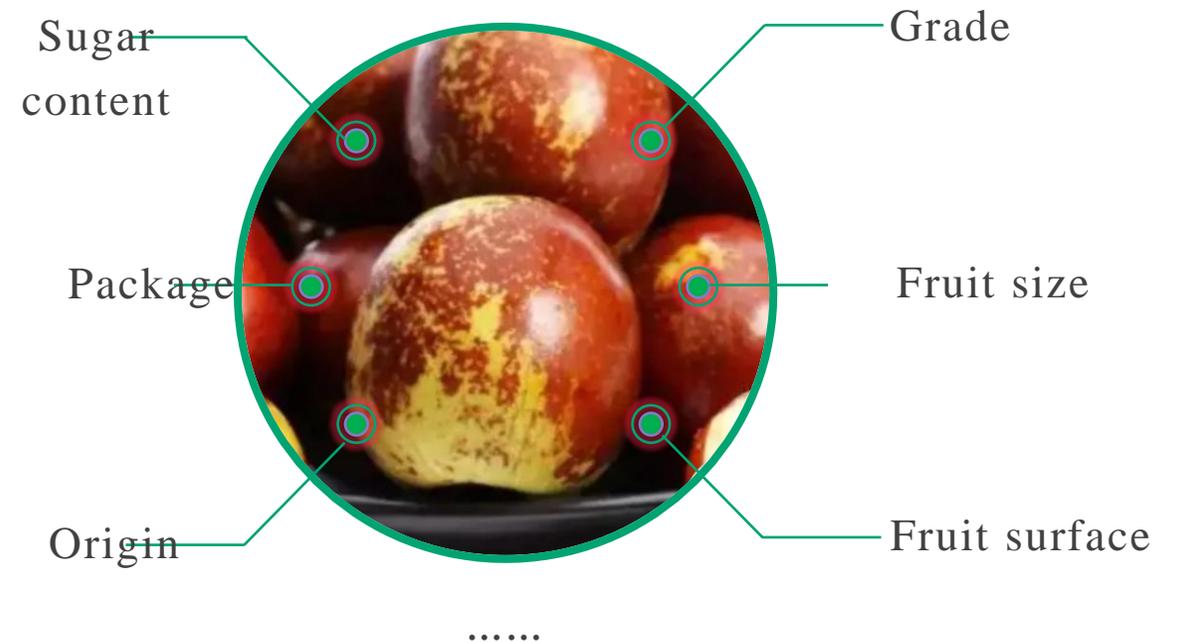


- More than 15,000 kinds of agri-products
- More than 3000 kinds of agricultural materials and others

1. Establish an agri-product release system

1.2 Establish a standard specification system for 5,000 kinds of common products

- Yimutian uses **platform recommendations** and **user-defined methods** for users to choose, which not only improves the efficiency of product release and communication between suppliers and purchasers, but also considers the diversity and complexity of agri-products specifications, providing greater freedom for suppliers when releasing products.
- At present, the platform has established a specification database for **5000** common agri-products.

