

## **A Case Study on Poverty Alleviation in Characteristic Industries**

### **Taking Haisheng “331” Industrial Poverty Alleviation Model**

#### **Of Ningxian County as an example**

**Song-bai Zhang<sup>1</sup>, Han-yue Zhang<sup>2</sup>, Wei-wei Gu<sup>1</sup>**

<sup>1</sup>Economics and Management College, Longdong University, Qingyang, Gansu, China

<sup>2</sup>Historic and Humanity College, Longdong University, Qingyang, Gansu, China

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**Abstract:** Haisheng “331” industry poverty alleviation in Ningxian County implements the three-way linkage mode of “leading enterprise+cooperative+poor household”, implements the transformation of resources into assets, funds into stocks, farmers become shareholders in the integration of resources, and establishes a unified and scientific brand quality management system, which explores a new way to solve the key problems of poverty alleviation in characteristic industries.

### **1. Introduction**

Based on the development of local characteristic advantage agricultural industry, exploring the mode of industrial poverty alleviation and increasing the income of poor farmers is one of the focus issues concerned by many experts and scholars. Huaian County, Hebei Province, explored the leading drive, share dividends and employment-driven and other industrial poverty alleviation model. Yuzhong County, Gansu Province, has explored the industrial poverty alleviation model of cultivating and strengthening the leading enterprises of agricultural precision poverty alleviation industry, extending the industrial chain, improving the value chain and sharing the benefit chain. The spring and fish industry in Xiuning County, Anhui Province, takes the farmers professional cooperatives as the core link, one connects the poor households and the other connects the market, which opens up a new path of poverty alleviation in the characteristic industries. Li Junru studied the industrial poverty alleviation in Hainan Province, and put forward the viewpoints that the project arrangement of industrial poverty alleviation should be accurate, the characteristic industry should be simple and easy, and the “Internet” should be deeply integrated with the poverty alleviation industry. Nanjing Agricultural University summed up Guizhou poverty alleviation experience is: industrial poverty alleviation, the key lies in accurate positioning. As the saying goes, “A mess needs to find a thread.” For industrial poverty alleviation, this line is based on accurate positioning of leading industries and projects with driving effect. The successful promotion of these models has laid a solid foundation for the smooth completion of the task of poverty alleviation and tackling key problems in our country.

### **2. Introduction to the Basic Situation of Ningxian County**

#### **2.1 The Basic County Situation in Ningxian County**

Ning County is located in the southeast of Qingyang City, Gansu Province, under the jurisdiction of 14 towns and 4 townships, 257 administrative villages, 13 communities, the total population of the county is 556100, with a total area of 2633 square kilometers. It is located in the hinterland of the most intact loess plateau, with longitude 107 °41 east, latitude 35 °15 N and 35 °52 °. The main ridge of Ziwuling is bounded by Huangling and Fu County in Shaanxi Province, Zhengning County in the south, Changwu County in Shaanxi Province, Jingchuan County in the west, Heshui County in the north and Xifeng in the west. The Marian River, which passes through the county from north

to south, is the most important river in Ningxian County. The basic morphological in the region is as follows: the east is crisscrossed with the hilly gullies in the east, the valley in the middle and west is interlaced with the gullies on the plateau, the terrain is high in the northeast, low in the southwest, long in the east and west, narrow in the north and south, and the altitude is between the 860m~1760m Its economic structure is mainly agricultural production, and the overall social characteristics are “large area county, rich population county, poor financial county”, which is a typical poor county in Gansu province.

## 2.2 The Present Poverty Situation of Ningxian County

Ning County belongs to the national poverty alleviation and development, Liupanshan special poverty belt and one of the key poor counties in the old revolutionary area of Shaanxi, Gansu and Ningxia. The agricultural population is 510000. Most of the villages have poor natural conditions, backward infrastructure, lack of public services, large poverty, a large number of poor people, and a deep degree of poverty. In 2017, the county realized 6.429 billion yuan in regional gross domestic product, 6.467 billion yuan in fixed assets investment, 53 million yuan in added value for industries above scale, 3.596 billion yuan in retail sales of consumer goods, 300 million yuan in large-caliber fiscal revenue, 165 million yuan in public budget income, 27296.7 yuan in per capital disposable income for urban residents and 7885.6 yuan in per capital disposable income for rural residents. Compared with previous years, these main economic indicators have different degrees of growth, but compared with other counties in Qingyang City, it is a typical poor county. In 2013, there were 60 key poor villages, 28339 poor households and 112100 poor people. The incidence of poverty was 22.13%. Through sustained poverty alleviation activities, by the end of 2017, the number of poor households had dropped to 10600, the number of poor people had dropped to 35900, and the incidence of poverty had dropped to 7.08 percent.

