

Transforming Resource Advantage into Economic Advantage -- on the Construction and Development of Agricultural Industrial Park and Agricultural Industrialization

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Abstract: At present, China's agricultural development has entered a new stage, agricultural products, agricultural and sideline products will face more fierce international and domestic market competition; Problems such as unreasonable agricultural structure, low overall efficiency, slow growth of farmers' income and deterioration of the ecological environment will become more prominent. To realize the leap from traditional agriculture to modern agriculture, the fundamental way out lies in promoting the transformation of Chinese agriculture from resource-based quantitative agriculture to technology-based efficient agriculture. Therefore, it is particularly urgent to accelerate the pace of agricultural high-tech industrialization.

1. Introduction

Throughout the process of agricultural industrialization and the history of industrial industrialization in the world's developed countries, it can be seen that the process of industrialization is the process of resource integration, superiority concentration and complete industrial chain, the process of perfecting market rules, and the process of bringing up a large number of enterprises or enterprise groups. The industrialization process of agriculture, in particular, is the process of using intensive industrial production methods, taking products as the core, vigorously improving the technical content of products, increasing the added value of products, and making high-quality products serve more people through modern marketing means.

Thus it can be seen that providing the basic conditions for the formation of agricultural industrialization -- the construction of agricultural industrial park is the key to accelerate the industrialization of agricultural high-tech.

2. The Industrialization of Agricultural Production is Imminent

With the signing of the WTO treaty, China's market is about to be opened to the whole world, and large international multinational groups are flocking to China, which makes the just starting agricultural industrialization management and agriculture-related enterprises, including township enterprises, face a severe competitive environment. However, China's agricultural industrial structure is not reasonable, low technical content of agricultural products, high cost, new economic growth point within the industry is not much, structural, regional, seasonal surplus of agricultural products, to improve many adverse factors, to meet the international competition, China's agricultural production industrialization is imminent.

2.1 Industrialization of Agricultural Production is the Need of the Market

It is estimated that the proportion of processed food in the food consumption of urban residents in China has reached 14,000. The elasticity of food industrial output value to per capita GDP was above 1 in the 1990s and 1920s, that is, the growth of food industrial output value was faster than the growth of per capita GDP. From 2002 to 2007, the flexibility of urban residents' dining

expenditure on their income was as high as 1.59. With this change, China's food industry has become the largest industry in the industrial sector since 1997. From the perspective of developed countries, even though the Engel coefficient has dropped below 40%, the food industry is still among the top industries, and the food market still occupies the top two market shares. At present, the food industry is the largest manufacturing industry in the world.

Although China has initially established a complete category of agricultural product processing industry system with a certain scale, in the whole industry, the output value of agricultural product processing industry accounts for 28.300, occupies a pivotal position. However, compared with developed countries, China's agricultural processing industry is still far behind. The output value of agricultural processing industry in developed countries is more than 3 times of agricultural output value, while in China, it is less than 8000. The processing degree of agricultural products in developed countries is above 90 latitude, while in China it is only 20-30%. In developed countries, the proportion of industrially produced and processed foods in total food consumption is about 8,000, less than 30% in China. The labor force engaged in agricultural product processing industry in developed countries is far more than that engaged in agricultural production, while China is just the opposite.

In the face of huge market demand, China basically has no real large-scale agricultural production enterprises and large-scale agricultural product processing enterprises, let alone national agricultural product brands. Therefore, it is extremely urgent to accelerate the construction of Chinese agricultural production enterprises and meet the challenge of international competition.

2.2 Agricultural Production Industrialization is the Need of Agricultural Structure Adjustment

Our country should make full use of domestic and international two markets of the agricultural resources, in accordance with the principle of comparative advantage, the rational allocation of our country's land, water, resources such as capital, technology, using the abundant rural labor force, labor force price is lower than international market comparative advantages, vigorously develop the production of labor-intensive products, the development of high value-added processing of agricultural products and the traditional advantage or cash crops of regional features, increase the breeding and the processed products of the production, adjust the oil such as sugar land resource intensive agricultural production. In the coastal areas with strong economic strength, their export-oriented degree is high, will develop some capital and technology intensive, high value-added agricultural production, in order to explore the international market, expand the export of agricultural products; In the Midwest industrialization level is not high, relatively low labor costs, can reduce agricultural production costs through technological progress, develop the agricultural commodity production, develop aquaculture, processing industry around these products at the same time, in a word, pure, deep, in a relatively short period of time, a national regional agriculture structure adjustment, realize the industrialization of agricultural production.

2.3 The Industrialization of Agricultural Production is the Need of the Change of Agricultural Growth Pattern

Starting in the 1930 s, Europe and the United States, some industrial developed countries from mechanical technology, biological technology and management from three aspects, the traditional agriculture has carried on the comprehensive technical reformation, and completed the transition from traditional agriculture to modern agriculture, it fundamentally changed the way of agricultural growth, make countries basically has realized the agricultural modernization. China is in the period of transformation from traditional agriculture to modern agriculture. One of the fundamental differences between traditional agriculture and modern agriculture is to change from the single pursuit of the quantity of products to the pursuit of the quality and efficiency of products. This change of growth mode will change the basic mode of agricultural production, solve the problem of cultivating new economic growth point of agriculture, and will realize the urbanization and modernization of rural areas. This change in growth pattern must be accomplished by means of industrialization of agricultural production.

3. Construction of Agricultural Industrial Park Resources Advantages

From the perspective of the whole world, the comparative advantage of China's agriculture is that the rural labor force is abundant and the labor price is lower than the international market. Meanwhile, China has a large population and huge demand for agricultural products, agricultural and sideline products. However, China is a large agricultural country. For thousands of years, thousands of families have been farming small plots of land, and the products they produce vary from one to another. There is no unified standard and specification, and the quality is uneven, which cannot meet the growing huge demand.