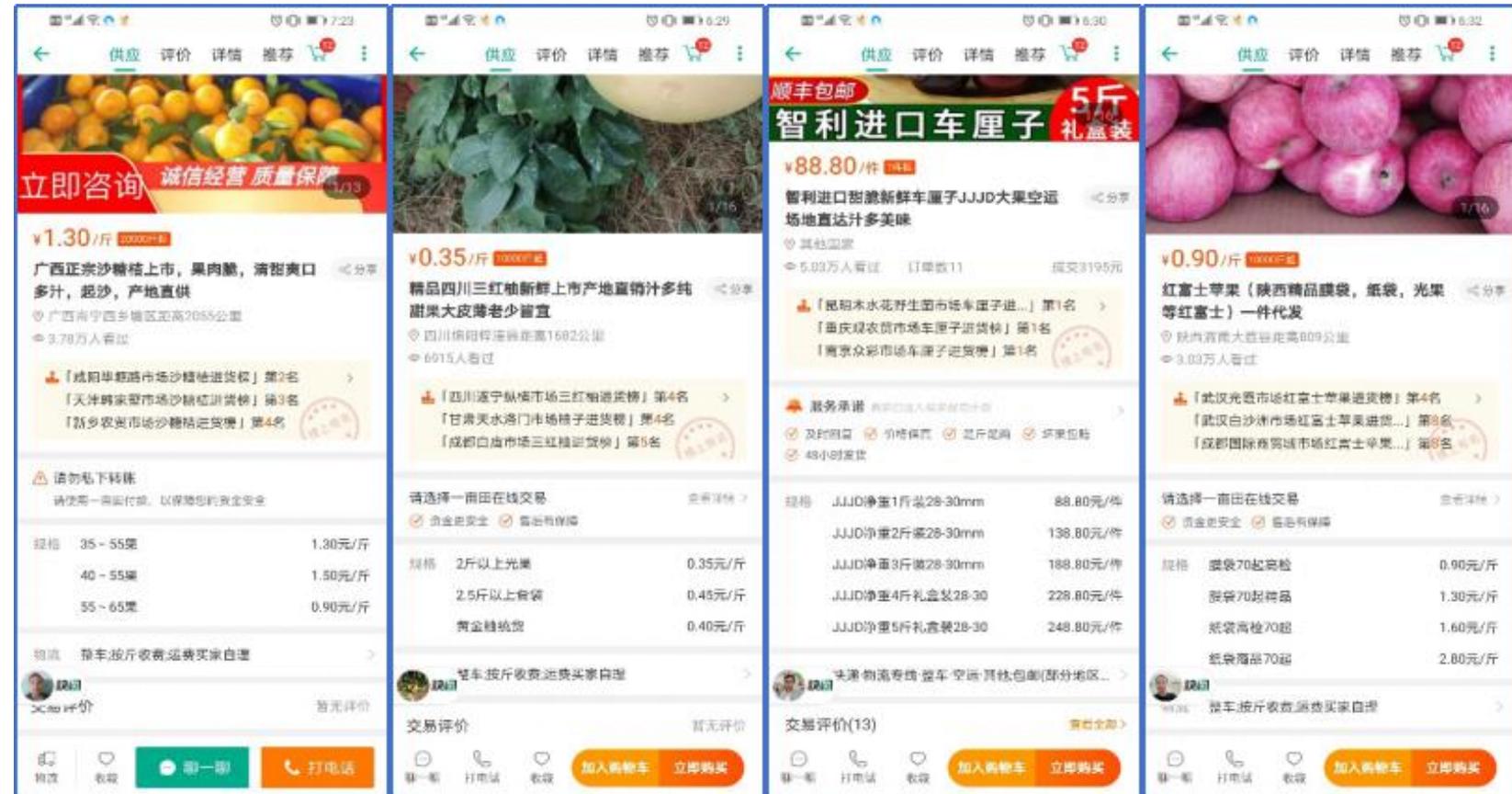


Taking winter jujube as an example

1. Establish an agri-product release system

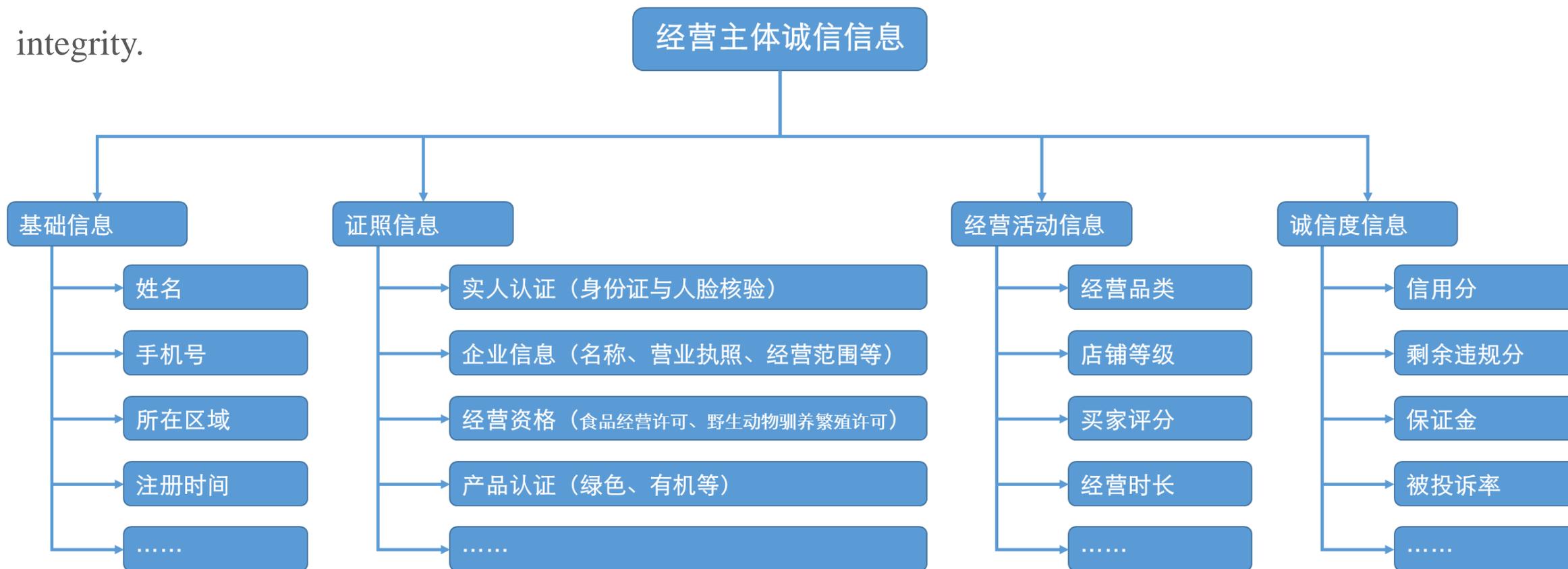
1.3 Establish other supporting systems such as systems on product prices, product origins, and logistics methods

