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MAIN CONTENTS

The Essential Stipulation of the Cooperatives QIN Yu and MIAO Tongtong(4)

The essential stipulation of the cooperatives is based on how to distribution surplus. The distribution of cooperatives surplus is accordance with quantity of one kind of product factor. The conclusion is tested by practice of international agricultural cooperative. The essential stipulation of the cooperatives cannot drift. It determines the efficiency of the economic organization. The essential stipulation of the cooperatives is used to discuss some issues. These issues include the ICA statement on the co-operative identity, different kinds of views on the essential stipulation, the pragmatic cooperative theory, different kinds of economic organization named cooperative, Farmer Specialized Cooperative Law, the road of Chinese agricultural cooperative. This article draws a conclusion that the theory and practice of Chinese agricultural cooperative should be reoriented.

The Phenomenon and Explanation of Behavioral Distortion in Specialized Farmers'

Cooperatives LI Yunxin and WANG Xiaoxuan (14) It is a common practice for specialized farmers' cooperatives to deviate from their normal behavior mode, which has become a barrier for the process of agricultural modernization. This paper analyses this phenomenon by using organizational theory and institutional analysis framework and tries to explain the distorted process, the happening, locking and strengthening mechanism of the specialized farmers' cooperatives. The study found that the behavior of specialized farmers' cooperative has multiple twisted logics. Root of distorted cooperative behavior occurred and persisted is that the existing institutional environment and organizational arrangements provide poor incentives for the parties to co-participants. Cooperative behavior is distorted in a number of aspects, which include the process of establishment, operation and benefits distribution, and the distorted phenomenon gradually spread. Government interventions have completely distorted the starting point for cooperative behavior reducing the operating effects of farmers' cooperatives. Specialized farmers' cooperatives have special organizational structure and arrangement, which provide soil for the distorted behavior, meanwhile, the deviation of practice and institutional text, the deconstruction, and restructure of formal organization finally leads informal structures becoming the dominant force. Continuous interaction of participants strengthens the distorted behavior. Loose supervision under the institutionalized organization, organizational imitation and the path dependence normalize the distortion behavior of specialized farmers' cooperatives.

Analysis on Gradualness Reform Path on Rural Shareholding Cooperative System WANG Jing (23)

It has exposed some problems for traditional collective property right reform system included in emptiness, disability, lack right subject and not right subject overstepping of property right. These prob-

lems further stand out in some developedrural area in rapidly growing collective assets. Therefore, some regions carry through rural shareholding cooperative system reform. Based on analysis on liquidation and estimate property, shares setting, shares management, revenue distribution and organization reconstruction, the thesis deeply studies on existing problem. At last, the paper brings out the incremental right system reform path——setting up revenue distribution system of distinct property, new-type village governance mechanism, perfecting equity and collective economic organization demutualization.

Research on Development Goals of Agricultural Modernization in 13th Five-year

By constructing agricultural modernization Index system of "13th Five Year", this studyconcentrates on five aspects of total aims: Agricultural supply, Farmer income, Ecological safety, Quality safe-

trates on five aspects of total aims: Agricultural supply, Farmer income, Ecological safety, Quality safety, domestic and international strategy layout. Combined with multiple index evaluation and quantitative analytical method, the definite objective number of "13th Five Year" is determined, then research conclusions and revelation is given.

Study on Farmers' Decision Behavior of Crop Straw Recycling of Returning to Field: Based on Farmers' Survey of Seven Provinces

Based on the survey data of 686 sample farmers in seven provinces, this paper analyzed farmers' decision behavior of crop straw recycling of returning to field, and revealed the influential effect of farm-

ers' individual and family characteristics, external environmental factors along with farmers' welfare cognition on farmers' decision choice of crop straw recycling of returning to field by Binary Logistic model. The results reveal that: ①Farmers who pursue maximization of family utility are not blindly backward, only give them enough respect, can we achieve the respected effect of promoting crop straw recycling of returning to field. ②Farmers' ecological and social welfare cognition level becomes an important influential factor for farmers' decision of promoting crop straw recycling of returning to field, but the effect of farmers' economic welfare cognition is not significant. Compared with farmers' individual and family characteristics, external environmental factors play a more important role on farmers' willingness of promoting crop straw recycling of returning to field, of which large scale professional farmers demonstration leading effect is very significant. However, subsidy policies and punishment measures have a negative effect on farmers' willingness of promoting crop straw recycling of returning to field, which means the mechanism of awards and penalties need to be improved. Based on the conclusions. this paper puts forward some suggestions to promote crop straw recycling of returning to field, such as fostering new agricultural management subject and strengthening rural social service system; carrying out propaganda and education of green development and enhancing farmers' comprehensive welfare cognition; improving rural environmental protection system and increasing the policy aiming accuracy of awards and penalties.

The integration of Three Industries in Rural Areas is quite new in China and is still in its initial stage. The paper deeply digs into the connotation of the integration of Three Industries in Rural Areas, analyzes its realistic meanings and explores the driving factors from the perspective of theoretical research. This analysis is not only meaningful for the theory development, but also for the practice development of the integration of Three Industries in Rural Areas.

