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## MAIN CONTENTS

### **Learn from Experiences of Developed Countries to Promote Agricultural Industrialization Rapid**

**Development of China** ..... ZHANG Min, LU Xianghu and QIN Fu (4)

This article interprets the meaning of agricultural industrialization from meso level, reviews the experience in agricultural industrialization of developed countries such as United States, France, Japan and the Netherlands, illustrates the development of agricultural industrialization in China the main approaches, effectiveness and outstanding problems. On this basis, this article propose to promote rapid development of agricultural industrialization strategy, including focus to build large-scale leading enterprises or enterprise groups, continue to promote farmer specialized cooperative organization, further improve the interests binding mechanism and the enabling policy system.

### **National Strategy for Food Security**

..... LIAO Xiyuan, LI Fengbo, XU Chunchun, SHEN Hongfang and FANG Fuping (9)

This paper takes for that food security in China is facing the outstanding problem of “farmers’ confusion, local government’s anxiety, and central government’s helpless”. The key is the lack of national food security strategy. To this end, for the reconstruction of national food security strategy, integrated productivity must be the cornerstone, power of market regulation be the focus, control for sovereignty be the safeguard. Through analyzing comprehensive productivity, market control force, situation of sovereignty controlling, it put forward countermeasures as changing the concept from “food production” to “food management”, well-designing coordination of interests, specially ensuring two good systems, effectively improving the grain production enthusiasms of government and grain farmers in grain producing areas, firmly grasping the initiatives for grain purchasing, processing, and management of agricultural production materials, and actively utilizing the two regulators of grain exports and processing and conversion.

### **Regional Equilibrium of Chinese Grain Supply and Demand under Globalization: Implications**

**for National Grain Security** ..... LU Wencong, LI Yuanlong and QI Huibo (16)

Chinese World Agricultural Regional Market Equilibrium Model (CWARMEM) is a multi-market and -region global agriculture-market policy analysis model. This article describes the structure, characteristics and modeling of CWARMEM, then applies it for simulating the regional equilibrium of Chinese grain supply and demand under globalization. Based on the above, it analyzes the effects of the changing factors such as population, resources and economics on China’s grain security in the next 10 years. In 2020, the world’s grain supply and demand will maintain stable growth, while the trade will be hard to expand; Chinese grain output will achieve the grain security planning objectives, but the self-sufficiency rate will be less than 95% mostly affected by the self-sufficiency rate slip of rice and corn; the differences of supply and demand among provinces will be increasingly significant. To ensure the grain security objectives, it suggested setting up coordination and burden-sharing mechanism among provinces, and exploiting the internal and external markets to attain Chinese grain balance.

**Research on Integration of Grain Supply Chain: Case Study on the Development of Changzhou**

**Grain Logistics Center** ..... *WU Zhihua and HU Feifan*(26)

There are too many links and man-made partitions in grain industry chain in China, which has a great gap between western countries, whom have constructed perfect grain supply chain system. Based on the analysis on shortages of present grain supply chain, Changzhou Grain Logistics Centre put forward grain supply chain integration with content of constructing value-added brown rice supply chain. At the same time, Changzhou Grain Logistics Centre can realize the transformation from self-support to third party service supplier, which can well benefit from large-scale operation, intensive operation and integrative operation, and the saved cost is about 30.5 Yuan per ton for brown rice. The transformation and operation of Changzhou Grain Supply Center can be a paradigm for Chain grain supply chain integration, which is grasping transformation opportunity, constructing integration platform and implementing share mechanism.

**Innovative Practice in Rural Land Use System in China: Case of "Two Distributions and Two**

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**rban Fringe: Case of Chengdu** ..... *WANG Junfeng, ZHANG Yunhua and WU Zhengjun*(36)

**Another Perspective of Reforming Rural Financial System: the Welfare Analysis of Liberalizing**

**Interest Rate: an Empirical Study of Rural Credit Cooperatives in Gansu, Henan and**

**Jiangsu in China** ..... *YI Xiaolan and ZHONG Funing*(42)

Based on the empirical study of rural credit cooperatives in Gansu, Henan and Jiangsu in China and applying contingent valuation method (CVM) with farm household data, this article discusses the impact of liberalizing interest rate on farmer's welfare, and the difference among the three provinces. The results show that if interest rates are liberalized for rural credit cooperatives to charge opportunity costs in lending to farmers, the welfare to farmers will differ significantly among the three provinces: it is positive in Gansu and Henan while negative in Jiangsu. As not every farmer would benefit from liberalizing interest rates, the approach to reform rural financial institutions should be consistent with local conditions if the policy objective is improving farmer's welfare. It is more meaningful to discuss liberalizing interest rate in conjunction with regional characteristics and rural financial institutions' service radius.