- Yimutian agri-product release system also involves other supporting systems such as systems on product prices, product origins, first wholesale quantities, spot and pre-sale options, logistics methods (such as express, logistics lines, vehicles, railway transportation, air transportation, etc.), freight, and product origin (specific to county-level)



2. Establish a credit guarantee system for business entities

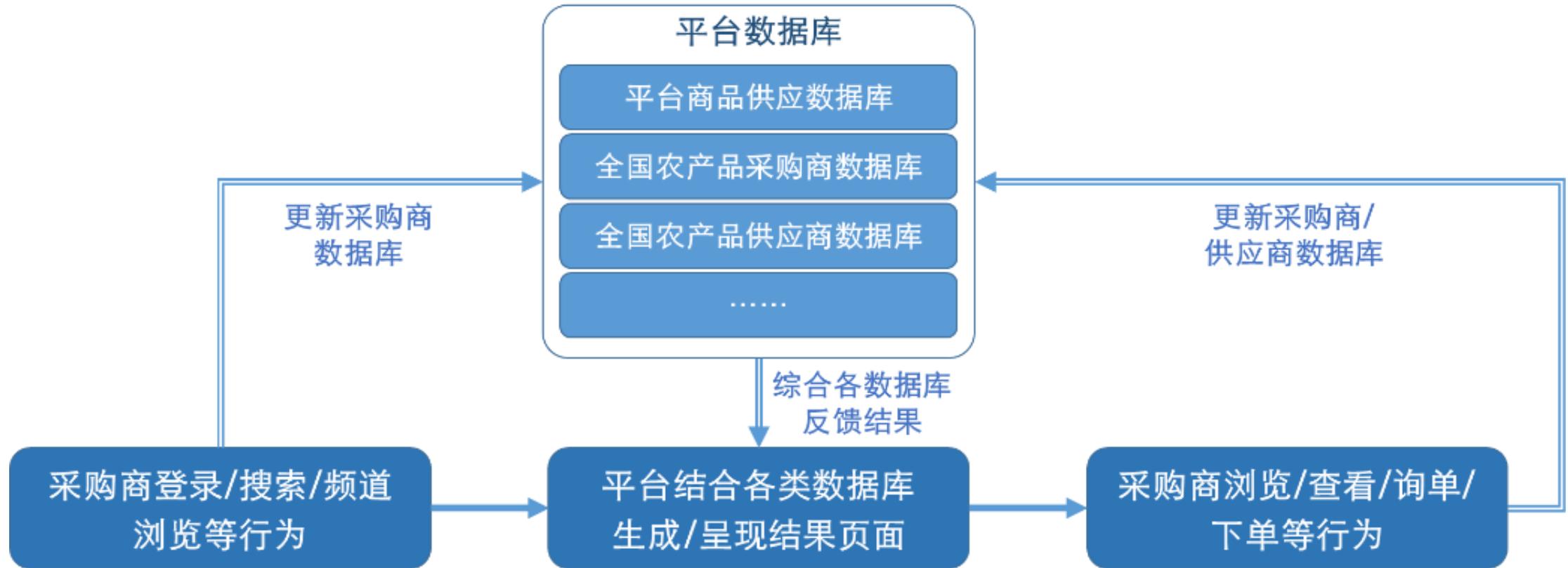
- The credit evaluation system aims to evaluate various aspects related to the users' business integrity, such as certification/qualification, business activities, user evaluation, deposit payment, etc., and give a relatively objective credit for each user, with a view to give a more objective and fair evaluation of the user's business integrity.



