

# Research on the development of dairy breeding cooperatives

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**Abstract:** *Union is an inevitable choice for the transformation and upgrading of farmers' professional cooperatives. Dairy industry is a industry that is closely related to people's livelihood. The Dairy Cowbound Cooperative Union has played an indispensable role in ensuring the safety of milk sources and increasing the income of dairy farmers. This article uses the literature research method and case analysis method, and takes the Z Dai Cow Cooperative Union in Weifang City, Shandong Province as an example. Firstly, the establishment of the Dairy Cowbound Cooperative Union was analyzed, and then the organizational structure, governance mechanism, and service scope of the cooperatives were analyzed. Three aspects of the operating mechanism of the United News lance narrate. Furthermore, it describes the practical effects of the Union and point out the problems in the practice process. Finally, we put forward countermeasures for the development of the Kyotoma breeding cooperatives.*

**Keywords:** *Cooperative Union; Film aesthetics; Dairy industry; Cow farming*

## 1. Introduction

The Farmers Cooperative Union (hereinafter referred to as the "Union") is the product of the development of the cooperative to a certain stage. It is an important type of the agricultural cooperative organization in my country. Can better make up for some issues of professional cooperatives itself. <sup>[1]</sup>Among them, the Dairy Breeding Cooperative Union is a economic organization established in order to change its unfavorable position in market competition. It is a more standardized, professional and large-scale organizational structure that can enhance the strength of dairy farmers and improve market competitiveness. Through the union between cooperatives, the collective role has played a greater extent to reduce the sense of weakness of individuals in resistance to nature and market risks. Therefore, theoretically, farmers' professional cooperatives are the inevitable requirements of their own development.

With the rapid development of cooperative economic organizations in our country, cooperatives in various parts of our country have also begun to explore the practice of cooperative construction, and scholars have also studied cooperatives from various perspectives. Lin Ying and Ren Dapeng (2010) pointed out that the main body of the cooperative is the farmers, the principle is voluntary, the goal is the benefit, and the nature is the cooperative. Yuan Peng (2011) believes that, according to the scope of division, joint organizations can be divided into two forms. One is a homogeneous union, and the other is a heterogeneous union. Homogeneous association is mainly manifested in the nature of enterprises, while heterogeneous association is manifested in the nature of associations. He pointed out that the union is of great significance in reducing production transaction costs, optimizing member services, and gaining market initiative. Kong Xiangzhi, Zhou Zhen, etc. (2015) believe that the cooperative is an inevitable product of agricultural development, because it has the irreplaceable advantages of the cooperative. To a certain extent, the replacement of cooperatives by federations can solve the problems of insufficient scale effect and poor internal mutual assistance in cooperatives. Judging from the current development of local cooperatives, the cooperatives are playing an important and positive role. Regarding the role of cooperatives, Wang Jun, Li Lin, and Liu Yahui (2021) analyzed the factors influencing the establishment of cooperatives by farmers' cooperatives and concluded that joining cooperatives has a demonstration effect. Joining cooperatives is affected by the intangible assets, human resources and external environment of farmers' cooperatives. Characteristics and other factors, in which intangible assets and external environment have a significant impact on farmers' cooperatives joining the cooperatives. Japanese scholar Akihiko Sakashita (2000) pointed out that the driving force for the development of Japanese agricultural associations lies in organization and professionalization, so as to improve the cooperation between farmers and play the role of the cooperative organization as a normative guide.

Regarding the operation mode of the association, Kong Xiangzhi and Huang Bin (2021) divided the operation mode of the association into four categories, and found that the various operating mechanisms of the association are in the degree of link dependence, link diversity, link compatibility, and link radiation. There are differences in various aspects, all of which show the effect of resource integration, industry self-discipline effect, and organization-driven effect.

On the basis of the dairy professional cooperatives, the dairy breeding cooperatives that are further united can improve the professionalism of dairy cooperation, promote the development of the dairy industry, and promote the competitive position of dairy industry in the market. This article uses the Literature Research Law and takes the Z Dairy Professional Cooperative Union as an example to study and analyze the development path and achieve effect of the Dairy Breeding Union. The development path of studying Union is of great significance for cooperatives to high-quality development and transformation and upgrading.

