

Regional Organic Sector Development Planning in China

--- Case Study in Suichang County of Zhejiang Province

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Key words: Organic sector; Development planning; China

Author's Background

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Summary

The development of organic sector planning in China has been briefly introduced. Based on the comparison analysis of the advantages and disadvantages for the development of regional organic sector of Shuichang County, the development strategy, priority projects and marketing of organic products of the county have been discussed, so as to workout a demonstrative model for promote regional sustainable development of organic sector.

Background

Chinese organic industry has developed rapidly in the recent years. The regional organic sector development planning shows increasing importance for the develop process of organic industrial production. Regional organic sector development planning generally analyse the advantage and disadvantage factors during the local organic developing period, and instruct the suitable organic developing pattern and marketing promotion for the local government. The planning effectively promotes the develop process of local organic industrial and shows a positive roles in rural environmental protection.

Main chapter

1. The principle of organic sector development planning

1.1 Coordinated and sustainable development of economic, ecological and social economy.

The development of the organic industry is necessary to lead a beneficial cycle of ecosystems, protect natural landscape of the ecological environment, promote the development of agriculture economy, and finally make a sustainable developing pattern of "Nature - Economic - Social" system.

1.2 Resource integration and overall optimization principles

According to the local natural, social, economic, and cultural conditions, focus on the development of typical species production, practise the circular agriculture mode to achieve the target of "reduce, reuse and recycle".

1.3 Market-oriented and government-supporting rule.

Government should organize the organic developing system, formulate the policies, and support opportunities to organic production technology training and market information exchanging, so as to lay the foundation for the local organic industry development.

2. Background of agriculture development in Suichang

Suichang is located in the southwest mountain area of Zhejiang Province. The total area is 380 hectares, with 346.7 hectares of mountain. Forest coverage rate has reached 82.3%. Climatic and environmental conditions are suitable for planting crops, vegetables, tea, flowers, etc.

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Suichang government implemented ecological agricultural cultivation plan in 2010, and built national organic food production bases steeply. The main agriculture production includes tea, oil-tea, bamboo shoots, vegetables and drove in Suichang County. There are plenty of famous agriculture product brands and local particular species which are popular in the domestic and abroad markets.



Figure 1 Nature environment and resources in Suichang County

3. Advantage and disadvantage factors of local organic development

3.1 Suichang ecological environment quality ranked sixth in Zhejiang Province, and ranked 13th in China in 2010. Water quality reaches the first class of water standards. Natural ecological environment, the unique alpine climate and abundant local resources are most important advantage for developing organic agriculture in Suichang County.

It has built 30 national ecological agricultural production bases including 17 production species in Suichang County. More than 300 farmers' cooperatives have been found since 2010. Suichang government help to publicize local organic product brands in the high consumption markets throughout the city of Beijing, Shanghai, Hangzhou, Wenzhou, etc.

3.2 Organic industrial development is restricted by the dispersive and sloping farm land in Suichang County. Meanwhile, transportation costs are always very high in the mountain area. These factors delay the rapid development of local organic industry.

Organic agriculture production technologies, such as soil fertility, pest controlling, ecological environment protection, organic product storage techniques, must be improved in Suichang County. It should reflect natural and ecological values of organic production in order to increase the competitiveness in the markets.

4. Organic sector development planning targets in Suichang County.

- ▲ Establish management system for organic production development, including quality controlling, production technology training, industry information exchanging, support services, marketing and policy supporting.
- ▲ Build large-scale planting and breeding demonstration bases, apply for national organic production bases, and improve the market influence.
- ▲ Establishing cooperation with domestic and international organic organization about management, research, consulting, certification, resource sharing, etc.

5. Key projects planning

5.1 Organic tea comprehensive development

Planting area of tea had reached 10.63 acres in Suichang County in 2010. It awards the honor of “the hometown of Chinese tea” and “National eminent tea-producing County”. The main measures include: ① improve infrastructure construction in the tea garden, including road, ditch, canal, reservoir, irrigation, shelterbelts and other facilities, in order to promote ecological, clean agriculture production technologies; ② develop varieties of organic tea series products, such as the organic tea bags, skin care products with organic tea polyphenols, and so on; ③ classify the organic tea products according to different altitudes, different varieties and levels, in order to satisfy different consumer groups.

5.2 Organic chrysanthemum comprehensive development

Chrysanthemum is the typical species in Suichang County, which has health effects on clearing away heat and toxic material. The main measures include: ① enlarge planting area of organic Chrysanthemum and increase product quality levels, add different types of products such as "organic chrysanthemum tea", "organic Chrysanthemum bedding", "organic Chrysanthemum daily bath products", etc. ② build "China Chrysanthemum museum", with functions of tourism, science, education, expand the brand influence.

5.3 Organic mountain vegetables comprehensive development

Mountain vegetable planting has a long history in Suichang County, and gets the high economic benefit. The main measures include: ① choose small pumpkins, peppers, tomatoes as typical species, support organic vegetable cultivation techniques, enlarge bases areas; ② establish organic cooperatives, build the model of "farmer-cooperatives-standard", improve products quality.

5.4 Organic droves comprehensive development

Building organic droves breeding bases, the main measures include: ① breed local typical pig species choose the eco-cycle mode of "pig - biogas - rice (vegetables, fish)"; ② establish organic bee farming cooperatives, integrate wild honey resources surrounding the Suichang County; ③ Based on national organic food production bases, improve the integrated development capabilities of organic aquaculture; ④ build standardized organic chicken breeding bases, establish the quality controlling standards and tracking system.



Figure 2 Development of organic food production in Suichang County

6 Marketing management

6.1 Build local organic products brand based on the development of leading enterprises

There are some famous brands of green tea, oil-tea, chrysanthemum, bamboo shoots and roasted potato in Suichang County. It's necessary to develop new organic products and local brands in order to improving market competitive capability.

6.2 Organize organic farmers' markets regularly

Organize organic farmers markets in the national 4A scenic spots is a better way to build communication platform between organic producers and consumers.

6.3 Designated sales system

The organic cooperatives can build up their own product sales system. It can establish the designated sales and delivery system with restaurants, enterprises, residential community and government department surrounding the Suichang County.

6.4 Establish the e-commerce management platform

Establish organic agriculture management platform is beneficial to collect market information and enhance the competitiveness of enterprises



Figure 3 Organic products marketing management in Suichang County

Conclusions

The development of organic production can promote agricultural industrialization process, reduce environmental pollution and ecological destruction, achieve the sustainable use of natural resources. Meanwhile, infrastructure station construction, transportation, tourism, education and business can be improved rapidly. Organic industrial development is helpful to build local agricultural products quality control system and natural resources protection system, which will enhance regional economic competitiveness and achieve the common development of economy and environment.

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