The construction of agricultural industrial park, the formulation of a series of policies and supporting service measures conducive to agricultural industrialization, the change of China's traditional agricultural production mode, the concentration of a regional comparative advantage of resources and a variety of advanced resources outside the region, so that the operation of agricultural production enterprises.

3.1 Introducing Advantages

Take the introduction, digestion, absorption and independent research and development is the basic road of agricultural industrial park. Practice has proved that in order to build an agricultural high-tech industrial park, it is necessary and necessary to widely introduce advanced technologies, management experience and production materials at home and abroad. The close combination of introduction, digestion, absorption, grafting transformation and independent research and development is a shortcut for demonstration area construction to realize leapfrog development. At the same time, the policy advantages and service advantages of agricultural industrial parks provide favorable conditions for domestic and international extensive recruitment of talents, technology introduction and investment attraction. When talents and capital are introduced, entrepreneurs are also introduced. When entrepreneurs gather together and form groups, there will be division of labor and cooperation among enterprises to promote the development of competitive industries and regions. With the passage of time, in the development of rural economic subjects By applying the way of agricultural industrial parks to form the stratum of agricultural entrepreneurs, the management system and operation mechanism of agriculture and rural areas will be changed accordingly Power. The construction of agricultural industrial park, give full play to the park's introduction of human capital and capital functions, lay a solid foundation for agricultural modernization.

3.2 Information Superiority

The 21st century is an era of high information technology in society and economy. We should vigorously develop agricultural information technology, establish practical, standard and fast agricultural information network, accelerate agricultural informatization, introduce and develop various new agricultural information system platforms, and establish comprehensive agricultural information network. Set up a sound policy, land, water resources, forest resources, meteorology, practical technology, such as comprehensive agricultural database, agricultural policy, agricultural products market information and practical agricultural production technology, foreign agricultural dynamic aspects of the comprehensive agricultural information, provide modern service platform for logistics enterprise, is one of the fundamental difference between agricultural industrial park and traditional agriculture, and agriculture industrial park is one of the main advantages compared with other forms of agriculture.

3.3 Technical Advantages

The construction and development of agricultural industrial parks cannot be separated from the introduction of talents and technologies. Similarly, excellent talents and technologies also need high-quality and broad working platforms to realize their ambitions. China entered WTO, and the broad working platform of agricultural industrial park not only provides Chinese agricultural technicians, but also provides a stage for international agricultural technicians to show their skills,

making agricultural scientific and technological innovation to a new level.

3.4 Brand Advantage

One of the basic characteristics of commodities in modern society is the brand of commodities, which is the identification of a particular commodity or service and the external embodiment of the interest, design, performance, quality, value and privilege of the commodities. A successful brand has become the most valuable asset of a company. Agricultural industrial park construction, provides the policy, human, technology, capital, information and services and other advantages, for the formation of large enterprises or enterprise groups to create a good environment, the enterprise brand and the brand hand in photograph reflect, then change the small-scale peasant economy in China's agricultural production mode, to create a domestic brand, the world of China's agricultural commodity brand to provide quality of soil.

3.5 Expand Product Advantages

The organizational form of agricultural industrial parks has changed the small and messy production mode of agricultural production in the past and become an organizational form of professional cooperation. It can be free from restrictions of administrative regions and ownership, which is conducive to the specialization, large-scale, industrialized operation of characteristic agriculture and the cultivation of large leading products and pillar industries. It is conducive to increase the depth of service, to form an integrated industrial chain with related enterprises outside the park, and to establish an operation mechanism of agricultural industrialization suitable for the market economy, so as to form an intensive competitive advantage in expanding products.

4. Construction of a Unique Agricultural Industrial Park

4.1 Distinctive Personality is Conducive to Brand Building

Highlight the principle of “behavior, preferring”, an agricultural industrial park, with its distinctive and unique professional services, have characteristics of information network, attract talent, technology in the industry gathered in the industrial park, to form an industry of your community, garden enterprise through the industry technology, information, and even people communicate with each other, resulting in product innovation and upgrading of products, to create enterprise product brand, and create brand agricultural industrial park.

4.2 Distinctive Personality is Conducive to the Concentration of Professional Advantages

Practice shows that the group with distinct personality is conducive to the concentration of the professional advantages of the personality. Silicon Valley in the United States is a prime example.

Has a distinct character of agricultural industrial park will not only attract industry garden, also with the industry professional advantages of group also has a strong appeal, the industry research institutions, and related upstream and downstream enterprises in the industry for the development direction of this industry, market demand and other aspects the need of information, gradually entered the garden, and further form the professional advantages of the industry, form a positive feedback.

4.3 Distinct Personality is Conducive to the Improvement of the Open Industrial Chain

The traditional Small-scale peasant economy in China pursues small and complete without asking for anything. Therefore, throughout all walks of life in China, from large enterprises with hundreds of thousands of people to small workshops with dozens of people, all processes are completed internally. Large enterprises even take charge of social service systems such as hospitals, canteens, childcare gardens and schools, with low degree of specialization and poor system efficiency. From the perspective of system theory, in order to maximize the benefits of a system, its key elements must have reasonable collocation, and non-key elements also need to be simplified to form a simple and open system. Especially in today's modern information, the degree of system specialization, means the level of efficiency, also marks the survival of the system.

Agricultural industrial park of construction with distinct personality, gather the people with professional advantage, money, and build a key technical advantages of large enterprises in the industry, the use of limited resources, service for the park enterprises to provide professional, critical, not forcing the campus facilities complete, is more conducive to open the improvement of the industrial chain.

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