

Agricultural Socialized Service Mechanism and Advantages of State - owned Farms

-- Based on the Investigation of Longkang Farm in Anhui Province

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Abstract

The large country small farmers is the basic national conditions of agriculture in China, with the outflow of rural population, scattered small-scale peasant business model has become increasingly unable to adapt to the development of agricultural modernization, agricultural socialization service is to solve the ' who will farm, how to farm ' effective path. State-owned farms have both enterprise and social nature, and have unique advantages in equipment, technology, brand and capital. They can play their role in agricultural socialization services, radiate and drive the development of surrounding areas and small farmers, and promote the process of agricultural modernization. Anhui Longkang Farm is a state-owned farm with high-quality development of agricultural socialized services. Its agricultural socialized service mechanism and its advantages can provide useful reference for all parts of the country.

Keywords

State-owned Farms; Agricultural Socialization Services; Agricultural Modernization.

1. Introduction

Since the reform and opening up, the country has vigorously promoted the process of urbanization, urban development siphoned a large number of rural labor force, making agricultural development face unprecedented challenges. The post-80 s do not want to farm, the post-90 s do not understand farming, and the post-00 s do not ask farming. In the future, ' who will farm ' and ' how to farm ' is an unavoidable grim reality. How can we ensure food production and quality while still having less labor ? This needs to rely on agricultural socialization services. Agricultural socialized service refers to the social and economic organizations related to agriculture providing various services to the business entities directly engaged in agricultural production in order to meet the needs of agricultural production[1]. China 's agricultural social services started late, the overall strength is weak, is still in the initial stage of development. Mainly reflected in : first, service capability is not strong. The scale of the industry is not high, the share is small, it is difficult to meet the diversified service requirements of the people, and the support for agriculture is not strong enough. Second, low service levels. Market-oriented business services are not formal enough, in general, is still in a barbaric growth, inefficient competition stage. Third, industry management is backward. In addition to technical services have a basic sound system and historical accumulation, the rest of the industry (such as operating service organization industry) management has just started. In contrast, state-owned farms have a strong position in the agricultural socialization service due to their advantages such as large operation scale, good infrastructure, high mechanization level, strong scientific and technological level, wide market channels and strong financial strength.

Recently, the author made a special investigation on the agricultural socialization service of Longkang Farm in Anhui Province to explore the mechanism and advantages of its agricultural socialization service.

2. Longkang Farm Agricultural Socialization Service Introduction

2.1. Overview of Longkang Farm

Longkang Farm, located in Huai Yuan County, Bengbu City, Anhui Province, is a state-owned farm. In the early days of the founding of new China, here a barren, barren land, sparsely populated. In 1958, the construction of Longkang Farm was formally put on the agenda, and the reclamation began. The site covers an area of 36 square kilometers, the resident population of 20,000 people, the venue has 803 employees, convenient transportation. The farm has 10 agricultural branches and an agricultural research institute. The secondary and tertiary enterprises include Yanhu Flour Company, Tianhong Dehydrated Food Company, Lufeng Agricultural Materials Company, and participate in Wanken Seed Industry.