Urbanization and rural population hollowing driven by population migration are two parallel trends in the process of China's modernization. Selecting spatial selection feature of population migration as the breakthrough point, this paper plan to build an analytical framework for the relationship among population migration, urbanization and rural population hollowing, and employ coupling coordination model to calculate the coupling coefficient of urbanization and rural population hollowing in Hubei province. The results show that urbanization was lagging behind population hollowing in most of counties in Hubei province, which is different with the total country. Insufficient and unsustainable job opportunities from industrial and serve duo to underdeveloped industry is the root cause of backward urbanization. There is significant regional difference between coupling coefficient of urbanization and rural population hollowing.

Strategies and Modes for Poverty Alleviation in the Rural Area of Western China against the Background of Establishing a Well-off Society ZHANG Jianjun (67)

Currently about 70% over the remaining poor rural population is mainly concentrated in the West and deep levels of poverty amid relatively poor natural conditions and excessive diversification of the population spatial distribution of poverty and other factors, the fast-diminishing marginal benefit of existing poverty alleviation model, reforming and innovating the existing poverty alleviation model has become an inevitable choice. Through comparison analysis of the pro-poor development status and the existing pro-poor policy measures on western China's 12 provinces in the perspective of supply and needs, this paper proposed the new urbanization and new industrialization linkage as mainline of development, taking household system reform and land system reform as power; integrating pro-poor resources management mechanism; perfecting rural human capital development mechanism and market pro-poor project select mechanism; strengthening pro-poor regulatory network construction and ecological environment construction for support of western poverty area new long-term pro-poor mode.

A Heckman Model Analysis of Credit Demand by Agricultural Traders

Based on a national survey data of 1407 agricultural traders in 18 Chinese wholesale markets, this

Based on a national survey data of 1407 agricultural traders in 18 Chinese wholesale markets, this paper analyzed the probability of borrowing and loan amount by agricultural traders, and used a Heckman two-stage model for the analysis. First, it is revealed that corporations and traders with affiliation to

trading associations are more likely to participate in the credit market than their counterparts are. Moreover, traders sell agricultural products with processing generally need higher amount of loans; business scale has an inverted u-shaped impact on loan amount, and formal loan sources are attempt to provide higher value of loan than informal loan sources.

Can Regional Reputation Stimulate for Improving the Quality and Safety of Agricultural Products?

A Study Based on the Case of Lishui Regional Brand of Zhejiang

The effect of regional reputation premium has the function to stimulate farmers to provide agricul-

The effect of regional reputation premium has the function to stimulate farmers to provide agricultural products with high quality safety to the market. In addition, the formation and maintenance of regional reputation depends on the agricultural production and management level of organization and regulation system. Chinese agricultural production and operation with the low level of organization, leading to producers and operatorshave neither capacity of building brand, nor maintenance power of regional reputation. Take the successful operation of "Lishui Shangeng" brand as an example, this paper analyses regional reputation incentive mechanism to enhance the quality and safety of agricultural products. The research results not only explain the agricultural products quality and safety incidents have occurred, but also let the government realize that an effective system should be designed in the construction and maintenance of regional reputation to encourage farmers to produce and operate the agricultural products with high quality and more safety.

Study on Comprehensive Benefit Evaluation of Ecological Compensation in Water Source Areas:
A Case Study of Lake Yunmeng in Shandong Province

······ GENG Xiangyan, GE Yanxiang and WANG aimin(93)

This paper takes into consideration of various factors, establishes the comprehensive benefit evaluation system of ecological compensation for source water areas, which includes ecological benefits, economic benefits and social benefits 15 evaluation indexes. Using the market value method and the shadow engineering method, monetary value of ecological compensation benefits for Lake Yunmeng is accounted, after the implementation of ecological compensation, ecological benefits have increased 10649. 75 million Chinese Yuan, economic benefits have increased 7718. 59 million Yuan, and social benefits have increased 5603. 18 million Yuan, revealing remarkable integrated benefits. Due to short implementation time and imperfect mechanism, the benefits of ecological compensation for Lake Yunmeng in areas such as education, tourism and so on is not obvious; the ecological, economic and social benefits are not balanced. It is suggested that in order to promote the sustainable development of ecological compensation for source water areas, measures of optimization should be carried out, namely paying attention to the economic and social effects of water source ecological compensation, enhancing interaction with farmers, using differential compensation and extending the period of ecological compensation.

using differential compensation and extending the period of ecological compensation.

Literature Review on Rural Social Culture, China ZHANG Ying, LONG Wenjun and LIU Yang (102)

Ongoing the rural economy in China, the rural social culture could not fit for the need of the rural economydevelopment, it is significant to study on the rural social culture deeply. The academia has studied it in different perspectives for a long time. Firstly, this paper has reviewed many scholars' points and found out the research progress. Secondly, it has analyzed the limitations about the domestic theoretical study. At last, it has suggested some research directions on the rural social culture.

An Effect Study on the International Trade of Agricultural Products to China's Economy

DU Yun (108)

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