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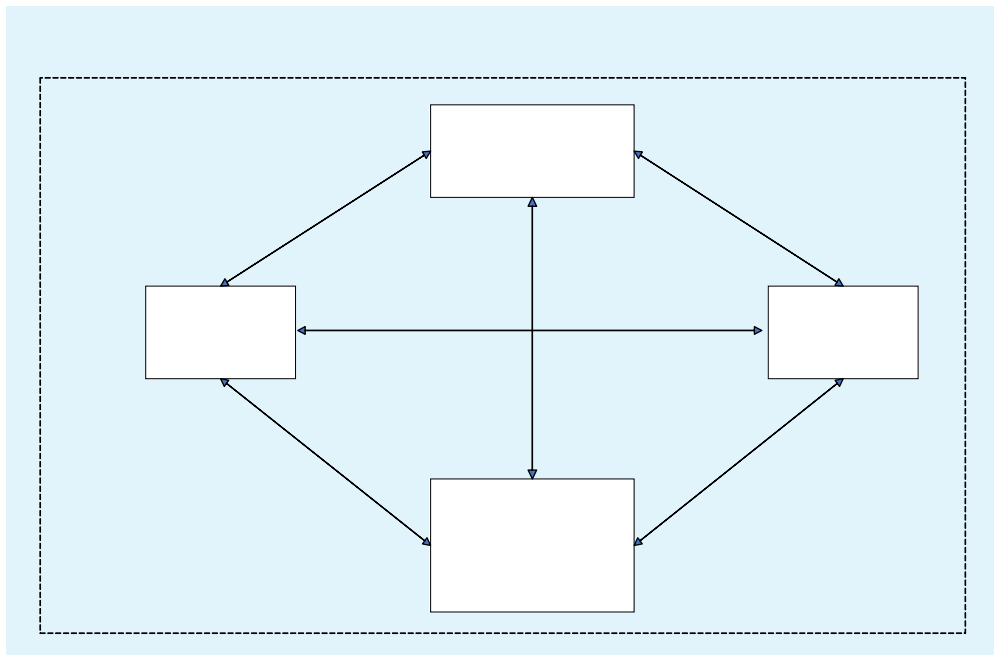
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## Re-examining the Supply and Marketing Cooperatives

XU Xu-chu<sup>1 2</sup> JIN Jian-dong<sup>3</sup>

1. China Academy for Rural Development Zhejiang University Hangzhou Zhejiang 310000

2. Law School Hangzhou Dianzi University Hangzhou Zhejiang 310018

3. College of Cooperative Economics Zhejiang Institute of Economics & Trade Hangzhou Zhejiang 310018

**Abstract:** In the face of supply and marketing cooperatives which continue to be active in urban and rural trade and other fields this paper examines the organizational characteristics of supply and marketing cooperatives from five aspects environment social structure goal technology and participants and explains the “legitimacy” mechanism “efficiency” mechanism and “suitability” mechanism of operation and development of supply and marketing cooperatives. This paper reviews the typical development paths in the reform practice of supply and marketing cooperatives such as new cooperative economy agricultural production services improving grass-roots organizations and empowering digital technologies and considers the development direction research and judgment comprehensive reform focus sustainable development momentum etc. in order to provide valuable enlightenment for the future reform and development of China’s supply and marketing cooperatives.

**Key words:** Supply and Marketing Cooperatives Organizational Characteristics Development Mechanism Practice Review Diamond Organization Model