The architecture of credit information database for business entities

3. Establish an intelligent matching system for supply and procurement

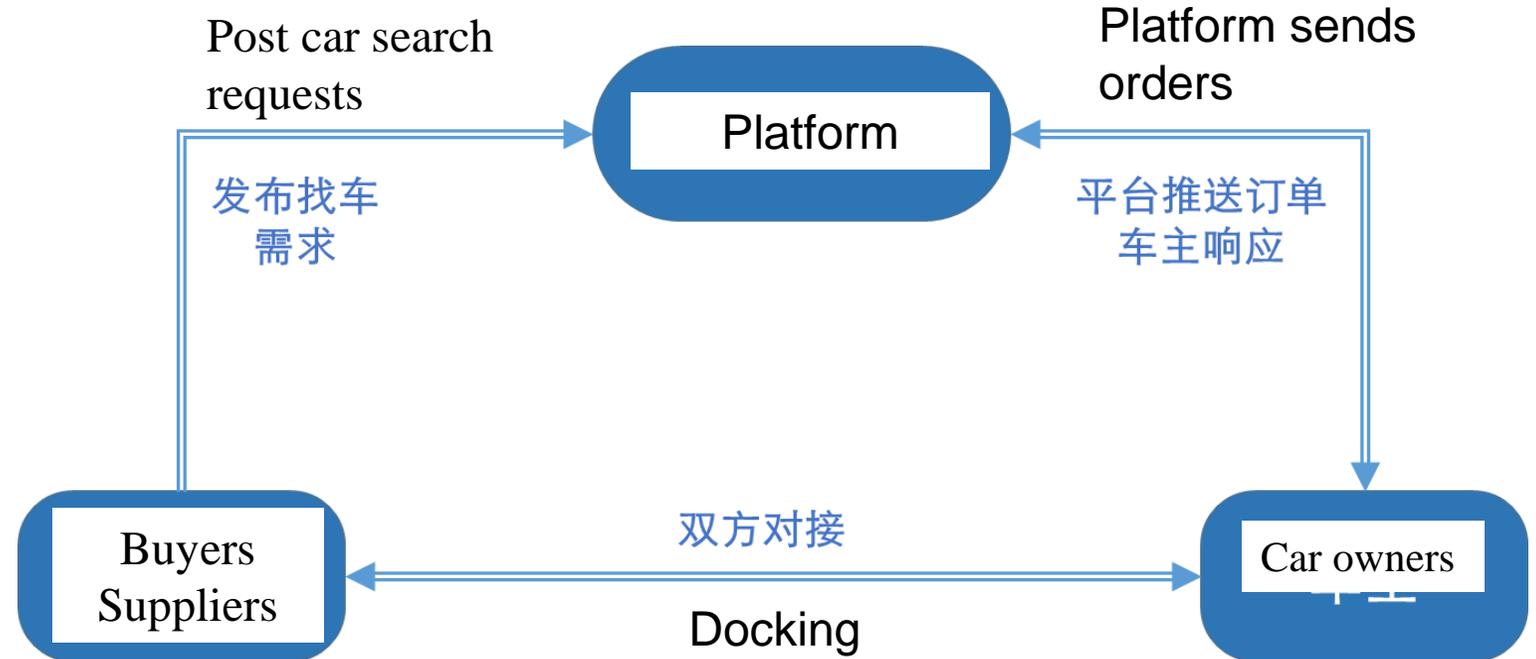
At present, the intelligent matching system for supply and procurement established by Yimutian is providing efficient and accurate connection services for **30 million** users across China and **300,000** pairs of accurate supply and procurement matching are generated every day. The platform also generates nearly **10 terabytes** of data every day.



