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- 金丰公社如何做农业服务
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- **农业服务在中国的未来**The Future of Agricultural Services in China



**Characteristics of Agricultural Services in Developed Countries** 



**Characteristics of Agricultural Services in Developed Countries** 

#### 政府在农业服务的体系推广中扮演重要角色 The Important Role of Government in Promoting the Agricultural Service System

- 农业服务具有公共产品属性,这 决定了政府在农业服务的体系推 广中扮演重要角色。
- 据世界粮农组织的调查报告显示 ,农业服务模式以政府农业部为 基础的农业科技服务体系占80% 以上,非政府的农业服务体系占 7%,以大学为基础的农业服务体 系占1%,所以,以政府为主的农 业服务推广体系是当今农业服务 体系发展的主流。
- 政府财政资金的稳定投入,是农业服务体系建设可持续发展的重要保障。

- Agricultural services have the attributes of public goods, which determines the government plays an important role in promotion of agricultural services system.
- According to the World Food and Agriculture Organization, the Ministry of Agriculture-based agricultural science and technology service system is accounted for more than 80%, the non-governmental agricultural service system is accounted for 7%, and the university-based agricultural service system accounted for 1%. Therefore, the government-based agricultural service promotion system is the mainstream of the development of agricultural service system.
- The stable investment of government financial funds is an important guarantee for the sustainable development of agricultural service system construction.



**Characteristics of Agricultural Services in Developed Countries** 

#### 农业产业链一体化服务完善成熟 The Mature Integration Service of Agricultural Industry Chain

- 农业服务体系在发达国家的一个 共同趋势,就是往一体化方向发 展。
- 农业生产本身与产前、产中、产 后的服务结成一体公共经营发展 ,形成农工商综合体,即农工商 一体化。
- 国内目前的农业服务模式在处在 产前、产中或者产后某一阶段的 服务上,没有形成完整的产业链 一体化服务。

- A common trend in the agricultural service system in developed countries is the development of integration.
- Agricultural production itself and prenatal, middle and postpartum services composes one public business development, a formation of agro-industrial complex, that is agribusiness integration.
- The current domestic agricultural service model are in a certain stage of service in the prenatal, middle or postpartum, and did not form a complete industrial chain integration services.



**Characteristics of Agricultural Services in Developed Countries** 

#### 法规制度保障, 促进农业服务体系稳定运行 The Protection and Promotion by Legal System for Stable Operation of Agricultural Service System

- 发达国家都制定了相应的法律法规 ,为农业服务创造了良好的外部环 境。
- 美国的农业服务合作体系是建立在《莫里尔法》、《哈奇法案》和《史密斯-利佛法》三个重要的农业立法上。
- 日本的农业服务推广体系是在《农业改良助长法》、《农业协同组合法》、《农业基本法》等法律保障和推动下建立起来的。
- 法律法规的出台和建立,明确了国家层面农业服务体系的构成、经费的筹集、各种组织形式的合法地位等,从而有利的保障了农业服务体系稳定运行。

- Developed countries have made the corresponding laws and regulations, to create a good external environment for agricultural services.
- The US agricultural service cooperation system is based on the three important agricultural laws as the Morrill Act, the Hatch Act and the Smith-Lever Act.
- Japan's agricultural service promotion system was established under the Law on Agricultural Improvement, the Law on Agricultural Cooperative Combination and the Basic Law on Agriculture.
- The establishment of laws and regulations, clear the composition of the agricultural service system, the raising of funds, the legal status of various forms of organization, etc. on the national level,, also ensure the agricultural service system stable operation.



**Characteristics of Agricultural Services in Developed Countries** 

#### 科技信息化手段广泛应用 Widely Use of the Sci-tech Informatization

- 美国已经建成世界最大的农业计算机网络系统,该系统覆盖了美国的46个州、加拿大的6个省和美加以外的7个国家。
- 国家农业科研机构和高等院校、农业企业的合作较为密切,注重农业科研、教育、推广、生产的紧密结合,有力促成科研成果的及时推广。
- The United States has built the world's largest agricultural computer network system. The system covers 46 states in US, 6 provinces in Canada and 7 countries outside the United States and Canada.
- The cooperation between National agricultural research institutions and institutions of higher learning, agricultural enterprises are more closely. Focus on the agricultural research, education, promotion, and production, which effectively promote the scientific research timely.



