



Study on Countermeasures of Export-Oriented Agricultural Industrialization Development in Shandong Province

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Abstract

In recent years, the development of export-oriented agriculture towards development of agricultural industrialization has more and more apparent promoting function in domestic. In Shandong Province, export-oriented agriculture develops better than other province where the traction effect is particularly evident to agricultural industrialization.

In this article, according to favorable and adverse factors of favorable and unfavorable factors of Shandong export-oriented agricultural industrialization development, it put forward the countermeasures that can better and faster to promote it. That is accelerating the transformation of government functions; establish market consciousness firmly, implement brand development strategy; speed up establishing standard of related agricultural products; the full implement of the agricultural standardization production; strengthening the rural cooperative economic organizations construction; innovating the form of export-oriented agricultural industrialization and so on.

Key words: Export-Oriented agriculture industrialization; Professional economic cooperation organization; Standardization

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INTRODUCTION

Shandong has abundant agricultural resources and

the superior export location advantages. Shandong agricultural products all have a natural advantage in price, but along with the appreciation of the RMB and growing world agricultural trade barriers from countries, its price will be greatly weakened. How to respond to changes in the international market to break the limit of foreign technical barriers and green barriers in Shandong province? The key is to increase their own strength to participate in international competition, to speed up the export-oriented industrial management of agriculture, all aspects of support and norms, and to raise the level of export-oriented agricultural industrialization in Shandong fundamentally. At present, some beneficial factors for development promote export-oriented industrialization of agriculture in Shandong province. They are government attention intensity, improving infrastructure, bibcock enterprise dimensions expands, carrier of industrialization of development. Other while, there are also adverse factors to restrict the development. They are less of sound system in rural socialization service, low standard in agricultural intensive changes and so on. According to the existing problems in the development of export-oriented agricultural industrialization in Shandong Province, this article put forward the following strategies.

1. ACCELERATING THE TRANSFORMATION OF GOVERNMENT FUNCTIONS, AND CREATING A GOOD ENVIRONMENT FOR THE DEVELOPMENT OF EXPORT-ORIENTED AGRICULTURAL INDUSTRIALIZATION

The functions of the government is to focus on coordinating the relationship between farmers, businesses, markets and through deepening reform and create a favorable institutional environment for speeding up the process of the development

of the export-oriented agricultural industry. In the process of carrying out its functions, some government departments are keen in person to engage in the production base, to engage leading enterprises, grasping the market, there has been more or less the dislocation. And therefore it needs to transform government functions, the functions of the following aspects of the play which can not be replaced by other departments.

1.1 Macroeconomic Planning, to Accelerate the Development of Leading and Dominant Industries of Shandong Province

The primary function of government is to develop macro planning. Dealing with the export-oriented agricultural industrialization balanced layout to solve issues in the Southwest region where export-oriented industrialization of agriculture develop slowly, and to achieve balanced development.

Around the existing dominant and advantage industries, breaking the area of administrative, scientific planning and layout, a prominent building, the government should pay close attention to structural adjustment. Based on resources advantage, we establish the dominant industries which strongly lead the economy of region, and co-ordinate arrangements to avoid redundant construction. Same time, we should focus on mining the characteristics of the traditional industries of agriculture, format the focus areas where can change the resource advantages into industrial and economic advantages, establish a unique regional brand. Such as Qixia apple Shouguang vegetable, Laiyang pear, Zhangqiu green onions, Jiaozhou pepper, Jinxiang garlic.

1.2 Establishment of a Sound and Strict Implementation of Laws and Regulations and Policies

The government as a non-market business entities need to develop and implement a series of policies and regulations to standardize the leading agricultural enterprises, farmers' cooperative economic organizations and farmers market players to promote and improve the behavior of the export-oriented industrial management of agriculture activities and coordinate economic interests to ensure the healthy development of the export-oriented industrial management of agriculture.

The market economy is the legal economy. The businesses and individuals who want to disrupt the market and produce counterfeit and shoddy products should be crack down on increased penalties and implementation efforts to punish the offender for protecting the law-abiding. That will be able to safeguard the normal economic order, and develop export-oriented industrialization of agriculture. As well as it creates a better investment and financing conditions in Shandong.