Logic diagram of the intelligent matching system for supply and procurement

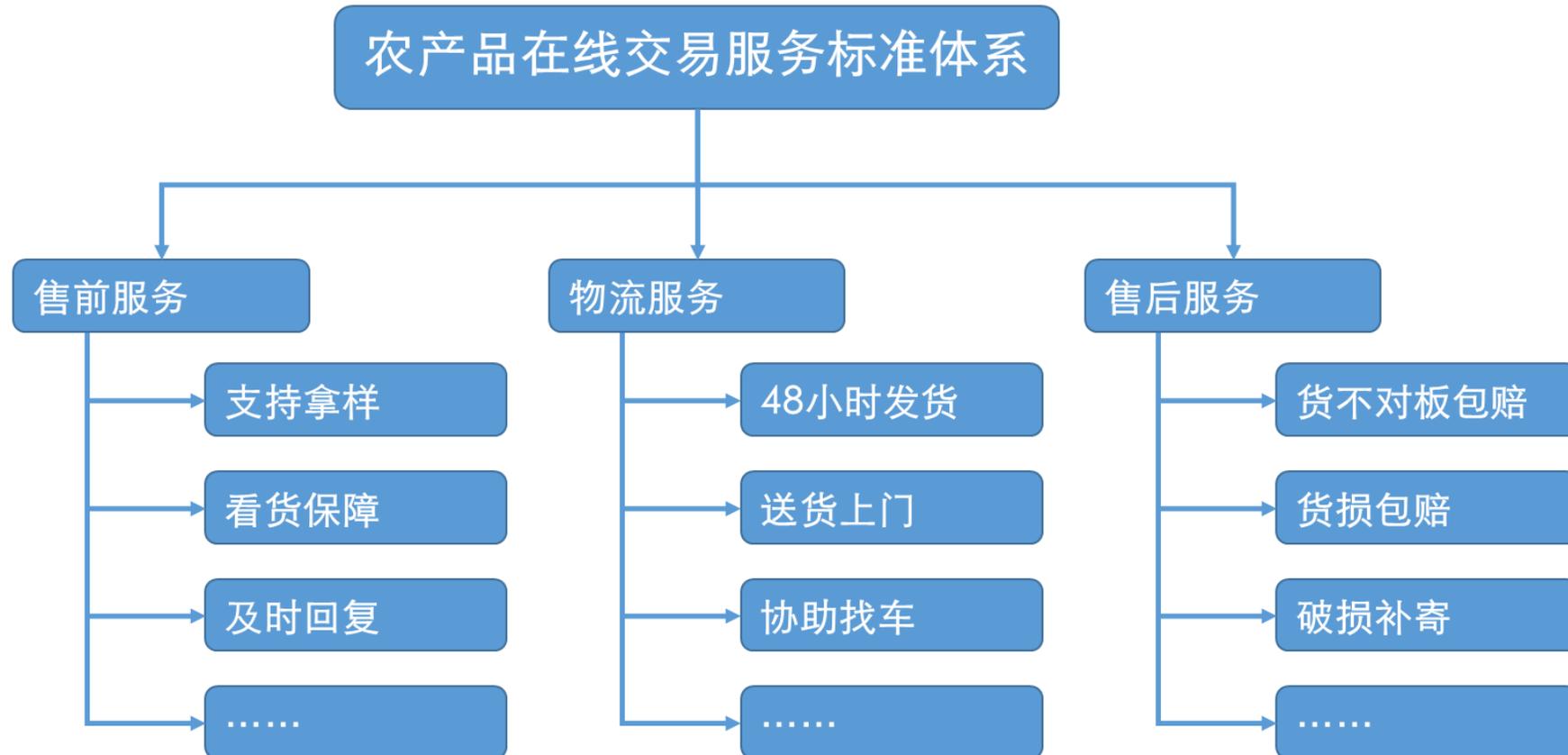
4. Establish a logistics matchmaking service system

Logistics is the foundation of e-commerce. Yimutian also builds a **fourth-party logistics service platform** to provide logistics matchmaking services for both suppliers and purchasers. As a B2B platform for agri-products, in addition to common express delivery methods, it also provides matchmaking services for **logistics lines, vehicle transportation, railway transportation, air transportation** and other logistics methods. Among them, the most popular platform is for buyers or suppliers to find vehicle owners or vice versa.



The diagram of the vehicle transportation matchmaking service system of Yimutian (Taking “suppliers and purchasers finding vehicle owners” as an example)