**Characteristics of Agricultural Services in Developed Countries** 

#### 观点 viewpoint

- 政府在农业服务的体系推广中扮演重要角色
  The Important Role of Government in Promoting
  the Agricultural Service System
- 2 农业产业链一体化服务完善成熟
  The Mature Integration Service of Agricultural Industry Chain
- 法规制度保障, 促进农业服务体系稳定运行
  The Protection and Promotion by Legal System for Stable
  Operation of Agricultural Service System
- 4 科技信息化手段广泛应用
  Widely Use of the Sci-tech Informatization



The Advanced Apple Planting Technology System in China



The Advanced Apple Planting Technology System in China





The Advanced Apple Planting Technology System in China

### 国内推行现代化苹果种植技术和管理模式的阻力 The Domestic Resistance in Promoting the Modern Apple Planting Technology and Management Model



- 主要来自三个方面:
- 理念和技术的差异。
- 投入产出比的差距。
- 超出常规的市场剧烈波动。

- Mainly from three aspects:
- Differences in concept and technology.
- Huge gap of input output ratio.
- The transnormal market volatility.



The Advanced Apple Planting Technology System in China

#### 观点 viewpoint

- 先进水果种植技术体系的学习和引进是全程管理方案
  It is a Holistic Management System of Learning and Importing
  the Advanced Fruit Cultivation System
- 国内的生鲜水果种植产业还没有到企业和企业竞争的阶段
  Domestic Fruit Cultivation Industry Dose not Get the Stage of
  Competition between Enterprises
- 在中国, 农业的社会化公益服务和商业化企业服务才刚起步 The Socialized Public Services and Commercial Enterprise Services of Agriculture have just started in China





How To Do the Agricultural Services in Jinfeng Cooperative



## 3

### 金丰公社如何做农业服务

How To Do the Agricultural Services in Jinfeng Cooperative

## 世界领先的作物营养专家和种植业解决方案提供商

To become the world-leading planting nutrition expert and provider of crop solutions



➢ 金丰公社是金正大集 团旗下的一家平台公司 Jinfeng Cooperative is a platform company of Kingenta Group



➢ 金丰公社是一家理念先 进的农业服务公司 Jinfeng Cooperative is an advanced-concept industrial services company

<ul><li>2015年复合肥料产销量550万吨,连续</li></ul>	7年居全国首位
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• 全球最大的缓控释肥生产基地,	产销量连续十年民全国首位
	丿 阳里定法丨十归王曾日正

- 全国最大的硝基肥、水溶肥生产基地
- 目前市值在化肥上市公司中居第一位(约260亿元)
- 2016年《财富》中国上市公司500强300位(2015年347位)
- 2016年中国民营企业500强261位(2015年343)
- 中国化学肥料制造行业成长企业第一名
- 中国最具成长性自主创新型企业

财富500强排名	
年份	排名
2016	300
2015	347
2014	372
2013	384
2012	424
2011	457



## 3 金

### 金丰公社如何做农业服务

How To Do the Agricultural Services in Jinfeng Cooperative

●全国布局: 15个生产基地(10个省份), 总产能700万吨/年

•National layout:15 production bases(10 provinces) Capacit:7 million tons/ year





## 3

## 金丰公社如何做农业服务

How To Do the Agricultural Services in Jinfeng Cooperative

●全球布局: 9个国家, 7家工厂, 4大海外研发中心

•Global layout: 9 countries, 7 factories, 4 overseas R & D center







How To Do the Agricultural Services in Jinfeng Cooperative

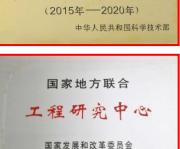




#### 两次获得国家科技进步奖

Won the National Science and Technology Progress Award Twice

国家认定企业技术中心 国家缓控释肥工程技术研究中心 养分资源高效开发与综合利用国家重点实验室 复合肥料国家地方联合工程研究中心 土壤肥料资源高效利用国家工程实验室 农业部植物营养与新型肥料创制重点实验室 博士后科研工作站 山东省院士工作站 山东省院士工作站 山东省中美缓控释肥合作研究中心 山东省水肥一体化工程技术研究中心