1.3 To Fully Play the Government's Coordination Functions, Rationalize all Kinds of Relations and Strengthen the Construction of Rural Specialized Cooperative Economic Organizations

This requires strengthening the government's comprehensive service function and coordination function, to eliminate under the planned economy system from various obstacles, to weaken the departmental barriers and management responsibilities, to break boundaries and fragmented industry sector division, resource partitioning status, gradually moving towards the government integration management.

Government departments should help enterprises solve problems from the project approval, the industrial and commercial registration, land requisition, purchase and sale of products and financial aspects to establish a market economy adapt to the examination and approval system, simplify the procedures of approval, forming a simple, efficient, quick work program.

The financial departments should increase structural adjustment and support strength, arrangement of structural adjustment funds. They should optimize the expenditure structure, increase public spending, clear investment, and focus on the use of funds, pay attention to research of funds, investment form, cogently raise capital using efficiency, increase the input on agricultural infrastructure, ecological environment and the development of science and technology. At the same time, we propose the government to come up with some funds for interest payments on loans as the main means to focus on supporting the development of agricultural science and technology a year. The key projects of the water infrastructure, varieties cited planting and deep processing of agricultural leading enterprises and cooperative economic organizations of a certain scale should be support greatly.

1.4 To Provide the Technology Support, Build Information Platform

Science and technology is the first productivity already was the fact that does not dispute, which improves the Shandong Province agricultural product technology content, can effectively improve the market competitiveness. The government should support the scientific research institutes to innovating scientific research, encourage bibcock enterprise especially large and medium-sized enterprises in research to develop high technological content of products, strive to form the core of competitiveness, the introduction of advanced agricultural science and technology achievements. Through the demonstration and radiation, imparting to the farmer advanced agricultural technology and knowledge, it can enhance the level of agricultural science and technology, and play the power of Technology Association and farmer cooperative economy organization, ensure the farmer as soon as possible to master the new technology.

Shandong province should rely on the basis of Shandong agriculture information network, Shandong agricultural industrialization information network, the food network and other agriculture-related network through

newspapers, television, Internet, mobile communications and other forms of agricultural market information to speed up the construction of agricultural information service system. We should improve the information processing and transmission capacity, for extroversion agriculture industrialization of production, technology, market, supply and demand, price, import and export of such information, guide bibcock enterprise and farmer to adjust production. Pay attention to the guidance of enterprises, business investment of large family of rural information services, encourage enterprises to establish their own web site, the release of information products, the development of online trading. We should strengthen the information processing, establish long-term information collection, collation and dissemination system, guide all farmers to arrange the production according to market situation.

2. ESTABLISHING MARKET CONSCIOUSNESS FIRMLY AND IMPLEMENTING BRAND DEVELOPMENT STRATEGY

2.1 Establishing a Large Market Awareness

With the deepening of international economic integration, the degree of domestic reform and further expanding of opening up, the increasingly improved investment environment, world famous agricultural products have “settle down” in China, which will inevitably lead to agricultural products without going abroad to participate in international competition. We only rely on the body of the product involved in the competition in the market is clearly not enough; we must focus on brand strength, customer loyalty and other core elements of the brand.

In the face of severe challenges in the era of brand competition, the leading enterprises must centric brand business activities, namely the implementation of agricultural brand strategy. Brand strategy compared with industrial, agricultural brand strategy is not only the economic behavior of enterprises, farmers, businesses and government joint economic action. Only farmers, businesses and governments collaborate with each other, cooperate closely with the agricultural brand strategy can be successfully implemented.

2.2 The Specific Measures to Implementation of Brand Strategy, to Protecting and Serving the Shandong Province Independent Brand

To encourage the development of origin marks, make area brand image legalization. Chinese “trademark law” provisions is that the geographical indication is a specific region within the scope of “public rights”, not as the registered trademark that is an enterprise “buy outright”, any units and individual do not get to the geographical names register as trademark, but geographical names can be used as the origin of the product certificate trademark.