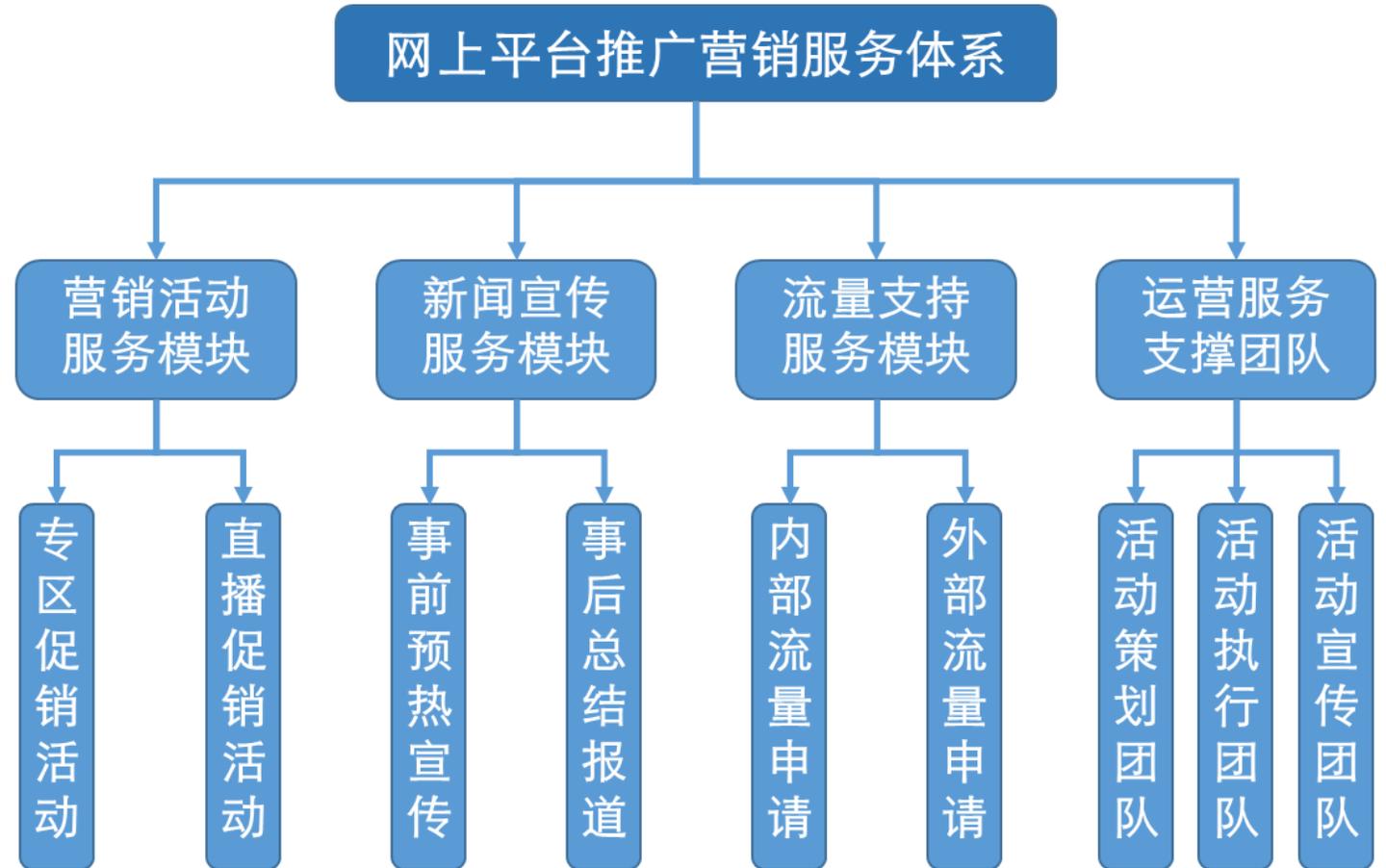
5. Establish a service standard system for online trading of agri-products



The diagram of the service standard system for online trading of agri-products

6. Establish an online platform for the promotion and marketing service system

Yimutian has built an online platform for the promotion and marketing service system based on its own platform and publicity service resources. The service system mainly includes a marketing service module, a news promotion service module, a flow support service module, and an operation service support team.



The diagram of the online platform for the promotion and marketing service system

7. Establish an agricultural cloud exhibition system



- Yimutian has developed an online agricultural exhibition system specifically for the bulk trading of agricultural products. The system can support functions and services such as live broadcast, video connection, online trading, VR venue/base display, online intelligent customer service, etc.



The diagram of the main functions and services of the online agricultural exhibition system

2. Digital docking service platform for agricultural wholesale and consignment



54 wholesale markets/200 market consultants/3000 wholesale stalls

100,000 cargo owners/1,200 cooperative production sites/6 million tons of annual transaction volume