2.2. Overview of Agricultural Socialization Service of Longkang Farm

In 2013, Longkang Farm established Anhui Agricultural Reclamation Longkang Agricultural Service Co., Ltd., which clarified the service area, service area, service content, service standards, completion time, charging standards, etc., and the agricultural socialization service in the region was carried out smoothly. After several years of exploration, the farm 's agricultural clothing business has achieved full profitability. In 2014, Longkang Farm fully integrated its own agricultural resources, transformed the advanced productive forces of the farm into the driving force of regional agricultural development, combined with 25 surrounding farmers' professional cooperatives, formed an agricultural socialized service consortium, and established Longkang Agricultural Socialized Service Company to provide nanny-style socialized services covering the whole process, the whole industrial chain and the whole factors to the surrounding rural areas[2]. In 2015, Anhui Agricultural Reclamation Group actively integrated the agricultural service resources in the system, founded Anhui Agricultural Service Co., Ltd., and became the first provincial modern agricultural service provider dominated by agricultural reclamation and dominated by agricultural service[3]. At the beginning of the establishment of Anhui Agricultural Service Company, a complete set of ' 331 ' service mode was formulated to avoid three risks (natural risk, business responsibility risk, agricultural market risk), do three services (capital service, technical service, drying and warehousing service), and establish a team (social service broker team). Relying on agricultural social services, Longkang Farm in the ' 13th Five-Year ' period, the total grain output reached 178,400 tons, to achieve revenue of 1458.93 billion yuan, profit of 35.18 million yuan ; farm company per capita income reached 45,000 yuan ; in 2020, the operating income of farm companies will reach CNY 610 million. Longkang Farm has made remarkable achievements in agricultural socialization services and has become a typical example of China 's state-owned farms.

3. Longkang Farm Agricultural Socialization Service Mechanism and its Advantages

The achievements made by the agricultural socialization service of Longkang Farm are not achieved overnight, thanks to the special mechanism formed by the farm 's exploration over the years and its own advantages.

3.1. Mechanism of Agricultural Socialized Service in Longkang Farm

3.1.1. Precision Service Mechanisms

Longkang Farm in accordance with the 'suit one's measures to local conditions, precision service, demonstration, radiation surrounding' principle, through the contract management, standardized operation, intensive procurement, etc., do fine agricultural production services. According to different needs, a variety of service packages are formulated to provide the whole agricultural socialization service, agricultural machinery trusteeship, agricultural materials trusteeship and other customized services for the business entities, scientifically formulate the operation content and standards, and reasonably formulate the service price to meet the various needs of the business entities.

3.1.2. Integrated Operation Mechanism

Longkang Farm gathered some local enterprises, relevant government departments, universities and research institutes, external listed companies and other organizations, integrated land, agricultural machinery, agricultural workers and other internal and external resources, integrated into the new farmers such as large grain producers and large agricultural machinery, and established the agricultural socialization service industry alliance. Under the integrated integration model, Longkang Farm has a new service capability-to reduce service costs, improve service quality, and achieve win-win results. The ability to meet the needs of large-scale farmers through resource integration, service supply chain management, and collaborative response led by leading enterprises [4].

3.1.3. Digital Application Mechanisms

On the one hand, with modern science and technology as the driving force, Longkang Farm has built an Internet of Things system composed of seven major parts : remote monitoring, field data collection, agricultural machinery operation supervision, my farm, online supply and marketing cooperatives, crop hospitals, and quality traceability. The supporting construction of the Internet of Things demonstration and control hall of 500 square meters and the intelligent greenhouse of 5000 square meters[5]. The farm applies cutting-edge technology to agricultural production and management, empowers with digital technology, and promotes the transformation and upgrading of agricultural socialized services. On the other hand, Longkang Farm makes full use of the new generation of information technology to expand the leisure, education, health and other functions of agriculture, combines ecological agriculture, leisure agriculture and rural tourism industry, vigorously promotes the deep integration of modern agriculture and rural tourism, leisure homestay, e-commerce, pension and other industries, and promotes the integrated development of primary, secondary and tertiary industries.

3.2. Longkang Farm Advantages of Agricultural Socialization Service

3.2.1. Basic Improvement

Longkang farm through the signing of land recovery agreement, 35000 mu of land by the farm company unified management. It has invested nearly 300 million yuan to upgrade agricultural infrastructure and transform farmland.

3.2.2. Advanced Equipment

Longkang Farm integrates various funds and purchases and adds various advanced agricultural machinery. At present, the degree of agricultural mechanization in Longkang Farm is as high as 96 %. All kinds of large-scale agricultural machinery are competing in the construction of modern agriculture in the farm, which makes the agricultural socialization service of the farm more powerful.

3.2.3. Technological Frontiers

Longkang Farm has been actively cooperating with universities and research institutes to better apply cutting-edge agricultural production technologies to the field.