The national standard GB17924 prescribes: “product of region of country refers to the use of produced in a specific area of the raw materials, according to the traditional process to produce inside specific district, quality, characteristics or reputation in essence depends on the geographical origin of geographical features, and to the geographical origin of the name of products”. The origin of products special mark as a national monitoring legal products logo, which itself is protected by law, any entity or individual is prohibited by the state from forge risk.

Shandong province regional brand products in particular, like the “Rizhao green tea”, “Laiyang pear”, “Zhangqiu green onion”, “Jinxiang garlic” and other high-quality agricultural products, has been in the situation of lacking spirit of cooperation. Accordingly, various government especially the technical supervision departments should use when place name, actor, special agricultural product production advantages, and actively carry out product of country of origin mark registration, using the product of country of origin protection of this Law “weapon”, make area brand image of legalization, prohibit any origin domain outside the range of the producer to use regional identity, promote local area agriculture the development (XU, 2006).

We should support leading enterprises of agricultural products and deep processing products to become the brand-name products, in accordance with the “trademark law” provisions for their own products registered trademarks, in accordance with the law against the production of fake and shoddy products illegal behavior, use legal weapons to protect their own registered trademarks. To open up the market with famous brand as a sharp weapon, has a greater market share. Only such, ability to obtain huge profits, enterprises have a stable, reliable income, for the industrialization of agriculture development accumulation. For example, Shandong Longda Food Group, Kaiyin organic Food Company has a great influence on the local, play an exemplary role, become the country’s well-known brands.

In addition, the government departments should actively organize the local agricultural industry association and enterprises, to participate in the national, provincial, municipal, actor, special products trade fair. By hosting a variety of characteristic agricultural products festival attracts the outside “attention”; rapidly improve the visibility of the local agricultural products. China (Shouguang City has hosted many) International Vegetable Fair, exhibition throughout the vegetables to achievement of science and technology of vegetables in Shouguang, achievement of science and technology always come out in front, so city known as China’s township of vegetables. Heze city has been successfully held multiple sessions “Peony Fair”, to the friends of fair, not only to build the Heze peony in countrywide fame, to become the national flower of China created a condition; and promote the

development of other industry, the introduction of more foreign investment.

3. TO SPEED UP THE ESTABLISHMENT OF AGRICULTURAL PRODUCT QUALITY STANDARDS AND THE FULL IMPLEMENTATION OF AGRICULTURE STANDARDIZATION PRODUCTION

3.1 The Important Role of Quality Standard of Agricultural Products

In foreign countries, the United States, Japan, whether it is or the European Union, they are much attached to the standard problem. They made lots of standard, not only restraining domestic enterprises, but also more constraining foreign companies, especially in the food industry. They protect their own citizens' health, developed a large number of green standard barriers. China exports food to developed country which often was returned because that checked out the residues of veterinary drugs, pesticides or antibiotics exceed the standard, and not accord with objective standards. It largely reduces the amount of China's agricultural exports and word credit.

Hunger breeds discontentment, people often says: "mundane daily expenses daily necessities of tea", six of which are concerned with food. Food safety is directly related to people's life and health and beneficial to the people's livelihood important issues. Some people think that "let the market decide everything, famous brand enterprise sells a thing is pollution-free, is the safety of food, no to formulate any standard". Do a good job in food safety is to make the brand, to let everyone know that the famous brand enterprise sells things is pollution-free, is safe; second is to establish market standard, in accordance with the standards of the products to be listed, does not meet the criteria for enterprise products not listed, force an enterprise to the rectification or to close down, the only way to guide enterprises to consciously. Compliance with food standard; instead, only by the enterprise consciousness, is the famous brand enterprise also has a food safety issue, because the compliance with food standards requires a large capital investment, need to improve the product, process improvement, to improve services, the need to increase the advanced equipment, need to improve work flow.

