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MAIN CONTENTS

The New Changes of World Agricultural Markets and Trading Environment and Challenges

Facing China *SHUI Shangnan*(4)

With globalization and trade liberalization, the world markets and trade in agricultural commodities have experienced two substantial changes over the past decade: (1) multinational trading companies enhanced their controls over the entire commodity supply chain by horizontal and vertical integrations and (2) agricultural commodities became financial derivatives. These changes altered the prerequisites for the win-win welfare increases from free trade - competitive market, symmetry information and absolutely rational traders. Once multi-nationals and the Wall Street can monopolize and manipulate trade and markets, there will be no fair trade. Trade and markets can be the play-ground for multinationals and the Wall Street to seize monopoly profit at the cost of millions of consumers. Since implementing reforms and open-door policy over 30 years ago, especially joining the WTO, China has made great progress in agricultural trade liberalization. However, without taking measures to prevent trade and market to be controlled by multinationals and the Wall Street largely due to underestimating the consequences of these substantial changes in international trade and markets, Chinese agricultural trade lost ground from long-term trade surplus to deficit largely due the control of the soybean and oil product imports by ABCD. It is obviously that Chinese agricultural trade must face the challenges to take effective measures to ensure national food security and welfare increases through fair trade by conquering monopoly and manipulation by the multinationals and the Wall Street.

Tariff Concession Strategies of Agricultural Products on China-India Free Trade Agreement:

An Analysis Based on the Harmonized Model between Industry Safety and Trade

Balance under FTA *JIANG Hong, ZHANG Yiyong and PENG Jianjun*(8)

The Improvement of Trust and Network in China's Agricultural Products Distribution

..... *YU Ning*(13)

This article summarizes the characteristic in the distribution network of agricultural products and then analyses the problem of network and trust in China's agricultural products distribution. On account of these problems, this article proposes to reconstruct the trust in the distribution network of agricultural products by using social relationships and network mechanisms, strengthening the construction of intermediary organizations. Also the article demonstrates the reasonableness and the feasibility of

these measures with some cases.

The Cultural Consumption in Rural China—Based on a Survey Data of Song Country in

Henan Province *JIANG Jinqi, ZHENG Fengtian and LIU Jie*(19)

Based on a 307 household survey dataset in Song county in Henan province of China, this paper has investigated the rural resident's cultural life. And from the analysis, we found that, now, the rural resident's individual cultural life is poor, and lacked public cultural life as a complement. And for the reasons, we considered that, although the government have done more jobs in rural public culture providing, but what they provided don't match the rural resident's demanding.

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The Logic of the Rise of Cropland Credit Cooperation:Case of Pingluo, Ningxia

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The cropland credit cooperation can promote the market of cropland circulation to develop, increase peasants' income, liberate the surplus labor force, and promote the development of the integration of urban and rural economic and social development. This paper considered the practice of construction of cropland credit cooperation in Pingluo Ningxia as an example, examined the background, process and performance of institutional innovations, and explain it in using institutional change theory. Finally the paper extended the case from Pingluo, Ningxia, and thought good investment opportunities, the more developed economic level, a harmonious relationship between human and earth and so on are necessary to promote Pingluo case.

Research on the Upgrade of Chinese Food Consuming Structure under the New

Situation *WANG Dezhong and WANG Jialiang*(75)

The key to promoting the growth of the economy under the new situation is to expand the consumption, among the factors that influence the expansion of the consumption; the upgrade of the food consumption has positive effects and is more steady and sustained. An analytical model is established and the paper focuses on the upgrade of the food consumption and analyzes the correlation quantitative effects of the increase of income on the expenditure of food and the upgrade of food consumption, on the basis of the principle of Engel's Coefficient, it is proposed that after solving the problem of food and clothing, the standard of measuring the rich and the poor is the proportion of the expenditure on green and organic food. The basic conclusion is that the upgrade of the food consumption calls for the optimization of the food structure and proposes that the strategy of promoting the upgrade of the product's structure is from the aspects of policy and management.

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