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Editorial

Agricultural Product Quality Assurance

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AGRICULTURE

(Xu L et al., 2018)This study offers a quality-control supply-chain model based on the "Internet Plus" paradigm. The model is based on principal-agent theory, which takes into account reputational damage from subpar products as well as external responsibility identification. The results of model analysis and simulation verification show that the optimal quality-control level and market price of agricultural products can be achieved in the agricultural supply chain based on "Internet +" if and only if the information platform's claim to the agricultural producer is less than the agricultural producer's claim to the delivery service provider (Wang M et al., 2019) . Furthermore, an increase in consumer claims or the agricultural producer's reputational damage as a result of inferior products will stimulate the quality control of an agricultural operation. Meanwhile, increased quality control will raise the market price of agricultural products (Smith P et al., 2012). According to China's "13th Five-Year Plan," a quality and safety inspection system for agricultural products from farm to table would be built in the future. With the continuous development of Internet-related technology and its application in product production, transportation, inventory, sales, and information management, "Internet + agricultural products" will become an important model and development trend in agricultural production, sales, and consumption in China. E-commerce enterprises such as Jingdong Fresh, TooToo, and Fruit Day have become key distribution and consumption outlets for agricultural products in the city. However, numerous customer conflicts have arisen as a result of the one-time transfer of ownership and multi-agent circulation during product use, which may result in a quality problem. Consumer accusations about defective items not only damage the e-commerce platform's reputation and lower agricultural producers' output, but they also have an impact on the development of e-commerce platforms and reduce consumer confidence. One of the most critical parts of supply chain management is quality control (Popp J et al., 2014) . Many researchers have proposed approaches based on the advantages of information technology in an electric business environment to increase the quality-control level of products along the agricultural product supply chain in an e-commerce environment. The ability to build a traceability system for agricultural product quality, a tracing system for the circulation area, a quality and safety supervision platform for agricultural products based on quality traceability, agricultural product quality information monitoring platforms, and an e-commerce quality management system are among the benefits. The supplier is the agricultural producer, and the producer entrusts the internet - based medium with releasing pricing, quality, and other associated product information to buyers over the Internet. Consumers purchase products based on information provided by the information platform (Balkrishna et al., 2017). An information platform based on "cloud" computer technologies will send the order or demand information to agricultural farmers. The agricultural producer entrusts the delivery service provider with the responsibility of delivering the product to the consumer in accordance with the order information. Any decline in customer confidence will trigger a trust crisis among consumers, delivery service providers, information platforms, and agricultural producers, regardless of whether the quality problem is caused by production or distribution. As a result, a loss of reputation will have an impact on the agricultural producer, information service platform, and delivery service provider (Eniola BI et al., 2021).

Furthermore, the consumers' claims to the agricultural producer will be processed through the information service platform, and the information platform will punish the agricultural producer based on the value of the agricultural product if the consumers request compensation due to inferior products. Of course, when consumers file claims, the agricultural producer may also punish the delivery service provider in accordance with its obligation. The

delivery service provider's optimal quality-control level is also affected by both consumer allegations and their own loss of reputation caused by poor products (Nayak R et al., 2021). What is noteworthy is that the optimal quality-control level of the delivery service provider is inversely proportional to their own and the information platform's reputation loss, which means that if we increase the loss of reputation for the information platform or delivery service provider, the optimal quality-control level will decrease. That although delivery service provider may be responsible for the system loss caused by the agricultural producer's quality control, the optimal quality-control level and market price that maximises system profit can be achieved in the "Internet + agricultural products" supply chain if and only if the information platform's claim to the agricultural producer is less than the agricultural producer's claim to the delivery service provider (Chang C et al., 2017) . "Web + agricultural products" is a new agricultural supply chain paradigm, and China's agriculture sector is following suit. Methods for improving agricultural supply chain quality control within this "Internet Plus" model are critical in agricultural development. It ought to be highlighted that the scope of this research is limited to a single agricultural producer, a single information platform, and a single delivery service provider (Chowdhury RB et al .,2017). A future study area will be an analysis for enhancing the level of quality in the "Internet + agricultural products" supply chain, which encompasses a variety of agricultural producers, information platforms, and courier service providers (Miller F et al.,2015).

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