## 3. The Contents and Methods of 331industrial Poverty Alleviation

### 3.1 Accurate Confirmation of Poverty Alleviation Objects

it was divides the poor households into four categories according to the depth of poverty in Ningxian County, which are listed in table1.

Table 1 Four Categories And Charismatic of Poor Households in Ningxian County

Type	Charismatic	Households	Numbers
I	Labor,skill	1497	6329
II	surplus labor,transferred	3450	14636
III	Labor,jobs locally	2718	9402
IV	No labor,for government help	2883	5492

### 3.2 Accurate Choice of Poverty Alleviation Industries

Ningxian has a wide variety of characteristic industries with a long history, such as apricot,yellow sweet peach, cattle, melon and vegetable, etc., but from the natural conditions, location advantages, land resources, industrial accumulation, farmers income, peripheral experience, national pattern and the trend of apple base change, it is the best choice to choose apple industry as the dominant industry to help the poor. Apple has high economic benefits, which is conducive to increasing the economic income of the masses and adjusting the industrial structure. After deducting the operating costs, the net income of apple orchards with a medium management level is more than 10 times that of growing grain. Compared with other crops, the apple industry has less investment, less risk and higher efficiency, so it is very suitable for industrial management. From the practice of Ningxian County in Gansu Province for many years, the apple industry can be used as the preferred industry for poverty alleviation. Ning County has been identified by the Ministry of Agriculture as a key county in the dominant apple region of China. The cultivated land area of the county is 1 million mu, the apple area is 427000 mu, the fruit hanging is 262000 mu, the total output value is 300000 tons, the output value is 1.65 billion yuan, the apple base is changing

with each passing day, and the industrial development is becoming more and more climate. a large number of typical demonstration townships, demonstration villages and demonstration households with fruit have been trained, and the storage, processing, transportation, marketing and management techniques have become more and more complete.

### **3.3 Precision Import of Pro-Poor Enterprises**

Ningxian, the largest concentrated fruit juice production enterprise in the world, was established in 1996 and was ranked as the key leading enterprise of the national agricultural industrialization in 2002. In 2005, the “Shengsheng Fruit Juice Holding Co., Ltd.” was listed on the main board of the Hong Kong Stock Exchange in the form of a red chip, and the stock code 0359, At the same time, Shaanxi is the first to market in the Hong Kong main board market; in 2012, the Group established a high-end brand strategy to build the Chinese fruit and vegetable field, and now has successfully developed into a brand-operated large-scale modern agriculture group. In Ningde County, the Group has developed a three-high-five “sea-rise apple with high positioning, high-tech, high-efficiency, good nursery stock, short cultivation, mechanization of management, integration of water and fertilizer, and standardization of the product. At present, the company has developed” Haisheng Apple “70,000 mu, contact the enterprise 38 households, the cooperative 29, There are 239 village-level economic collectives, 141 production households and 4330 farmers.

### **3.4 Carefully Design the Pro-Poor Mode to Adapt to the Local Conditions**

The “331”-mode co-construction of the industrial pro-poor base in Ningxian and Haisheng Group is based on the reform of the rural “three-variable” as the hand and the promotion of the poverty alleviation mode of the “331” industrialization. “Help the poor households to achieve the stable poverty reduction. The first 3” is the three-way linkage of the “poor households” of the leading enterprises to form the industrial development interest complex; the second 3” is the resource-changing asset, the fund transformation fund, the three-transformation of the farmer variable shareholders, the innovative resource allocation and the operation mode; the last 1 is a brand-based quality management system for the establishment of a unified science. The anti-poverty base, which covers 30 administrative villages and 30 administrative villages in four townships, has a total assets of 5.45 billion yuan, of which, the Group has invested 3.27 billion yuan, controlling 60%, and is responsible for the establishment of the park, the management, the brand and the sales; and the government of the Ning County has set up a professional co-operative of the agricultural fund. A stake of RMB 2.18 billion, accounting for 40% of the share, represents the performance of the shareholders, supervises the operation of the enterprise, and forms two good mechanisms of the “You in the garden, I take a stake, you run, I work, you make a profit, I have bonus.”. in that area of resource change, 1.66 million mu of base land are taken into the sea-rise company, the 30-year period is 30-year period, and the annual per mu of the base is 500 yuan per mu, and 100 yuan is increase every five years, 5% of the net income of the enterprise is used for secondary dividends to ensure that the per mu land is distributed more than 1,000 yuan per year. In the aspect of the fund transformation, the government industry rewards and compensation funds, the village collective accumulation, the cooperatives own funds, bank loans and the like become the cooperatives, the village collective and the poor households, The stock of non-poor households is manifested in six situations. First, the county is 107 households with labor and a class of poor households with a certain technology and a class II poor households with surplus labor and can be transferred, and after the implementation of the industrial and technical training awards, The remaining funds share a total of RMB 5.47 million. Second, the county of 1889 households with a certain amount of labor in the three categories of poverty-stricken households in the local area, according to the “2+3” mode, a total of 94.5 million yuan. The loan of 30,000 yuan is returned by the cooperative by the income other than 16.8%, The third is that 2883 households have no labor to prepare the four types of poor households, and the government per capital share of 5,000 yuan, a total of 2746 million yuan. This part of the weak is not in a pocket, but by increasing the income of the property to make them lead a better life, To realize the “The policy is to lift off poverty, and property income is relatively rich”. The fourth is that the total of 213 villages in the whole county