## **2. The development of dairy cow breeding cooperatives**

The Z professional dairy cow cooperative cooperative in Weifang City, Shandong Province, was established on August 18, 2010. It was led by the F County F Cow Breeding Professional Cooperative. The initial member agency has only 5 cooperatives, and the shares of the community are all 1 million yuan. The registered capital of the United Newsline is 5 million yuan. After years of development, there are currently 31 member agencies. Compared with the beginning of the establishment, 26 are newly added, 11060 cows are raised, and more than 1,200 surrounding dairy farmers are raised. [2] The United Society guides the production and operation activities of each member agency, and the member agencies supervise the permission of the Union. Since the establishment of the Union, the average annual income of members of the dairy farmers has increased more than 50,000 yuan per year, and has won more than 20 honors awarded by the state, provincial, and municipal levels.

Compared with ordinary dairy breeding professional cooperatives, due to changes in its scale, management methods, organizational forms, etc., the Dairy Cow Breeding Cooperative Union is different in the organizational operation mechanism. Units, not dairy farmers. The Z Dairy Cow Cooperative Union is divided into three parts: member (representative) conference, council, and supervisory committee. In addition, in order to meet the needs of normal production and operation, the Union also has a number of different business institutions with different division of labor, which is responsible for the daily work of the Union to ensure the healthy operation of the United cooperators.

The service target of the Union is a member of the member agency and the cooperatives of the Union. The articles of association of the Z Dairy Cow Cooperative Alliance involved multiple links in the process of the United Society involved in the process of the dairy breeding industry. And promote some new technologies, new dairy varieties, and organize the guidance training and experience technical exchange meeting of dairy breeding technology to provide members with consulting services; uniform quality standards for products, carry out base certification, product certification, use standardized production production, use standardized production production In the model, the member agencies of the Union need to conduct standardized production in accordance with the requirements of the Union to ensure the quality of the product; unified product sales, successfully grasped the initiative and discourse rights in the negotiation process, reversing the bad situation of the price set by the dairy company; Uniform information services such as law, insurance, finance and other information required by members.

## **3. Analysis of the Motivation and Operation Mechanism of the Establishment of the Association**

### ***3.1. Analysis of the Motivation for the Establishment of the Union***

Judging from the establishment of the Zhihe Dairy Cooperative Association, the motivation for the establishment of the association can be attributed to the following aspects:

#### ***3.1.1. Market situation demands***

Although the establishment of many specialized dairy farming cooperatives has brought certain economic benefits to the members, the competition among cooperatives has become increasingly fierce. In addition, fresh milk has high requirements for production, storage, transportation and other conditions, and many cooperatives choose to cooperate with local dairy enterprises, which will inevitably lead to the involution of local dairy cooperatives, and the profit space of cooperatives will be squeezed. Seriously

hinder the development of cooperatives. In addition, local dairy companies maliciously lowered milk prices and arbitrarily defaulted on milk payments, forcing cooperatives to further cooperate.

### ***3.1.2. The internal needs of the development of dairy professional cooperatives***

Although a single professional dairy farming cooperative has certain advantages over retail investors in terms of supplying raw materials and saving production costs, a series of problems have also appeared in the development process: The internal interest linkage mechanism of the cooperative is not close, and the participation of members ; Most cooperatives are small in scale and limited in output, which has little impact on market milk prices, and still cannot achieve the same status as dairy enterprises, resulting in insufficient bargaining power ; Insufficient risk prevention and control capabilities. A single cooperative is not strong enough to participate in market competition, and it is difficult to deal with natural risks and market risks by itself; The main business is relatively single, mainly in dairy farming, lacking the strength to extend the industrial chain, and it is difficult to establish a brand effect.

### ***3.1.3. The needs of the development of the local dairy industry***

Local farmers rely on the local superior natural and geographical conditions and convenient transportation resources to develop the dairy farming industry. Linqu County, Weifang City, Shandong Province has a good foundation for dairy farming and is one of the largest high-quality milk source bases in Shandong Province. However, due to the production method, production scale and production level of a single cooperative cannot keep up with the pace of the development of the times, it is difficult to obtain a favorable position in the market competition, which limits the development of the local dairy industry. The dairy industry lacks an effective organizational model, the professional cooperative model fails to solve some of the problems currently faced, and does not have the initiative in market negotiations, which has caused the development of the local dairy industry to stagnate and fall into a bottleneck. If the local dairy industry needs to break through the predicament and achieve further development, then taking the road of professional cooperatives has become its inevitable choice.

