

ISSUES IN AGRICULTURAL ECONOMY

农业经济问题



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MAIN CONTENTS

Firmly Grasp the Important Period of Strategic Opportunities to Power Modern Agriculture by Brand ZHANG Yuxiang(4)

China's agriculture is in a transition of traditional agriculture to modern agriculture, facing the new situation of deepening degree of urban and rural integration, market development, and internationalization. Promoting the development of agricultural brand has great significance to accelerate the upgrading of the agricultural transformation, to increase farmers' income, to meet consumer demand for upgrades, and to enhance the international competitiveness of agriculture. China has rare opportunities and is facing some difficulties and challenges to promote agricultural brand. After years of development, China has entered a new stage of focusing on cultivating agriculture branded and accelerating development. We must firmly grasp the agricultural stage and regularity of brand building, treat brand building as a major strategic development of modern agriculture, and focus clearly on the development of ideas and tasks to achieve the overall increase agricultural brand.

The Development and Scale of Chinese Family Farms :from the Perspective of Resource Endowment SU Xin, WANG Keshan and ZHANG Shumin(8)

Influencing Factors of Food Production in Mega-Urban Region: a Case Study of the Pearl River Delta DU Jifeng and YUAN Zhongyou(14)

This paper, taking the Pearl River Delta as the case study area, explores key influencing factors of grain production in China's mega-urban region from 1992 to 2008, by the C-D production function econometric model. Results shows that the key positive factor to grain gross output was grain sown area, and the second one was comparative benefit difference from urbanization, which also exerted key negative influence on per unit area yield. Factors such as fertilizer, pesticide, agricultural machinery, irrigation and grain price were no longer the fundamental ones. Cultivated land protection institution's performance to grain gross output was significant only in 1998-2003, while it had been effective in increasing per unit area yield from 1998 to 2008, though it's performance was declined in 2004-2008 compared to years of 1998—2003. It is conclude that, in the Pearl River Delta, grain production firstly depend on whether or not local governments' willingness can be mobilized to protect cultivated land, and the secondary factor is farmers' willingness to grow grain. More rigorous arable land protection institutions must be founded to regulate non-agricultural proceedings more effectively, synergetic and elaborate management model is necessary means for cultivated land use, and scale merit should be the target for agricultural land use. Objectives for cultivated land administration should convert to multifunctional land use, rather than single food security concern, and so arable land acquisition price must incorporate nonagricultural value sufficiently.

Research on the Government Behavior of Integration of Regional Peculiar Agriculturalbrand: Case of Changbai Mountain Ginseng's Brand WANG Jun and LI Xin(21)

Analysis and Selection of Important Degree of Chain Nodes in Quality Chain of Pollution-free and High Quality Apple:Based on Questionnaire Investigation from 16 Cities in Shandong Province ZHANG Fuhong(27)

Strengthening agri-chain management is the direction in the transformation and updating of the industry. Taking apple quality safety and quality control as a focus and centering on selection of key chain nodes, this paper use TOPSIS model to analyze key chain nodes in quality chain of pollution-free and high quality apple and the importance of safety and quality guarantee. The results showed that: the key chain nodes of tier one quality chain are construction management, cultivation and management, post-harvest handling, etc. and the key chain nodes of tier two quality chain are breeding seedlings, training and pruning, optimum harvest, etc. and the key chain nodes of tier three quality chain are variety selection, site selection, scientific fertilization, four seasons pruning, fruit bagging, etc. They function interactively as well as synergistic coupling, and collectively influence quality safety condition of apple.

A Study on the Rural Community Construction under Society Governance Conditions in Guangdong Province:Based on the Three Main Frame Work LI Xiaoyan and YUE Jinglun(36)

The rural community governance innovation has important significance for the realization of the socialist harmonious society construction. Based on the three main theoretical framework of the community workers, villagers and social workers, On the basis of literature research and empirical analysis, This paper takes an analysis on the existing status and problems of three main frame work in Guangdong prov-

ince, and puts forward some suggestions to based on the reality of rural community, to improve the relevant system construction, to strengthen government support, to perfect the villagers autonomy channels and to strengthen the talent team construction and so on.