3.2 Integrating with World Standards, International Agriculture Standardization Production in Shandong

Shandong province should take the lead in building the leading domestic vegetables, fruits, frozen food and meat (including meat, cold meat) standard, advantage industry is vegetable and fruit processing industry, in the domestic occupation share more. But due to China's food standards

low, not with the world standards, leading to food industry to enter the threshold is too low, many small and medium enterprises, not realizing the survival of the fittest, unable to form a large food companies and food giant. Shandong province should be developed with reference to food hygiene regulations and standards, take the lead in establishing leading, high standard of vegetables, fruits, meat standard. By improving the Shandong province food standards to promote the standardization of production, establish Shandong food enterprises in the domestic brand and quality advantages. It substantially improves the share of the domestic market and increases export strength.

In the formulation of standards in developed countries, due to vegetables, fruits, frozen food and meat processing technology, health condition limitation of toxic and hazardous substances have different requirements and specific provision, should strengthen the collection of information. Some of these States and competent health authorities for vegetables, fruits, frozen food processing technology and formula of more concern, commodity inspection certificate, relevant content description has become the import country official evaluation product the important basis, thus unified certificate content and language is very necessary, it can avoid impropriety caused by misunderstanding, ensure smooth customs clearance. The United States, Japan and other countries have been formally implemented "food labeling law", the law requires the label must identify nutrients, and the content and mode of the strict and specific provisions; European Union also announced the food labeling and advertising requirements, improve product standards, including sampling, packaging, storage and quality index. Environmental issues are increasingly caused the attention of world each country, the international market requirements for food packaging use does not produce waste packaging materials, all of which should cause enough attention, so as not to violate any import country of the relevant laws and regulations and the return of the goods or claims, cause significant loss. In the formulation of standards in developed countries, due to a variety of toxic residues very seriously, including veterinary drugs, pesticides or antibiotics residues and so on, we should also be consistent with their standard.

The standard is too advanced, in the great leap forward, even more than the European Union and the United States, Shandong province enterprise requires a large capital investment, resulting in a large capital waste. The standard is too low, enter a doorsill low, small plant is numerous, to achieve economies of scale, cost not to fall. Therefore standards must maintain a certain advanced sex, but also to ensure the healthy development of large and medium-sized enterprises in Shandong province. Along with the Shandong province high standard of vegetables, fruit and meat standards, coupled with the tireless efforts of enterprises, enterprises will get profits, in the domestic,

international market to win the double harvest, Shandong province Food Company also will raise as a world famous food giant.

4. TO STRENGTHEN THE CONSTRUCTION OF RURAL SPECIALIZED COOPERATIVE ECONOMIC ORGANIZATIONS

4.1 Types of Rural Specialized Cooperative Economic Organizations

New rural specialized cooperative economic organizations are mainly three types of professional and technical associations (SHEN, & PENG, 2003), this type of cooperative economic organization is mainly engaged in special produce production, sales farmers, product, technology and sales as a link to the establishment and development of community cooperative economy organization, is a loose organization, is the most unsubstantial in the interior, not for profit purposes, emphasis on mutual assistance and mutual benefit, prominent series through service, offer antenatal for farmer, produce medium, postpartum service, improve the quality and quantity of the products, make agricultural products to successfully enter the market, increase farmer income thereby, have two kinds of ways, a completely by the farmer initiative organization; another kind is in the government under the guidance of agriculture-related departments initiated, organized, and attract a farmer to participate in, function is still in service.

Professional cooperatives, the cooperative economic organization and the European and American professional cooperatives similar, in order to protect farmer interest, increase agricultural income to be a purpose, there are detailed rules, in the management and decision-making, execute more normative one vote system, contact between members of relatively close, the key is to technical and sales as a link to promote professional production; basis the constitution of the Cooperative Building Council and board of supervisors, the cooperative management and decision-making on important matters; its prominent characteristic is the advance and retreat of freedom, self service, cooperative management. Joint-stock companies, while maintaining that the cooperation system based on fundamental features, absorb share-holding system strengths and develop cooperative economy organization. Its main feature is the implementation of labor union and capital combination, execute distribution according to work and by union of photograph of share out bonus, the general is solid and compact, especially capital in production and operating activities and the distribution of income occupies a more important position; its organization is the main way of the farmer couplet door form a partnership set up economic entities.