**Performance, Typical Experience and Reform of Agricultural Development Bank of China: Based**

**on the Provincial Branches** ..... *LI Jing*(49)

Based on the data from the provincial branches of ADBC (Agricultural Development Bank of China), using expert scoring method and rough set method, this paper reveals the performance and typical experiences from provincial branches of ADBC. It Concludes that the high proportion of agricultural loans, the lower proportion of loans for small businesses, the high proportion of non-performing loans of ADBC. Overall, performance of ADBC is poor, but there are significant differences between the regional branches. Some policies are put forward to reform rural policy-oriented financial organization system.

**The Analysis on New Rural Society Endowment Insurance and Pilot Experiments** ..... *LIU Xiaomei*(55)

**A Positive Research of the Effects of Family Support of Old Age in Country**

..... *YUAN Bei, FU Guohua and ZHAO Gang*(61)

Based on the investigation of the elderly living in the country of Hainan, the paper studies the effects of the family providing for the aged by using the intergenerational transfer theory. The main conclusion shows that intergenerational transfer is a kind of exchange relation, nor for the needs of old folks. Facing with increasingly serious ageing problem, rest home would be the availability means for the shortage of the family providing for the aged living in country.

**Economics Analysis on the China's Rural Social Security Goods** ..... GENG Yongzhi(68)  
**An Analysis on the Influencing Factors of Willingness to Pay for Households Human Settlements Construction in the Underdeveloped Areas: A Case of Hongan County, Hubei Province**

..... LI Bohua, Dou Yindi and LIU Peilin(74)

Based on the survey data of 120 farmers in less developed areas Hongan county, this article take empirical study on households' willingness to pay for human settlements construction by contingent valuation method, and analysis the influencing factors of households' willingness to pay though Logit model. The results show that households' WTP for human settlements construction is low, 59% of them are willing to pay, and the average sum is 79.2 Yuan. The influencing factors contain the income structure of the farmer, educational background, human settlements awareness and present situation assessment of household's human settlements. According to the characteristic of human settlements construction, this article believe that improving households' non-agricultural income is the inner impetus of households human settlements construction and improving government functions is the key variables of households human settlements construction.

**The Research on the Impact of Incentive Factors on the Turnover of New Generation Migrant Workers** ..... LI Hua, WANG Anfu and HUANG Diejun(81)

As the backbone of future labor supply, the new generation migrant workers have many significant features. The paper uses empirical research methods, surveying 2840 new generation migrant workers in Guangdong Province. The paper classifies the separation factors, analyzing the impact of incentive factors on the turnover across the enterprise and turnover across the city. The paper suggests that the government would treat the new generation migrant workers as "urban preparing industrial workers" and must build the "government - business incentive system".

**From "Tile Economy" to "Culture Economy": Research on the Model of Urban Village's Reform in Hegezhuang, Beijing** ..... YU Hang and ZHENG Fengtian(86)

**Research on the Application of Supply Chain's Finance Model on Agricultural Enterprises** ..... LIU Qi, YING Chang and WANG Chunfang(92)

According to the different agricultural products, characteristics and funds demand characteristics in agricultural supply chain, this paper design financing products targeted to the upstream and downstream enterprises of core agricultural business. Compared to the traditional financing means of agricultural enterprises, it will greatly enhance the ability of fund raising and management to small and medium agricultural enterprises.

**The Analysis of Households' Collective Brand Maintenance Behavior: Interaction between Personal Reputation and Organizational Reputation** ..... PU Xujin, JIANG Li and LIU Huanming(99)

**Research on Grassland Transfer: A Case Study of Yanchi County in Ningxia** ..... YU Lu and WANG Lanxi(105)

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