### ***3.1.4. Ability to lead and the blessing of the association's call***

Zhihe Dairy Cooperative Cooperative Association was founded by Linqu County Jiafu Dairy Cooperative Professional Cooperative (hereinafter referred to as Jiafu Cooperative), and Qin Zhenfu, the chairman of Jiafu Cooperative, served as the chairman of the association. Qin Zhenfu, born in 1966, a native of Linqu County, entered the Yingzi Veterinary Station of Linqu County in 1987 and founded the "Linqu County Dairy Cow Association" in 1999 to provide information, technology, surgery, prevention and other services for dairy farmers inside and outside the county. , has been widely welcomed by dairy farmers and has become the largest dairy cattle association in the province. In August 2006, Linqu County Jiafu Dairy Cooperative Cooperative was established. He not only has rich experience in social practice, but also continuously improves his professional skills. He has participated in the undergraduate correspondence course of Shandong Agricultural University and the on-the-job postgraduate study of China Agricultural University, and obtained the title of senior veterinary surgeon. It has a high reputation among farmers and dairy farming cooperatives. In order to break through the development dilemma of cooperatives, break the unequal treatment of dairy enterprises, and enhance the market competitiveness of cooperatives, Zhihe Dairy Cooperatives Union came into being.

### ***3.1.5. The attraction of the association's own advantages***

Cooperative association is an organizational form generated for the internal needs of reunion between cooperatives, and it is an important path choice for professional cooperatives to transform and upgrade to high-quality development. This organizational model itself has the advantages of large production scale, strong market competitiveness, and high organizational negotiation status. In addition to providing technical support and information services, the Dairy Cooperatives can also undertake feed purchase, fresh milk processing, dairy product processing and market sales in the subsequent development of the dairy industry, covering the three stages of prenatal, mid-production and post-natal development of the entire dairy industry. The comprehensive and convenient services can meet the needs of the local dairy industry and the development of dairy cattle professional cooperatives.

## ***3.2. How the union works***

Compared with the general dairy farming cooperatives, the dairy farming cooperatives have made great breakthroughs in the organization and operation mechanism due to changes in scale advantages, management methods, and organizational forms:

### **3.2.1. Organizational structure**

The organizational structure of the association mainly includes three parts: the general assembly or the representative assembly, the board of directors and the board of supervisors. The member (representative) assembly is the highest authority of the association. The members of the member assembly include all the member associations of the association. The qualification standard of the member association is that the professional dairy farming cooperative joins the association in the form of cash shares, and the member representative assembly is Elected by the chairman of each cooperative. Major events such as compiling and improving the system, appointment and dismissal of personnel, formulation of work plans and deliberation of matters are decided by the member congress. The chairman and the chairman of the board of supervisors are democratically elected by the association. The Council is the executive body of the General Assembly. The main responsibility of the council is to preside over the daily work of the association during the intersessional period of the member assembly, and be responsible to the association member representative assembly. The Supervisory Committee represents all member units and members, and is mainly responsible for supervising the work of the Supervisory Council and the staff of the Association. The members (representatives), the council, and the board of supervisors keep their positions and jointly govern the association. In addition, according to the development needs, the association has set up business offices such as the office, technical service department, marketing department, etc., which are responsible for the daily work of the association and ensure the healthy operation of the association.

### **3.2.2. Service area**

The service object of the union is the members of the union and the members of the cooperative. The articles of association of Zhihe Dairy Cooperative Cooperative Association provide services to the association covering multiple links in the process of dairy farming, which can be summarized as "five unifications":

Unified procurement and supply of feed, forage, anti-epidemic drugs and other production materials required for raising dairy cows. The Associated Press has successively established business relationships with many companies in the industry, and even some companies have come to their door to seek cooperation, and the Associated Press has also gained more voice in the negotiation process; Unified introduction and promotion of some new products for members. technology, new dairy breeds, and organize the guidance and training of dairy farming techniques and experience and technology exchange meetings, and provide consulting services to members. Improve the quality of dairy cows, so that the products have better guarantee; Unify product quality standards, carry out base certification, product certification, and use standardized production models. The member societies of the union need to standardize according to the requirements of the union. Production to ensure product quality; Unified product sales, successfully mastered the initiative and the right to speak in the negotiation process, and reversed the bad situation that the price was set by dairy companies; Unified provision of laws and insurance required by members , financial and other information services. With the union as the joint insurance body, it provided guarantees to banks, and successively obtained more than 28 million yuan of preferential loans for member cooperatives and member households, which solved the problem of lack of funds for member households to expand their production scale.

## **4. The development of dairy breeding union**

Practice has proved that the Cooperative Federation relies on its own complete and cautious operating mechanism to achieve a certain scale effect, showing the superiority of the Federation's own system.

