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# MAIN CONTENTS

Based on the conceptual model of "agricultural land property rights—endowment effect—Farmer Household's transfer behavior", this article reveals the restraining mechanism of agricultural land transfer. The empirical results showed that: (1) Endowment effect existing in farmers' cognizance is the important cause of agricultural land transfer restraint. Moreover, farmer's endowment effect is dependence of personhood, survival, emotion and transfer-agent; (2) Agricultural land transfer market is not a mere factor market, but a special market including kinship and favor relations; (3) To farmers, agricultural land is personhood property and irreplaceable. The extent of personhood is reinforced by status empowerment, ownership legalization and long-term possession; (4) Endow land property rights to farmers and accelerate agricultural land capitalization, weak farmers' dependence to land, and impel agricultural land transfer.

In this paper, welfare theory based on Sen's capability approach is chosen to analyze the peasant households' welfare who rent out farmland. Firstly, functions that exist in farmland circulation are found, and then the evaluation system of peasant households' welfare is established. Secondly, the method based on structure equation model is presented, so relationship between farmland circulation and change of peasant households' welfare which off-farm employment is incorporated into can be analyzed. Results support the care that farmland circulation realization cannot improve all aspects of welfare. Actually, farmland circulation enhances peasant households' income, but farmland circulation has no positive effect on the improvement in peasant health and social security. In addition, farmland circulation has both the positive and negative effect on social contact. Consequently, when the peasant households' income is enhanced, they also lose some functions, which are as important as income. If the condition of farmland circulation and family in the future is changed, the effect, which is brought by farmland circulation, will affect the peasant households' subsistence.

Cost-benefit Analysis of the Rural Land System Innovation: Case of "Two Distribution and Two Exchange" in Jiaxing City, Zhejiang Provice ...... SHE Minglong, WENG Shengbin and LI Yong (33) Community and Village: A New Framework for Understanding of Rural Governance

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Rural governance is actually adjusting three pairs of relationships: community, villager, community, country, villagers, and country. During the modernization and transformation times, the three pairs of relationships respectively corresponding community democracy, community autonomy and country democracy three problems. In the national vigorously promote the new rural community construction policy context, "community—villager" than the traditional "country —society" theory has more realistic explanation. Between the rural community and villager, there has a "service—dedication" relationship. This relationship model adapted to the community democracy, life ethics of the trend of the times. It has stronger explanation power to current rural community from acquaintance society to stranger society than the "control —regulatory" relationship between the country and society, so we should apply it for guiding the rural governance practice.

#### The Interaction between Country Administration Control and Villager Self-government:

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Farmers agricultural disaster prevention and reduction behavior risk perception, risk attitude and so on, this article take our country15 provinces and 50 counties of 524 farmers household survey data as the sample data, and use logistic model to analysis of farmers on agricultural disaster compensation satisfaction factors and farmers on agricultural disaster awareness and behavior. The results show that the farmers on agricultural disaster compensation attitudes, if the government disaster prevention and postdisaster relief services and more in place, then the farmer of agricultural disaster compensation satisfaction higher. While the effect of satisfaction factors for agricultural disaster compensation, gender, total annual household income, mainly engaged in agriculture type, occurrence frequency of regional disaster risk, the relevant departments of the potential disaster prevention work remarkably affected the farmers on agricultural disaster compensation satisfaction. Farmer suffers natural disaster risk of the greater threat, the agricultural disaster reduction demand is more urgent and strong, so the agricultural disaster compensation more satisfactory. Agricultural disaster risk disaster-causing factors and social vulnerability of hazard bearing body, the differences between common roles in agricultural disaster risk. Therefore, do the work of agricultural disasters comprehensive risk management, improve the agricultural disaster prevention and reduction technology, reduces the social vulnerability, can reduce agricultural losses caused by disasters.

### Research on the Entrepreneurships of New Generation Migrate Workers Based on Grounded

Theory ..... LIU Meiyu(63)

This article applies grounded theory to the qualitative analysis of the behavior and the process of new generation entrepreneurship and investigates new generation entrepreneurship mechanism. The results shows that the motivation of entrepreneurship combines economic, social, and achievement motivation, which determines the mode of the entrepreneurship of migrate workers with resource gains and opportunity perception. Necessity-oriented entrepreneurship is the predominant mode of the entrepreneurship of new generation migrate workers, but there is also opportunity-oriented entrepreneurship when opportunities were seized and market blank was spotted.

#### Research on Path and Key Problem of Coordinated Development of Urbanization, Agricultural Modernization and Industrialization in Central Plains Economic Region

WU Yiping, CHEN Suyun and SUN Dezhong(69) According to economic development of the Central Plains Economic Region, the development of this region should depend on creating economic growth pole and accelerating industrialized process. However, development must not be carried at the cost of agriculture. The disparity in urban and rural areas must not be expanded. Therefore, urbanization, industrialization and agricultural modernization must be developed harmonically. Development path should be based on the agricultural resources. Asset elements are congregated to small towns to create growth pole promoting rural development. Rural development can pull the requirement, promoting consumption to accelerate the process of industrialization. Industrial equipment equips agriculture to realize agricultural modernization. In this process, we need to solve the following problems: we should create growth pole of villages and towns rely on the industry, the industry should be assembled to efficient agriculture. Land renovating and land transfer should be pressed to guarantee using land economically and intensively. Urbanization should be pressed gradually to ensure interest in land of farmer. All kinds of funds should be integrated to solve the shortage of funds.

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The obvious characteristics of China's agricultural trade with Latin America are that overall trade is increasing; trade proportion is improving; trade deficit is expanding; and market concentration and product concentration are all very high. Expanded gravity model is used, based on panel data, to analyze empirically the influencing factors of China's agricultural trade with Latin America. The result shows the price of Latin American country shown by exchange, regional economic integration, especially free trade area, gross domestic product per capita, and land area all significantly promote China's agricultural export with Latin American countries. Therefore, China should pay much attention to the potential impact of China's and Latin American countries' exchanges on bilateral agricultural trade under the current background of financial crisis. Furthermore, China should actively advance the regional economic integration with main trade partners in Latin America and should create a win-win structure with Latin American countries on agricultural trade through the cooperation of economy and trade.

The Impact of Farm Bill Proposals 2012 by the House of Representatives and the Senate of the United States on China's Agricultural Market

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