Abstract: With China’s entry into WTO, we should adjust our agriculture developing strategies timely, promote the combination between market system and macroscopic adjustment, improve agriculture’s entire quality and distribution efficiency of essential factors of production, enhance the benefits from optimized structure, scale economy and advanced science and technology. So as to guarantee China’s agriculture to link with the world’s as well as to develop healthy and smoothly. And all these reforms require more, prompter and better agriculture information service. In this thesis, we will argue this subject from several aspects as overseas agriculture information service’s present conditions and development, agriculture information service’s present conditions, problems and prospect in China, etc. We hope the society will share the same idea the concept of the agriculture information service that can play a more and more important role in China’s documentary information service.

Keywords: agriculture information service, network construction, data base construction

China’s entry into WTO brought China into the international competition and development of economic globalization completely. Under WTO frame, China has the rights and responsibilities at the same time. Therefore, the current economy system should be coordinated with the international market system. Agriculture policy and international trade should also follow regulations of WTO strictly.

With China’s entry into WTO, we should adjust our agriculture developing strategies timely, promote the combination between market system and macroscopic adjustment, improve agriculture’s entire quality and distribution efficiency of essential factors of production, enhance the benefits from optimized structure, scale economy and advanced science and technology. So as to guarantee China’s agriculture to link with the world’s as well as to develop healthy and smoothly. And all these reforms require more, prompter and better agriculture information service. In this thesis, we will argue this subject from several aspects as overseas agriculture information service’s present conditions and development, agriculture information service’s present conditions, problems and prospect in China, etc. We hope the society will share the same idea the concept of the agriculture information service that can play a more and more important role in China’s documentary information service.

1 Overseas Agriculture Information Service Present Condition and Development

Compared with China’s agriculture information service, overseas service appeared earlier, developed more quickly and the effect is better. The overseas agriculture information service has experienced three stages as follows: In 1950s and 1960s, the focal point was to do agriculture data process and agriculture database development; in 1980s, especially after the early of 1990s, the research emphasis was turned to handle knowledge, develop automatic control and apply network technology. The computer has been applied in each parts of agriculture since early 1950s in which computer was used to research beverage problem in America. Nowadays, the strength of American agriculture information has surprised that of industry. The agriculture information technology of European and American countries has entered into the industrialization stage.

1.1 The research focus of overseas agriculture information service DATABASE and NETWORK Nowadays the most widespread and practice way in international is to set up agriculture database system according to various agriculture information because of agriculture information large quantity, wide scale and wide dispersal.
ACCURATE AGRICULTURE  Originated from America, accurate agriculture is a new agriculture that combines information technology and agriculture production completely. It's the developing direction of agriculture in 21st century. In recent years, remote sensing technology which regards aviation as core began to use to collect farmland information, which is developing very quickly though it is still in its beginning stage.

Expert’s SYSTEM  Experts’ system is a kind of software that can supply suggestions and decisions for users. It's designed according to the experts’ knowledge and experience in some specific field. Experts’ system research emphases hereafter: set up models to describe the non-structural and non-systematic knowledge to establish whole process production management system and practical technology system finally which includes crops, domestic animals and birds, aquatic product so as to promote the service management of agriculture production and the wide use of advanced technology.

SUPPOSESSIONAL AGRICULTURE  As the further development of imitating model for crops growth, suppositional agriculture is a new and advanced agriculture information technology products which came into being in the middle of 1980s. At present, few organizations carry out their research on this aspect in the world. They mainly invent the breeding and management for main crops and domestic animals and birds.

1.2 The development trend of overseas agriculture information service

INTEGRATION  With the increasing of modern agriculture’s demand for information resources and information technology’s development and application, single agriculture information technology cannot reach the requirement. Therefore, diversified agriculture information technology’s combination and integration become more and more popular.

EXPERTS  Setting up computer application system to manage a certain specific crops or a specific agriculture measure in agriculture production. Meanwhile, with the characteristics of fitting different production management, professional agriculture application software can protect agriculture production economically and effectively.

NETWORK  Network’s application in agriculture cannot only solve the problems in agriculture development, but also decrease the cost of getting agriculture information.

MULTIMEDIA  Agriculture multimedia database and multimedia products can make complicated agriculture technology perform in simple forms to understand easily and learned.