Urban and Rural Linkage: Theory Conception and Practice of Rural Community Modernization

Reforming *LANG Xiaobo*(42)

Large-scale transformation or amalgamation of villages has become the popular choice of urbanization for local governments. The essence of "rural urbanization" which eliminates city and countryside societies to overcome the urban-rural dual system is advancing the market force to resolute countryside and farmer fundamentally by administration forces. In the long term, it has harmed the survival and development opportunity of farmer and the sustainable development of city. This article introduces "urban-rural linkage" perspective to reflect on the position of village, as well as the nature of relationship between modern urban and rural areas. Taking the J village as analysis sample, it presents successful experience of coordinated development of urban and rural communities and practical path of rural modernization. Compared with existing theories, "linkage" mode focus more on urban and rural individual community basis and emphasis on sustainable norms of reciprocity through network reconstruction, which can be practiced in market-services-organizations three dimensions to build up an complementary and win-win relationship between Urban and rural areas.

The Farmer's Life Satisfaction in West Minority Nationality Area: Based on Village Investigation

Data in Gansu Province *ZHAO Xueyan and MAO Xiaowen*(49)

Improving living quality is the ultimate goal and the supreme principle of social development. We selected Zhangye, Gannan Tibetan autonomous prefecture and LinxiaHui autonomous prefecture as the study area. Using the field survey data, we calculated the farmer's life satisfaction index and compare the farmer's life satisfaction in the Han, Tibetan and Hui nationality region, then used nonparametric test and ordinal logistic regression model to analyze the impact of influencing factors on the farmer's life satisfaction. The result shows: (1) The farmer's life satisfaction in Zhangye, Gannan and Linxia has significant difference, the index of life satisfaction in Zhangye is 3.41, that of in Linxia and Gannan is 3.40 and 3.27 respectively; (2) Some factors significantly influence the farmer's life satisfaction which include household income, balance of payments, risk resistance capacity, relative living standard, social trust. The relationship between these factors and the farmer's life satisfaction is significant positive correlation, among these factors, the first is the farmer's crosswise relative living standard, the second is the farmer's risk resistance capacity; (3) The farmer's life satisfaction is also significantly influenced by nationality character. Finally, we provided the advice of improving the farmer's life satisfaction and the prospects of future study.

Research about Effect Evaluation of Beijing's Mountainous Regional Areas Policies: Based on Mountain Policies Evaluation from the 10th to the 11th Five-Year Plan

..... *WANG Jinfeng, LI Ping, MA Guiping and LIANG Xing*(55)

The Retrospect and Expectation of Farmer Collective Land's Proceeds Right's Evolution in Our

Country *TANG Xinyu and LIANG Yarong*(61)

Our rural land from private ownership of farmer to public ownership of collective, the evolution of rural land's policy make the proceeds right which is one power and functions of the land ownership evolved. From "the right of occupancy" to "the right of increase", the interaction of rural land's policies and rural land's legislations which has established rural land's right system, but not means that it is no obstacle for farmer to use right of land. On November. 2013, the Third plenary Session of the 18th Central Committee has adopted "The Decision on Major Issues Concerning Comprehensively Deepening Reforms". The new rural land's policies improve power structure and rights and interests' relationship of farmer collective land's proceeds right. Although, it is no enough to give protection by rural land's policies, we also need to consolidate and maintain them as the content of real right by the legal form.

The System Dissimilation and Legal Reflection of the Township Collective Construction Land

..... *LI Yan*(68)

When referring to the collective construction land of township, it is quite necessary to radically reform the system of it. From the currently laws, the collective construction land is mainly that of township. It is unable to be defined as the true construction land of the collective, but a so-called "collective" one, which is escrowed by the township government. Therefore, it should be essentially classified into the national construction land. In terms of the existing laws, the method of setting up the right to use of the township collective construction land is the method of application, examination and approval, which exhibits an extremely strong legislation spirit of land expropriation, and it is indispensable to weaken the "extreme strength". In addition, because of no other choices, now laws provide that the

land property rights of some collective can be transferred to the township collective, which reflects the inherent nature of the real right law.