4.2 Measures of Strengthening the Construction of Rural Specialized Cooperative Economic Organization

Practice has proved that the development of farmer specialized cooperative organization is conducive to innovation of rural production manages constituent form, guide the realization of minor production and big market effectively, raise the systematize rate of the farmer, enhance the ability to withstand market risks, protect the interests of farmers; is conducive to optimizing the allocation of rural resource and factor of production, stimulate agriculture structure strategically adjust, improve agriculture and rural economy; to perfect rural double deck manages system, further enhance the "all" function, solves one wants to do and cannot do, do bad thing, raise agricultural socialization to serve a level, promote extroversion agriculture industrialization, standardization and internationalization process, to improve the agricultural product market competitiveness, increase the income of farmers (NIU, & XIA, 2000).

In the development of farmers' specialized cooperative economic organization of bureau of agriculture, we should give full play to the supply and marketing cooperatives, cast and other functional departments of the important role. Supply and marketing cooperatives is from and is involved in the operator. Grass-roots supply and marketing cooperatives should focus on local dominant industry and characteristic product, combined with their own advantages, according to "the risk is carried in all, benefit" mechanism, from a number of related to planting, breeding, processing, storage and transportation, means of production and the acquisition of agricultural and sideline products and other aspects of professional cooperatives, associations. We should develop integrated service agency of village by various forms, such as self-management, workers back to the village as lead, cooperating with Village committee.

The farmer specialized cooperative economy organization should be it is ligament with the interest, with contract form to the enterprise, base and farmer together, formed a production and marketing through-train, agricultural industry and trade integrated production management system.

The farmer specialized cooperative economic organizations rely on bibcock enterprise, make agricultural products market, enterprises have to supply raw materials to the organizer, promoted agricultural production base construction, reduce the market risk, solved produce to sell difficult issue. Therefore, in Shandong province to support the development of bibcock enterprise basis, should guide actively, establish farmer cooperative economic organizations. A requirement of bibcock enterprise actively from the farmer specialized cooperative economy organization; on the other hand, through the propaganda explanation, guide a farmer actively to rely on bibcock enterprise to build cooperative economic

organization. At the same time, these organizations also is our country modern agriculture logistics subject, stand in macroscopically angle to do agricultural logistics, supply chain alliance, formed the agricultural logistics supply chain alliance, for small, discrete degree of agricultural logistics system has special significance, we asked leading enterprises actively from the farmer specialized cooperative economy organization; on the other hand through the propaganda explanation, guide a farmer actively to rely on bibcock enterprise to build cooperative economy organization, help to improve the industry and international competitiveness.

Finally, the development of export-oriented agriculture industrialization also must innovate extroversion agriculture industrialization organizes a form, to establish a new type of extroversion agriculture industrialization organizes a form. The current implementation of the Shandong province extroversion agriculture industrialization is the main form of bibcock enterprise is driven model, the organization is usually in the form of “enterprises + farmers”, and intermediary organization is driven model less. “Government + financial + insurance + foreign enterprises Domestic Company + professional cooperation economy organization + farmer” seven in one form of organization is to solve “enterprises + farmers” problems of the good form of organization; it refers to the government for land and water, electricity, road to coordinate services, finance and insurance sector in charge of the capital and insurance, foreign companies to pay a part of the advance for the farmer to produce partially funded, Domestic Company is responsible for the provision of seeds, pesticides, fertilizers, shed construction materials, technical guidance and market sales, and cooperative economy organization responsible for even the company, even under the farmer, farmer is known as “industrial workers”, according to the

requirements of the company standardization production. “Seven in one” form of organization can maximize the manufacturing enthusiasm of the farmer, make farmer income has a stable support, and the company has stable, high-quality raw materials, both released any menace from the “rear”. Not only can make Bibcock Company bigger and stronger, but also can effectively protect the interests of farmers; can make Bibcock Company to obtain the sufficient raw materials, can help farmers to withstand market risks, the company and the interests of farmers are organically combined into one.

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