PRACTICE  Because agriculture production and management may be influenced by various organism, region, season and time, agriculture information technology development is complicated. Therefore, the development of agriculture system software should be under the help of agriculture production and management experts on the basis of combining diversified departments and subjects. As a result, advanced software can be designed to improve the economic efficiency.

POPULARIZATION  Firstly, the collection, analysis and use of agriculture information should be in the whole process of production. Secondly, popularization of agriculture education can improve peasants’ technology and culture quality.

2 Current Conditions of China’s Agriculture Information Service

After China entered into WTO, China’s produce is affected deeply, which forces agriculture operators to learn the agriculture technology and information of the world by all means. Thus, agriculture information becomes a hot topic in agriculture field. With the mind of leaders and agriculture information workers’ hard work, we got good result in agriculture information’s development since 1990s.

2.1 Agriculture database construction

In recent years, we have developed various database and many comprehensive and professional database has been set up initially, such as “Agriculture science documentary database” developed by China Agriculture Science Academy Documentary Information center and units related, whose data quality has surpassed 350,000 and raise 50,000 annually; “World Agriculture Development Dynamic Database”, “National Agriculture Macro-Development Database”, National Agriculture Economy Foundation Database”, “Agriculture Practical Technology, New Breed, New Achievement Database”, “Agriculture Ministry Award Results Database”; Besides these, the Agriculture Academy, Agriculture Institute and University in different provinces have set up many professional database, such as “Aquatic product information Database” designed by Dalian Aquatic product Institute; “World Yak Documentary Database”
and “Economize on Water Agriculture Database” designed by Gansu Agriculture University Library.

2.2 Agriculture network construction

China’s agriculture network construction began late, but develops very promptly. The agriculture websites can be divided into four kinds according to the current website of over 3100. First is government engineering agriculture websites. Province and city agriculture information website (www.bjagri.gov.cn) is the typical case. Second is the comprehensive agriculture website with the typical case of China agriculture information website (www.agri.gov.cn) designed by agriculture Ministry. Third is the professional agriculture website with the typical case of China plant protecting consultative website (www.zhibao.net) designed by preventing and Treating Division of Agriculture Technology popularization service center. Forth is the business agriculture website with the typical case of China agriculture website (www.nong.net) and China agriculture capital website (www.ebc.com.cn).

2.3 The agriculture information service

The way to the modernized agriculture service, such as the network service, the CD-room service, has been increasing. According to the agricultural produce, the scientific research and the requirement for education, many institutions for agriculture information have set up a great deal of characterized database for agriculture, biology and other concerned fields. The contents of the agriculture information service have also developed. Previously, they were general information consultations. Now, the service for consultation is aimed at various set technologies for some production or some project that are before-in-after for producing. The agriculture information service offers the tracking service from checking new retrieve before the subject about scientific research settled to the trend after it. It offers proving service from the consultation for agricultural works to the comprehensive development for some field or the estimation for some project. The service offers the service for consultation to the leader’s decision.

3 The Problem for the Agriculture Information Service

Along with the unified courses of the global economy deepened, the agriculture information service comes into the three-dimensional and international stage. The agriculture information service trades develop variously on the aspects of the ownership, the group and the management. So, there are three advantages. Firstly, the service trades can adapt to the interior requirements for the socialism marketing economy and for the further developing information. Secondly, they are beneficial for arranging the resources for the agriculture information and optimizing the structure for information production. Thirdly, they are beneficial for introducing and developing the advantaged technology and making the achievement for scientific research into practice.

3.1 Renewing the concept for information service

The concept for information service accompanied with the mode for planned economy cannot adapt to the requirement for the development of marketing economy. In general, the information service is the public service. Few people can realize that the information production is also the merchandise which needs to be exchanged as the regular pattern for the value in the market. Although, all the people are the potential consumers for the information service trades, only people who understand fully the information merchandise may become the pragmatic consumer for the information service trades. The development for the agriculture information service must possess large quantity of pragmatic consumer. Without the pragmatic consumer, the development has no productive force. Thus, the people must change their concept rapidly. Like this, the widespread consumer can become the pragmatic consumer. The agriculture information service will not be in a dilemma, that is to say, “if the service develops, the fund will be inadequate; if the service does not develop, it will await death.”