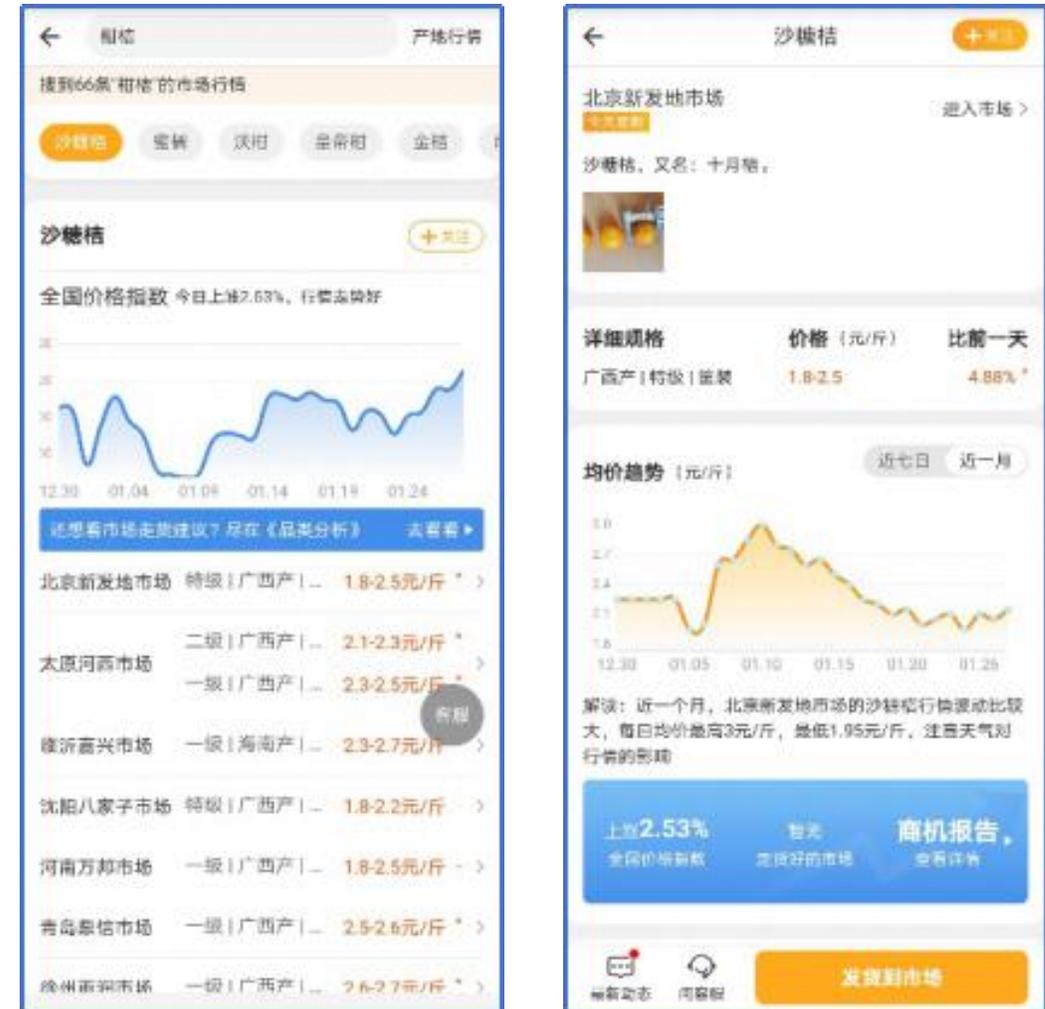
Transparent service fees and process



Safe funds and guaranteed payment

1. Wholesale market information system

- In the 54 primary wholesale markets covered by Yimutian agricultural wholesale and consignment services, the wholesale market information system collects information including category, origin, grade, packaging, market, price, and delivery speed. Producers and operators of agri-products in various places can make timely sales decisions based on the collected information, such as where to sell, when to sell, and how much to sell.



Example of wholesale market information system for agri-products

2. Wholesale market product specification database

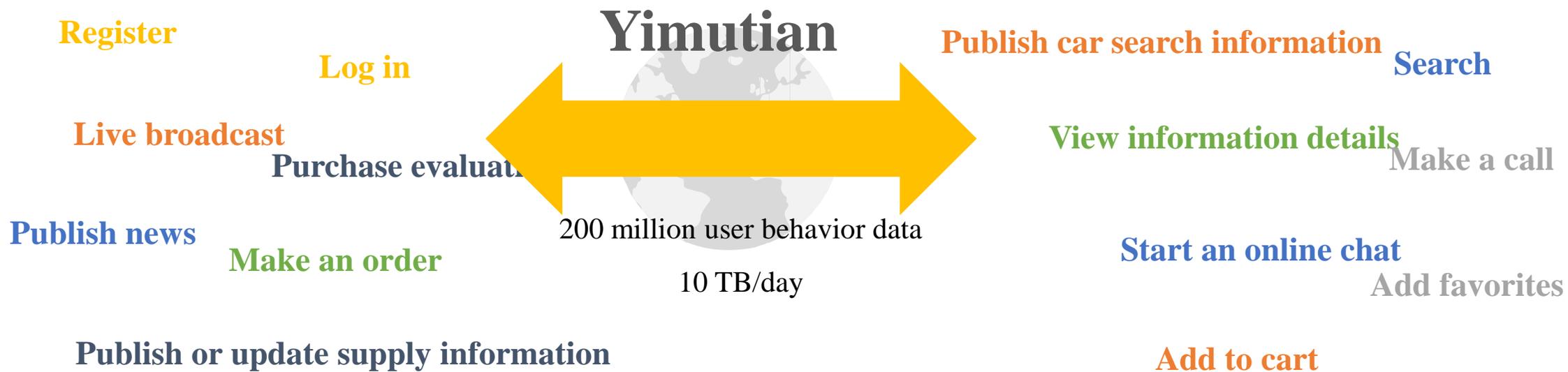
- Yimutian has established a product specification system for 50 agri-products wholesale markets across China covering nearly 200 common fruit and vegetable categories, including dimensions such as origin, grade, and packaging methods.



Yimutian standard specification library for wholesale market products

3. Big data service system for agri-products circulation-Collection system

3.1 Yimutian platform: The platform has more than 30 million users from more than 2,800 districts and counties across China and more than 20 other countries, of which 10 million are suppliers and 20 million are buyers. Approximately **200 million** user behavior data and related information are generated every day.



