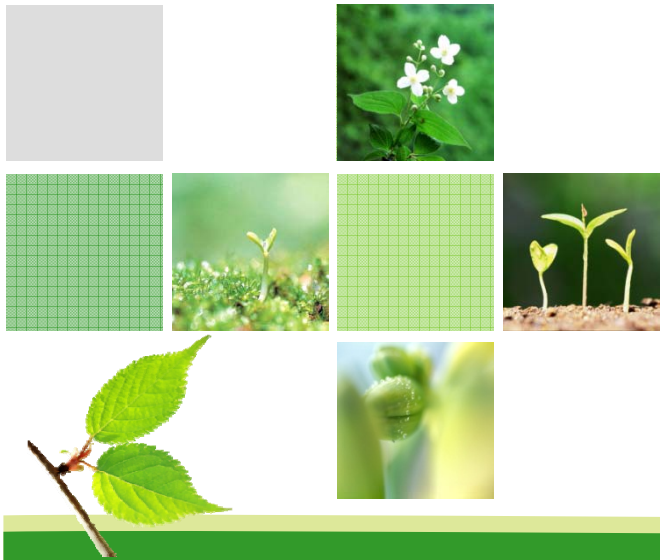




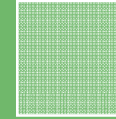
Current Situation and Development Suggestions of Chinese Agricultural Product Value Chain



Liu Qing
Chinese Academy of Agricultural Engineering
2014.6.19



Main Topic

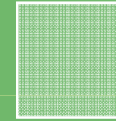


1  Present situation

2  Team work

3  Development suggestions

Present situation



global
economy

Agricultural
product
value chain



.....

production

processing

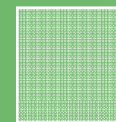
storage

.....

marketing

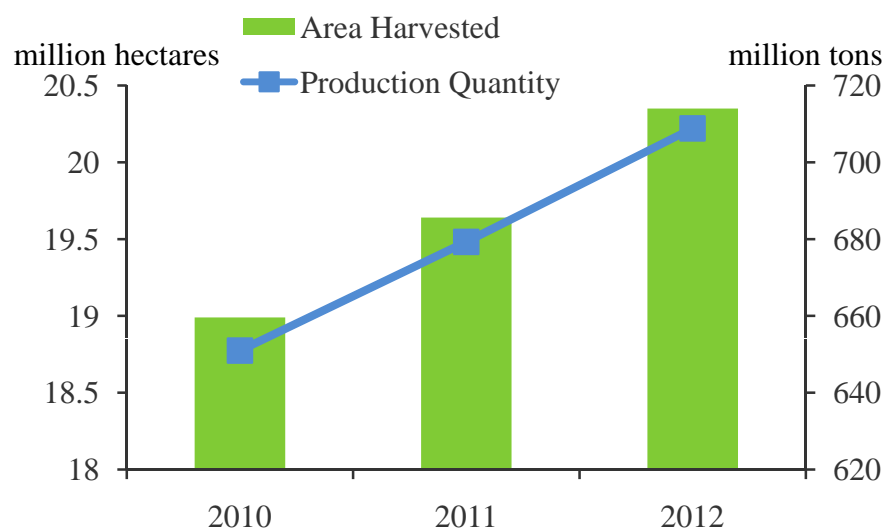
...

Present situation



Agricultural product value chain has great significance in China

Exceed 100 million people associated with the vegetable value chain



China vegetable crop from 2010 to 2012



Present situation



Main Characteristics

The growing concern about the circulation

Past

- Mainly focus on production

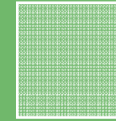


Now

- Pay attention to circulation



Present situation



Main Characteristics

The establishment of the circulation system

Basis	<ul style="list-style-type: none">• Market	Competitive pattern of diversified market players is established
Center	<ul style="list-style-type: none">• Wholesale market (4300)	
Direction	<ul style="list-style-type: none">• Farm-to –supermarket• Direct supply	
Main part	<ul style="list-style-type: none">• Farm, wholesale dealer, individual traders, intermediary organization, processing enterprises	