3.2 Small scale of website with bad quality

Today, the website, which works on the concerned agriculture, has been reached 3,100 nationwide. These websites which cover all agriculture fields is about 5% of total (according to the latest statistics, the total is above 60,000) and the website mainly center on the several big cities, such as, Beijing, Kuangzhou and Shenzhen. On the whole, the agriculture information service trades have spatial difference with other trades, and show that the websites with good quality are few; the design for websites is not scientific and lively; the guidance for websites is inadequate; the standardization for information is bad.
3.3 Strengthening the construction for database
The contents for our agricultural database have many documentary database, digital database, but few practical database and they involve in narrower fields. So, the utilization ratio for database cannot develop fully. At the same time, multimedia information and full text database are less than the practical database. The information cannot open and share well.

3.4 Rebuilding the information resources
Many agricultural website and agricultural database rebuild rashly and they are short of their own characterized subjects. Meanwhile, the effective information is inadequate and information cannot be updated, which makes the consumers get no effective information and limits the guidance for the agriculture practice.

3.5 Improving the technology for information service
In the fields of the agriculture information service, many advanced information technology have not been made use of, such as, the technology of the automatic classification and differentia for agriculture information, the technology of machine supplementary translation for the agriculture information service, the technology of long-distance gather and issuing for the agriculture information service, the technology of multimedia information, the technology for WEBIGS, the technology for unreal net, the technology for distributed net database and the technology for the electronic business affairs.

4 The Prospect for Our Agriculture Information Service
Our agriculture services start later, but they develop rapidly. Setting up the perfect agriculture information service system will shorten the period for extending the agriculture advanced technology, promote the transformation of the agricultural scientific achievement and accelerate the development of agricultural production and the modernized courses.

4.1 Changing the concept and turning the social agriculture information service into reality
That the agriculture information service turns social must have the vast market. The old services have hindered the development of our agriculture information service trading. If we improve the development of it, we should transform as soon as possible the close service and passive service into the various services under the condition of the planned economy. Along with the reality of the agriculture information service, it is more and more social. Thus, we expand the scope of the service constantly and open up the new field of service and seek the mot extensive information consumers.

4.2 Establishing the coordinated institution of the agriculture information service
The agriculture information involves in the synthetic works with multi departments and multi subjects. The government must pay high attention to this work and establish an authoritative coordinated institution that is directed by the Agriculture Department and is organized by the documentary information center for the Chinese agricultural and scientific institute. The institution will make the leader exercise the agriculture information institution and establish the concentrated and coordinated resources nets for agriculture information and develop the whole function for the agriculture documentary guaranteed system. Meanwhile, according to our agricultural development, firstly, we formulate the whole project, detailed implementation and unified standard. Secondly, we establish the concerned institution for the agricultural and scientific information and exchange the business for it.

4.3 Establishing and perfecting the agriculture information net
We should formulate the plan for the agriculture suppositional special net and establish the suppositional and demonstrable net system for agriculture information with the national agriculture information center and the regional agriculture information center. We combine organically the four agricultural website and make good use of the resources share for web. So, we establish the service system for agriculture net information whose main part is the website for business operation. At the same time, we offer directly the scientific information, the policy information and the market information to the peasants on the basis of the rural three nets (the computer net, the television net and the telephone net) entering the peasants’ families.
4.4 Strengthening the construction of the agriculture information service

The real and rich sharing resources play an important role in the agriculture information service. Although our country has established a great deal of agriculture information resources, the information industry cannot be formed because of inadequate quantity and bad quality. In fact, our country has more agriculture technology and scientific research achievement, but most of them, which are scattered and are high self, cannot be popularized and be made good use of. We should do our best to dig information resources. Then, we expand constantly the quantity of existing database and improve the quality of database. Thus, the agriculture database becomes an information resource covering the agriculture and the concerned fields in order to meet the requirement of different levels and objects.

4.5 Fostering the talents for information service rapidly

The talent resources, the most important resources, have effect on the success of failure of causes. Thus, we speed up the agriculture information on the basis of a special group with high quality. On the aspect of the theory, the workers have strong information consciousness and knee insight and advanced thought in order that we observe immediately the important agriculture decision which the party and the government implemented and forecast the prospect for the agriculture economy and science. Furthermore, we can find out the problem of agricultural production. On the aspect of knowledge, the workers master the knowledge and the skill for the agricultural science, the economics, the documentary information and the computer. On the aspect of the talents’ levels, we must possess the transcentury talents and the pioneer for the subjects. Meanwhile, we have the special groups with the reasonable structure for the diploma, the technical job title and the age. Gradually, we foster the mixed talents who know the web technology as well as the agriculture technology.

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