### **4.1. Production management services further improvement**

After the establishment of the Union, on the one hand, the production management was standardized, and the production and operation activities of each member agency were carried out under the guidance of the United Society, which became dispersed into unification, changed competition into cooperation, and organized in an orderly manner. On the other hand, the funding issues of standardization of production facilities and equipment are alleviated. Cooperatives have more funds to build standardized and modern farms, strictly pay attention to the storage of feed, and formulate the sanitary environment standards for cow farms. United Society has invested a lot of funds to buy advanced feeding and milking equipment to ensure that milk sources will not suffer secondary pollution during the production process. This series of standardized management ensures the quality and safety of Fresh milk from the source,

and has also won the trust of dairy companies.

#### ***4.2. Large -scale benefits win the support of members***

The Dairy Press has expanded the industrial chain vertically and expanded the industry scale horizontally, which has generated certain economic benefits, realized the income of dairy farmers, and won the support of members. The economic benefits of the Dairy Association are mainly manifested in the following points:

After the establishment of the Union, the expansion of scale has strengthened the right to speak and increased market negotiation. The Z Daikee Cooperative Union mainly undertakes the task of finding sales channels and organizes the cooperative products uniformly to sell it .<sup>[3]</sup>The pricing of the product is jointly involved by the Union and the enterprise. It has changed the passive situation of the previous single cooperative that can only passively accept the acquisition conditions proposed by the buyer, and realize the unilateral decision of the past enterprises to the current transformation of the pricing.

In terms of purchasing agricultural supplies, the United Society is purchased uniformly, and the number of purchases increases, which produces a scale economic effect. After the establishment of the United Union, a large market entity was formed, and a certain scale was formed in terms of the consumption of agricultural materials. In the negotiations with agricultural suppliers, they also grasped the initiative, and they were in a initiative, reducing the purchase cost of agricultural materials .<sup>[4]</sup>At the same time, Union Cooperative and Covels Professional Cooperative can carry out two -way cooperation. Organic fertilizers produced by Union Society are supplied to grass professional cooperatives, and grass professional cooperatives also provide feed to cooperatives at low prices. The two are mutually beneficial and achieve a win -win situation.

#### ***4.3. A sound social service system provides convenience for cooperative members***

After integrating the resources with advantages, the Z Dainoma Cooperative Union has exchanged and promoted technical exchanges and promotion to member clubs, which has enhanced technical services. After the establishment of the United Society, many masters of breeding cows in each cooperative are concentrated in the Union. They have a wealth of dairy breeding experience. They are good at collecting and grasp of market information. Union can be used as a platform that communicates with each other. By holding a cow breeding technical experience exchange meeting, the dairy breeding can explain the demonstration on the spot. When you communicate the content of daily production management, provide members with more opportunities to share learning.<sup>[5]</sup> Union can also organize member agencies to visit each other, and can also achieve the role of mutual improvement.

In addition, the Dairy Union also has sufficient funds and capabilities to arrange members of the Federation to go out for inspection, visit and learn the operating experience of other excellent demonstration agencies, and introduce advanced production technology from the outside. Union not only improves the acquisition and processing services of dairy products, but also acquire fresh milk produced by dairy farmers to protect the interests of dairy farmers.

### **5. Existing problems existing in dairy breeding**

#### ***5.1. Lack of talents and difficulties in financing***

For the long -term difficulties of each cooperative of talents. Especially for the needs of management talents, with the increasing scale of the Cooperative Union, this problem has become increasingly prominent. On the one hand, in rural areas, most professional cooperatives lack talents who understand operations, management, and high quality. The management staff of the United Union is more good at breeding technology, but the management of large organizations is insufficient and the level of management is low .<sup>[5]</sup> On the other hand, the treatment conditions in the countryside are more difficult. The salary and benefits that the cooperatives can give are average, and it is difficult to attract appropriate talents. Moreover, most higher education talents now tend to choose to stay in the city . Therefore, the backwardness of human resources is bound to cause a gap with urban enterprises and hinder the development of the United Union.