On the Innovation and Development Sustainability of the Rural Cooperatives' Microfinance Business: Taking Hainan Province as an Example *TONG Yuanbao and QI Weina*(75)

In this paper, the innovation and development of Hainan rural credit cooperatives' microfinance business is introduced, as well as the successful experiences are summarized. Through data analysis, some challenges occurred in the development of Hainan rural credit cooperatives' microfinance business such as performance evaluation, the rationality of loan structure, risk control and human resource management are investigated. Some suggestions are provided to cope with the challenges of development sustainability.

Analyze Effectiveness and Dilemma: Rural Tourism Promote Rural Labor to Transfer Employment *LIU Baiping, HU Wenhai, YIN Changfeng and WEI Chuanhui*(81)

The paper thinks there are effectiveness and dilemma at the same time, which exists in the rural tourism transfer of rural labor force. Analyzing the cause of the dilemma, there are two aspects. (1) It is difficult to play that primary industry leads to transfer rural labor force. (2) The rural labor force is in differentiation when they choose jobs again. Transfer motivation was changed, which is from economical-transfer to value-transfer. According to the periodic characteristics of rural tourism transfer of labor force, the paper puts forward the following conclusions. Such as: (1) Boosting industrial clusters of the rural tourism, building effective transfer platform. (2) Strengthen the training of rural surplus labor force, cultivating labor endogenous dynamic.

A Study on the Performance and Evaluation of China's Macro-Control Policy on Food Market *TAN Yanwen, YANG Zhongyu, CHEN Dingwei and ZHANG Peijun*(87)

This paper reviews the main grain macro-control policy in China since 2004, and empirically analyzes the implementation effect of the controlling policy of the minimum purchasing price, the reserve system of rice, wheat and corn. It indicates that the China's macro-regulation policy at present stage have played an important role in arousing the enthusiasm of farmers to plant, promoting the stable development of grain production and ensuring food security. However, the objective duality of the regulating policy increases the difficulty of the government regulation on grain market, the expectations of rising food prices also implies a higher market risk, and the higher price difference between home and abroad increases a huge pressure to import. Therefore, we need to build more scientific control mechanism of grain market.

Research on Connection of Urban-Rural Residents Operating Income: Based on Dalian Empirical Data *HE Ruili*(99)

This paper empirically examines the changing route of Dalian urban and rural residents operating income using government-sector data approach. The data covers operating income during 2007-2012 of 100 thousands enterprises, 360 thousands self-employed entities, 110 thousands farmers in Dalian. The results show that the overall gap of residents operating income convergences owing to the dual effects of narrowing urban income gap and widening rural income gap. Keeping other factors constant, from the perspective of residents operating income, the urban-rural gap is narrowing, and the state is changing from separate to compatible. However, the absolute income level of the rural Residents is still in the bottom of the income pyramid. Based on the above results, this paper suggests that operating income of rural residents should continue to be increased, the urban business environment be improved and at the same time government should eliminate urban-rural trade barriers.

Theoretical Implications and Enlightenment of Australian Organic Agriculture Development *XIE Yumei and PU Xujin*(105)

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征文启事

随着工业化、城镇化、农业现代化和信息化的深入推进,我国农业农村发展进入新的阶段,呈现出农业综合生产成本上升、农产品供求结构性矛盾突出、粮食安全状况趋紧、农业技术创新动力不足的态势。为了讨论现阶段我国农业发展中新出现的一些热点、难点问题,经中国农业技术经济学会在京理事会研究决定,2014年中国农业技术经济学会学术研讨会拟于9月下旬在四川成都召开。热忱欢迎各界人士积极参与。现将有关事宜通知如下:

一、会议主题

粮食安全、科技创新与现代农业

二、研讨内容

拟分为以下专题进行专题研讨:

- 1、农田与农村基础设施建设
- 2、新型经营体系与现代农业发展
- 3、技术创新、技术转化与推广
- 4、粮食安全、食物安全与食品安全
- 5、资源环境保护与气候变化
- 6、农业科技进步测定与重大关键技术效益评估

三、会议准备

征文截止日期:2014年8月31日。

应征论文务请于2014年8月31日前发送到指定电子信箱。主题请注明“应征论文”。中国农业技术经济研究会将聘请专家进行评审,优秀论文将在《农业技术经济》上选登。请您严格按照规定格式编辑文档(按正刊格式)。将邀请入选论文的第一作者参加学术研讨会。

四、会议时间

2014年9月下旬,具体事宜另行通知。

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