share a stake of 400,000 yuan per village, with a total of 85.2 million yuan. The total of 1664 non-poor households in the base of the base, with the land and 441 million mu of self-owned funds, and six are the seven apple professional cooperatives in the whole county. In the area of farmers change of shareholders, 6941 farmers have become an enterprise shareholders, including 5227 poor households. The brand quality management system of the unified science is the main “93 Fruit gift” trademark, and through the unified seedling, technology, standard, machinery, material, management, The way of brand, sales, accounting and bonus is to realize the income of the industry and increase the income of the poor.

### **3.5 The Guarantee Measures Are Specific and Feasible**

In the “331” mode, the first is the Party construction, according to the train of thought of extending the party building to the industrial chain “, the county-level committee selects a strong party building instructor, and the base forms the Party branch. Each production block sets up a party group, establishes a demonstration post in the field, leads the masses to become rich, and studies, guides and explores the new mode of the development of the apple industry in the whole county. The second is the “village-level collective economy”, not just the key poor village, The annual income of all administrative villages in the whole county is up to RMB 670, 000.00 Yuan. The third is the “civilized country wind”, which takes 3% of the industrial income each year as the bonus unit for carrying forward the outstanding traditional culture. The fourth is that the “new type of farmer” is to build the training base for the whole people skills in the enterprise, and it is the cooperative, The family farm and the farmer cultivation technology can be people.

## **4. Conclusion**

### **4.1 The Correct Policy Guidance is the Premise**

In November 2013, Xi Jinping put forward for the first time “precision poverty alleviation” when investigating and tackling poverty alleviation in Hunan. Xi Jinping pointed out: “Building a well-off society in an all-round way and realizing the first centenary goal, all rural poor people are lifted out of poverty is an iconic index. Xi Jinping especially stressed the importance of rural poor people getting rid of poverty and becoming rich, and pointed out:” We achieve the first centenary goal. It is incomplete to build a well-off society in an all-round way and not to have an all-round well-off society in the old areas, especially if the poor people in the old areas get rid of poverty and become rich. This is what I often say is the key to a well-off society depends on the meaning of fellow villagers. “ the repeated instructions of the General Secretary have provided correct political guidance for the work of poverty alleviation and tackling key problems in Ningxian County.

### **4.2 The Development of Local Dominant Characteristic Industries is the Basis**

Ningxian is one of the best suitable areas for apples in the world, and it is also one of the 122 key counties of apple production in the country and one of the 18 key counties of apple production in Gansu Province. the development of apple industry has unique geographical advantages. In recent years, Apple industry has been regarded as the first industry to adjust the structure of agricultural industry and promote poverty alleviation. In 2017, the per capital net income of farmers was 1963 yuan, accounting for 33% of the per capital net income of farmers, and the comparative benefit of the industry was obvious.

### **4.3 The Mode of Adapting Measures to Local Conditions is the Key**

The poverty alleviation model of characteristic industry is some effective methods explored by farmers and agricultural workers based on foreign experience. From the current point of view, these models mainly include: company (enterprise) farmers cooperatives; market processing enterprise bases (farmers); wild model (company base farmers); rural professional and technical associations farmers; specialized wholesale market farmers; Corporate intermediary organizations farmers and other forms, no matter what kind of model should be well combined with the local situation. Ningxian Haisheng model makes full use of apple industry, combines land, labor force and capital

organically, uses modern enterprise organization form to integrate effectively, gives full play to the maximum benefit, each participant obtains what he needs, and is mutually beneficial and win-win. After repeated exploration and summary, it is a poverty alleviation model suitable for Ningxian County.

#### **4.4 The Leadership of the Communist Party of China is the Guarantee**

Accurate poverty alleviation is a strategic national policy put forward by the CPC Central Committee based on national conditions and far-sighted. Ningxian county party committee and government go deep into the grass-roots level, investigate and study the situation, categorize and group the situation, “one household and one policy” according to 77 policies for farmers “list” and 72 “menu”, implement the “menu” of “ordering” for poor households, “side dishes” by departments, and help cadres “serve food”. From the formulation of policies, the implementation of measures, the protection of the system has given full play to the leading role of the Party.

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