The development of the United Newsrance is inseparable from the support of funds. Although the Union has obtained objective loan funds with the help of the local government departments and the Dairy

Association, there is still a funds gap. On the one hand, the cow breeding industry costs high. The infrastructure demand for infrastructure required for breeding is large. Professional breeding venues, production and processing of grass feed, pollutant treatment machinery, and milk removal equipment, etc. are a huge early investment for dairy breeding cooperatives. On the other hand, the financing channels of Union Society mainly include the five types of original funding, Union's operating accumulation, national fiscal subsidy, policy financing, and business financial institutions. The basic funding demand will not change for a long time, and the union's operation accumulation is not suitable for the joint institute with a large amount of funds in the early stage. In addition, the requirements of national fiscal subsidies and policy financing are relatively high, and there are no clear rules at present, and it is difficult to implement it. Commercial financial institutions have high requirements for mortgage and guarantee, complicated review processes, and high loan interest. Various factors still have gaps in the funds of the Union.

### ***5.2. There are potential operating risks in the huge scale***

The participation of members is reduced. Compared with the larger-scale cooperatives, the heterogeneity between the internal core members and ordinary members is particularly prominent. The affairs of the federation are usually to convene the core members of the member societies for deliberation. In particular, the Zhihe Dairy Cooperative Cooperative Association has a requirement for the member societies that "the production and operation activities of each member society must be subject to the supervision and guidance of the federation". The management effect is improved, but the decision-making power is more concentrated in the hands of core members, so the problem of member heterogeneity is amplified. Xuelian Zhang and Kaiwen Feng (2008) noted that this problem has led to a situation in which a minority of operators (core members) hold the majority of decision-making power and most ordinary members do not participate in decision-making. In this case, ordinary members choose the two-stage game model of "dissent" or "suffering", "participating in decision-making" or "not participating in decision-making". It is found that no matter whether core members are "self-serving" or "not self-serving", general members will not choose voice, that is, "suffocate" or "do not participate in decision-making". This also resulted in a decrease in the participation of members in the association.

There are loopholes in product quality supervision. Although the United Society provides unified technical guidance and other services to member societies, the member societies have greater autonomy in the actual production process, and the specific operations are controlled by the member societies independently. Older age, limited knowledge and education level, and low level of learning and mastery of new technologies, so the quality of the final agricultural products may still be uneven. There are vulnerabilities in product quality supervision. Although the joint society provides uniform technical guidance and other services to the member agency, the member agency has greater independent management rights in the actual production process. The specific operations are controlled by the member agency. The level of age and the level of knowledge and culture is limited, and the level of learning and mastery of new technologies is not high. Therefore, the quality of agricultural products in the final output may still be uneven.

### ***5.3. The construction of scientific and technological forces and industrial chain needs to be strengthened***

In terms of production, the choice and improvement of dairy varieties are essential for the development of the United Union. Although the Z Cooperative Union vigorously promoted the technology control technology, the breeding of the Federation has made great breakthroughs. However, the improvement cycle of dairy breeding is long and slow. It is a basic work with strong continuity and has higher requirements for funds and technology. In addition, most of the forage materials of Union Relying on companies depend on purchasing from enterprises. Although more bargaining power has been obtained due to the scale advantage, not only does the cost increase, the quality of the grass is difficult to guarantee, but the lifeblood of the production materials is in the hands of others. Essence

In terms of sales, the Dairy Cooperative Federation is still mainly selling fresh milk, while fresh milk has higher requirements for transportation storage. Although the Z Dairy Cow Cooperative Union has purchased a large number of modern machinery and equipment in the breeding of dairy cows, the storage of feed, and the treatment of cow dung, it is still completed by the transportation company of fresh milk. Not good, it is likely to cause fresh milk to deteriorate during transportation. At the same time, today's society is an informatization and scientific and technological society. If the sales market is limited to the county or the city, it is difficult to get greater breakthroughs. Following the trend of the times, earlier

digging and opening up new markets, and seizing the opportunity is especially important for the United Union.

## **6. Countermeasures to promote the development of dairy breeding**

### ***6.1. Establish a talent training mechanism and create talent introduction policy***

On the one hand, the cultivation of a group of people with a batch of driving, demonstrations, and a certain professional business management spirit and literacy from the cooperatives are effective paths to solve the insufficient professional talents of the United coopetor. Therefore, the education and training of dairy farmers must be strengthened to improve the skills of members. Especially the current lack of business and management knowledge that the United Union is currently lacking, you can train experts and collaborative universities to train some internal training as soon as possible. New and pioneering cow talents.

On the other hand, Union should strengthen its own development and create more preferential conditions to attract and retain talents. Optimize the management system, establish an assessment system, and standardize personnel management. At the same time, leadership and managers should also strengthen the learning of knowledge and culture, improve their own management level, and sort out clear business development ideas for the long-term development planning of the Union. Increasing cultural identity, the United Union should do a good job of publicity, strengthen publicity of the Union, increase popularity, enhance the sense of cultural belonging and identification of members, and increase the cohesion and centripetal force of the United Union.