3.2.4. Abundant Funds

Relying on strong basic conditions, the farm has more assets that can be pledged, easier access to financial support, and has a certain cooperative relationship with major banks. At the same time, the farm shares of rural commercial banks, the above for its subsequent development and growth provides a solid economic foundation. Agricultural socialization service is inseparable from the favorable support of finance, which is more conducive to the integration and allocation of resources, better service of agricultural socialization, based on their own development, but also to expand the scope of services, enhance the influence.

4. Problems and Countermeasures in the Process of Agricultural Socialization Service in Longkang Farm

Although Longkang Farm has outstanding performance in agricultural socialized services, it still faces many difficulties in the development process.

4.1. Insufficient Policy Support of the Government and Countermeasures

Because state-owned farms are stronger than small farmers and family farms in terms of economic strength to resist risks, they are often marginalized by policy support and insufficient investment in farms. State-owned farms are both entrepreneurial and social. When formulating policies to support agricultural development, the state and the government often ignore the social characteristics of state-owned farms and focus on the entrepreneurial nature of farms. When the state implements the reform policy of state-owned enterprises, farms are often excluded from the corresponding policy benefits[6]. As a guide to modern agriculture, state-owned farms need the same support, which is not only a market issue, but also a political issue. Although the state-owned farms have great advantages in integrating resources, such as the establishment of industrial development consortiums, the coordination of the aggregation of various departments and units, the guarantee of land transfer, and the governance of the overall development environment of the region, all need the participation of the government. At the same time, policy support subsidies should also give state-owned farms sufficient support. Without the support of the government in these areas, state-owned farms will lack vitality and vitality in development.

This requires the government to play an overall role. On the one hand, based on market orientation, give full play to the leading role of the market, only the formation of a sound market mechanism, in order to go better go further. On the other hand, the government should give full play to the guiding, promoting and supporting role of state-owned farms, comprehensively use policy means to form the necessary supplement to the market mechanism, and make the agricultural socialization service of state-owned farms move in the right direction from beginning to end, that is, to promote the development of modern agriculture and lead small farmers to develop together. At the same time, local governments should also formulate corresponding local laws and regulations according to the specific situation, and stimulate the vitality of the construction of agricultural socialized service system to the greatest extent.

4.2. Unsafe Land Circulation and Countermeasures

In recent years, Longkang Farm is faced with many problems such as difficult land acquisition and disputes. On the one hand, the rent in the process of land transfer is high. The current rent is 400-800 yuan / mu per year. The price of land transfer in each place fluctuates every year. In addition, the transfer of land also needs to give the village collective 20-50 yuan management

fee. The cost of land transfer has squeezed the profit cost after agricultural production and sales. In addition, farmers may increase the rent at any time, have to recover or default at any time, and are prone to disputes and increase the risk of land acquisition and management. On the other hand, Longkang Farm in talks with the local government and the village committee land transfer cooperation, because is in the role of outsiders, do not know the local actual situation, easy to be false land transfer area, economic dumb loss. In addition, the local overall environment also determines the stability of the management after the land transfer, which is also an urgent problem to be solved in the process of land transfer.

How to expand the service scope of Longkang Farm needs to rely on the village collective to manage the land. By the village collective to negotiate with farmers unified land transfer matters, and then by the Longkang farm unified and village collective re-signed in line with the interests of all parties to the contract, so relying on the village collective of the whole village trusteeship model can help protect the interests of all parties are not damaged.

4.3. Imperfect Relevant Regulatory System and Countermeasures

Due to the imperfect current agricultural supervision system, the imperfect laws and regulations related to the agricultural social service system, and the lack of a fair competition mechanism, it is easy to have doubts and disputes in the process of agricultural social service. The lack of supervision of agricultural socialized service subjects in the system has caused the phenomenon that the operating service organizations do not have enough ability to bear risks and operate chaotically, and has caused many operating service subjects to form vicious competition and unfair competition for scarce resources or markets.