Present situation

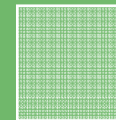


Main Characteristics

The establishment of the circulation system



Present situation



Main Characteristics

The need to improve the circulation organizational level

Farmers' professional cooperatives

- About 950 thousand
- 28 million people, 12%

Circulation wholesalers

- 80% individuals

Terminal sales

- 80% individual vendors

Present situation



Main Characteristics

The establishment of the agricultural product information system

Departments, regions, enterprises have established system

Lacking coordination, complete information chain, timeliness



Present situation



Main Characteristics

The rapid development of agricultural products e-commerce



Agricultural products
sellers in 2013

394,000

Agricultural products
sales in 2013

¥ 50,000,000,000

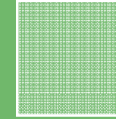
Sales increase compared
with 2012

112.15%

2014.6.19



Team work

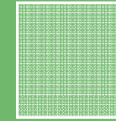


Agricultural products drying

Agricultural products storage and logistics



Team work



Agricultural products drying

Grain dryers

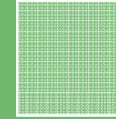


Large and medium grain dryer



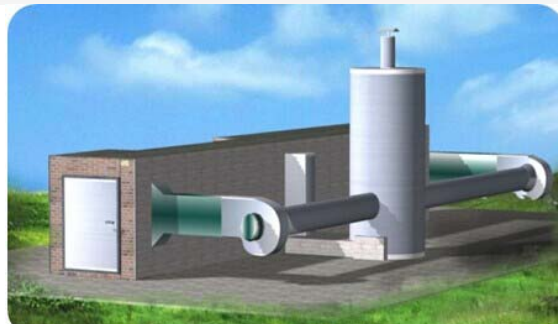
Mini & mobile grain dryer

Team work



Agricultural products drying

Fruit and vegetable dryers



**WDH scroll multifunction
drying equipment**



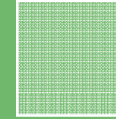
Series-Parallel multi-function solar drying equipment



**Production type solar chamber
drying room**



Team work



Agricultural products drying

Maize postharvest drying

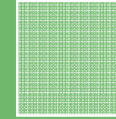


Maize niblet drying



Maize ear drying

Team work



Agricultural products storage and logistics

Grain storage facilities suitable for farmers in different regions

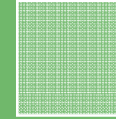


Small maize granary



Potato storage cellar

Team work



Agricultural products storage and logistics

Agricultural products processing machine

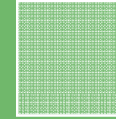


Fresh maize barking machine



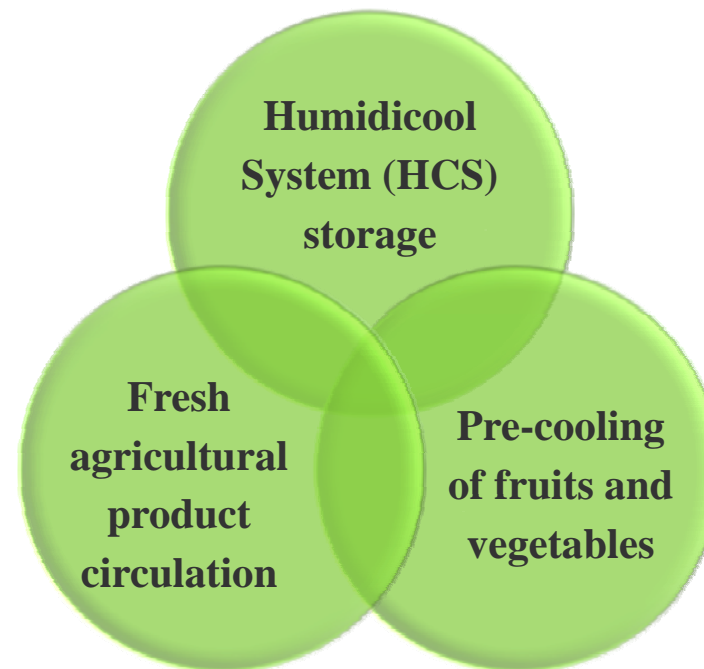
Corn threshing and preliminary cleaning machine

Team work

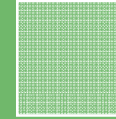


Agricultural products storage and logistics

Fruit and vegetable storage



Development suggestions



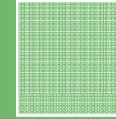
System construction

Improve the construction of agricultural product modern circulation system

Build a unified and efficient agricultural product information system



Development suggestions



Concept improvement

Strengthen market concept to organize production according to the demand

Strengthen circulation organization degree to reduce the intermediate links and the cost

The innovation of circulation pattern to explore new circulation modes



Thank You!