3. Big data service system for agri-products circulation-Collection system



3.2 Official information officers of various wholesale markets: In various agri-products wholesale markets across China, Yimutian sales agents and official information officers of various wholesale markets collect market information about 500 kinds of agri-products every day including their category, origin, sales market, grade, packaging, price and delivery speed.



Wholesale market information reported by official information officers of the wholesale markets

3. Big data service system for agri-products circulation-Collection system



3.3 Official information officers of origin markets:

Yimutian recruited 40,000 official information officers of origin markets in major agri-product producing areas across China and established an official information officer certification system and incentive mechanism. The official information officer of origin markets publishes daily information about the weather, prices, market trends and the enthusiasm of customers to purchase regarding the origin agri-products.



Market information in producing areas reported by the official information officer daily

3. Big data service system for agri-products circulation - Service product system



Yimutian·Tianji agricultural big data system is based on the real-time data in Yimutian APP, which displays the purchase and supply heats and sales flows of a certain product in a certain area in real time according to its category and region.



Yimutian·Tianji·Agricultural Big Data System·National

3. Big data service system for agri-products circulation - Service product system



(3) A circulation big data system for regional products: this system is specifically launched for one or more agri-products in provinces, cities, and counties to provide digital tools for agricultural industry supervision by agricultural departments in major agricultural production areas.



Xuwen Big Data System for Agri-Products Circulation (Pineapple/Banana/Leek/Corn/Chili)

3. Big data service system for agri-products circulation - Service product system



近日行情解析

“ 近期产地地头价在0.7元-1.1元/斤之间，价格轻微下降。主要原因：进入四月下旬可采摘的菠萝总产量逐渐减少，本周产地菠萝产量相比上周减少，天气变化较快，个别果园出现水菠萝情况，市场价格下降影响产地价格下降。近期批发市场在售价格主要在1.2-2.0元/斤之间，价格轻微下降。主要原因：市面上苹果出现降价亏本甩卖，其它水果大量上市抢占市场份额，个别市场出现囤货走货速度缓慢，导致市场价格下降。浙江、沈阳、西安、高碑店市场内在售车均在20年以上，特别是浙江嘉兴市场60年在售，市场走货速度缓慢。”

全国供需变化趋势



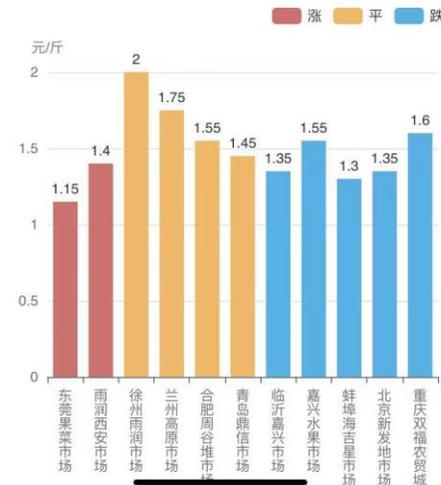
全国市场价格涨跌幅

涨幅榜 跌幅榜

- 1 东莞果菜市场 湛江产|一级|筐装 1-1.3元/斤 4.55% ↑
- 2 雨润西安市场 徐闻县产|一级|筐装 1.3-1.5元/斤 3.7% ↑

全国市场均价图示

下图为各批发市场平均价格，单位为：元/斤。不同颜色表示对比昨日均价的涨跌情况。



全国市场价格明细

市场	规格	价格(元/斤)
北京新发地市场	徐闻县产 一级 筐装	1.3-1.4元/斤 平稳 >
重庆双福农贸市场	广东产 特级 筐装	1.5-1.7元/斤 缺货 >
兰州高原市场	广东产 一级 筐装	1.7-1.8元/斤 平稳 >
雨润西安市场	徐闻县产 一级 筐装	1.3-1.5元/斤 滞销 >
嘉兴水果市场	广东产 特级 筐装	1.5-1.6元/斤 滞销 >
青岛鼎信市场	湛江产 一级 筐装	1.4-1.5元/斤 平稳 >
蚌埠海吉星市场	徐闻县产 一级 箱装	1.2-1.4元/斤 缺货 >
临沂嘉兴市场	徐闻县产 特级 箱装	1.2-1.5元/斤 缺货 >
东莞果菜市场	湛江产 一级 筐装	1-1.3元/斤 缺货 >
徐州雨润市场	海南产 一级 筐装	1.5-2.5元/斤 滞销 >
合肥周谷堆市场	徐闻县产 一级 箱装	1.5-1.6元/斤 平稳 >
南宁海吉星市场	徐闻县产 二级 箱装	0.7-1.2元/斤 缺货 >



**Use internet technology to
Make every mu of land more valuable**