### ***6.2. Improve the policy support system and strengthen financial support***

The development of Union is still in the early stages of development. The demand gap in funds is large. It is difficult for the market to stand in the market alone. It is the time to help. Therefore, external forces should be supported and promoted, and the development of policy support cooperatives is fully used to support the development of cooperatives such as finance and taxation.

On the one hand, it is necessary to support the establishment of the United Union. Support farmers cooperatives with different resource endowments to lead the establishment of the Alliance to promote the re-cooperative and re-cooperatives of farmers' cooperatives, and gradually improve the defects of weak strength and lack of market competition in a single farmers' cooperative, so that the United Union is driving the majority of farmers to achieve modern agriculture and modern agriculture. The positive effect of organic connection is manifested. On the other hand, it is necessary to support the development of the United Union. Local governments can set the special assistance funds for the United News Agency, provide policy guidance and information support for the United Union to promote the healthy development of the United News Agency. And help Union to dock with financial institutions to strive for preferential loan interest rates and more loan supply. At the same time, experts are invited to preach the knowledge of loan business and strengthen the understanding of the cooperative's management personnel to understand the knowledge of loan. In addition, it should also be given help in the use of land use, product processing, and tax preferential policies of Union cooperatives to carry out targeted and accurate assistance methods and policy support, and clearly specify the management regulations of the Union to conduct a sound assessment system. Promote the development of the United Union.

### ***6.3. Strengthen the democratic decision-making system and improve the operation management mechanism***

Strengthening the democratic decision-making system: By effective balance, fairness and efficiency, it must ensure democratic participation and play an elite advantage. The establishment of the Union is to better promote the development of cooperatives. The common goal is to achieve increased dairy farmers' production and income, and common prosperity. If you cannot justice and effectively protect the rights of each member to participate in cooperative affairs, this will violate the original intention of establishing a cooperatives. Therefore, while taking into account the efficiency and quality of decision-making, we need to strengthen the democratic decision-making system, fully listen to the opinions of members, and enable members to better participate in the daily affairs of the cooperative union.

Improvement of the operation management mechanism: In the establishment of internal institutions, improve the functional conference, council, and board of supervisors of the functions of various

departments to build the pattern of development, and the appointment of personnel should continue to be improved use. In terms of improving the assignment of the council's position, you should learn more from other outstanding demonstration agencies. You cannot just use the amount of capital as the basis. You should allocate positions according to the actual situation and try to take care of equity as much as possible. At the same time, improve the internal management system of the United Union in terms of work, finance, and sanitation.

#### **6.4. Pay attention to the application of science and technology, and create a whole industrial chain plan**

Cooperative Union should continue to learn advanced science and technology, carry out scientific and technological activities, and combine the construction of the Federation with the construction of the modern agricultural science and technology park, the training of characteristic industries, and the construction of new rural areas, so that the United Union can achieve better development. Attach importance to the role of the Internet, introduce more new technologies, use mechanical breeding methods, and apply computers to manage the milk production, reproduction ability, age, and disease of individual cows. At the same time, through online news and media reports, the promotion of the United Union has been increased to achieve the effect of promoting the promotion of dairy breeding cooperatives. In addition, the development of cold chain logistics should be strengthened. Under the premise of sufficient funds, Union Society can create its own cold chain logistics transportation, especially extending the industrial chain, and directly faces the market.

### **7. Conclusions**

The dairy industry is a vital part of agriculture. Whether the dairy industry can develop healthily or not is directly related to the development of modern agriculture and closely related to people's daily life. In the face of market competition, the production cost of retail farming is obviously high, coupled with the problem of negotiating ability, the traditional production model is difficult to adapt to the rapidly changing market situation. Although the existing cooperatives have expanded, there is no doubt that compared with other market players, cooperatives are still weak and unable to obtain a fair competitive position in the market. To effectively connect with the market, further efforts are required. Upgrade specifications. The joint society will further unite the small-scale cooperatives, and its scale advantage will take a qualitative leap. Once the production scale of the cooperative reaches a certain level, its market position will change, and in the market competition negotiation, it will have a higher status and a greater right to speak. An integrated cooperative with a closer relationship will become an inevitable trend for the future development of cooperatives in my country. Therefore, promoting the cooperation and cooperation between cooperatives will become a crucial direction of our national policy.

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