At the national level, it is necessary to improve the relevant laws and regulations of the agricultural social service system, construct a set of mechanisms applicable to the relevant supervision system of the agricultural whole-process service system, and various local governments should also formulate supporting institutional mechanisms accordingly. Law enforcement departments need to establish a normal law enforcement system, supervise all aspects, implement the whole process monitoring of agricultural production, and build a strong food security defense line, so that the whole process of agricultural social services can be traced back to the source and escort agricultural development.

4.4. Inefficient Governance and Countermeasures

In the process of promoting the regional development of agricultural socialized service, due to the differences in industrial environment, legal environment, humanistic environment and ecological environment, Longkang Farm has a certain impact on industrial development. Effective governance plays an important role in industrial development, and the development of industry needs the support of governance.

The state should vigorously promote the focus of social governance to the grassroots level, grassroots cadres should be aware of the importance of governance for industrial development, and continue to strengthen their own governance capacity.

4.5. Professional Talent Shortage and Countermeasures

Because the salary can not be compared with the city, the attraction of talents is not enough, the lack of systematic training of local talents, the lack of training ability, the Longkang farm professional and technical strength is weak, the lack of professional management personnel and professional skills. In addition, although Longkang Farm has strengthened its cooperation with professional colleges and scientific research units, it is generally limited to the promotion of new varieties and new technologies. The service content is not rich enough and the scope is not wide enough. Professionals cannot stay in rural areas for a long time and invest in agricultural services.

Work hard on talent revitalization and build a talent team for the whole industrial chain operation. First, build a competitive senior management team. Focusing on comprehensively improving the ability and quality of enterprise management talents, and taking the cultivation of entrepreneurs with world vision, strategic thinking and entrepreneurial innovation spirit as the guide, we will promote the professionalization, specialization and internationalization of management talents, truly understand the market, be good at management, and be able to manage. We will focus on building a professional operation team in enterprise management, quality management, brand management, capital operation and other aspects to serve the market-oriented operation of the entire agricultural reclamation. Secondly, accelerate the cultivation of market employment system of farm enterprises. We will promote the reform of the farm labor and employment system, establish a market-oriented employment system with the labor contract system as the core, attract college and secondary school graduates and high-quality labor force to work in rural areas in a planned and step-by-step manner, encourage and guide the children of workers to take root in farms for agriculture and industry, and gradually increase the proportion of high-quality talents in farm employees. Finally, strengthen the education and training of agricultural talents and incentive mechanism. Around the needs of the whole agricultural industry chain from field production to market operation, to meet the needs of different levels and different types of training, not only to cultivate agricultural professional managers, but also to cultivate professional skilled agricultural workers, but also to radiate and cultivate surrounding farmers. Establish and improve the organization selection, market allocation and management in accordance with the law of the combination of talent selection system, promote the agricultural reclamation management personnel specialization, marketization, the establishment of performance incentive mechanism, so that professional managers enjoy the work income, project income and equity income and other diverse interests, talent to play a supporting role in the development of social services Longkang Farm[7].

5. Conclusion

Under the macro background of rural revitalization strategy, in order to achieve the goal of agricultural modernization, agricultural socialized service plays an indispensable role, and agricultural modernization development and agricultural socialized service system are closely related. As the ' national team ' of agricultural development, Longkang Farm actively plays the role of demonstration, guidance and service. It leads the development of agricultural modernization through agricultural specialized social service, effectively injects various modern production factors into agricultural production and operation, develops scale operation and intensive operation, and drives the integrated development of agricultural production, supply and marketing with ' agricultural service '. With the whole-process, professional and large-scale agricultural service mode, it gradually constructs a business-oriented agricultural production service system that conforms to the characteristics of agricultural production and covers the whole process of agricultural production, driving and radiating the agricultural development of surrounding areas. Strongly promoted the extension of agricultural industry chain and rural industrial integration. Although there are some problems in Longkang Farm itself, in general, it is still worthy of learning and reference in terms of agricultural social services.

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