握我肥工程技术

依托单位: 山东金正大生态工程股份有限公司

养分资源高效开发与综合利用

国家重点实验室

科学技术部



国家认定企业技术中心 国家发展改革委 科 技 部 財政部 海关总署 国家税务总局

山东金正大生态工程股份有限公司 博士后科研工作站 POSTDOCTORAL PROGRAMME 人力资源和社会保障部 全国博士后營委会 二00八年六月





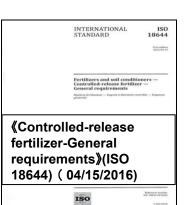
How To Do the Agricultural Services in Jinfeng Cooperative

国家标准3项、行业标准4项

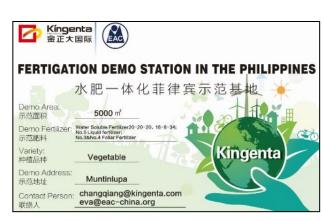
国家标准:《缓释肥料》、《肥料和土壤调理剂 分类》、《肥料和土壤调理剂 术语》

行业标准:《缓控释肥料》、《高尔夫球场草坪专用肥和土壤调理剂》、《控释肥料》、《农业用硝酸钙》

国际标准1项:《控释肥料》







2015年12月: 收购了以色列艾森贝克公司

2016年02月:欧洲第二大缓控释肥企业荷兰EKOMPANY公司

2016年04月: 收购欧洲最大的特种肥料生产商德国COMPO公司

2016年06月: 收购西班牙Navasa公司70%股权





How To Do the Agricultural Services in Jinfeng Cooperative

●全方位产学研合作,推动科技创新发展 All-round cooperation, promote the innovation



#### 技术研发合作

围绕基础研究、工程化研究、产品开发、质量标准、应用推广等产业技术创新各环节合作

山东农业大学等 (40个)



#### 共建研发机构

院士工作站、中美缓控释肥合作研究中心

佛罗里达大学等 (3个)



#### 科研基金

设立院士研究基金、博士研究基金等开放式科 研基金

累计1000万元



#### 专家顾问

通过聘用院士、专家顾问的方式,为研发项目提供资源或者方案指导

院士3人、专家20人

模式5

#### 人才培养

通过举办培训班、联合培养研究生、共建教 学实习基地等形式为研发储备人才

中国农业大学等 (4个)

模式6

#### 市场推广服务

通过全国农技推广中心及24省土肥站、中国 农科院及12省农科院开展市场推广和服务

全国农技推广中心等 (38个)

模式7

#### 战略联盟

牵头组建缓控释肥产业技术创新战略联盟, 为科技部首批试点联盟之一

成员27家单位





How To Do the Agricultural Services in Jinfeng Cooperative













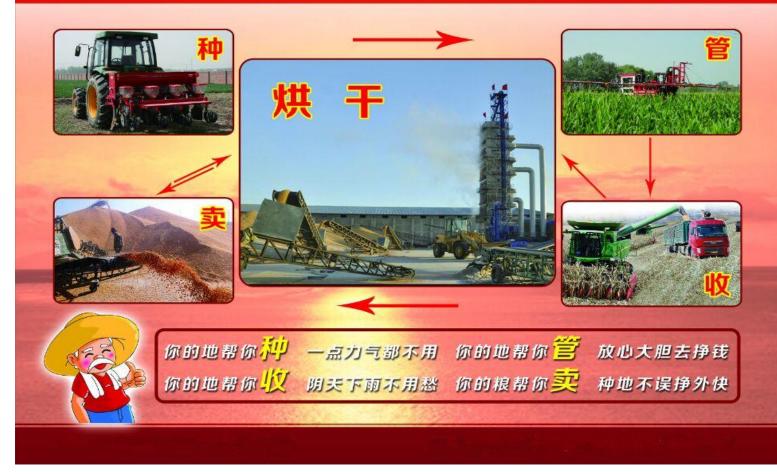
农业金融服务 Agricultural financial services

互联网+ Internet plus initiative 品牌农产品 Famous Brand of agricultural products



How To Do the Agricultural Services in Jinfeng Cooperative

# 金丰公社粮食产业联盟一站式服务





How To Do the Agricultural Services in Jinfeng Cooperative







How To Do the Agricultural Services in Jinfeng Cooperative

























## 3

## 金丰公社如何做农业服务

How To Do the Agricultural Services in Jinfeng Cooperative







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千年古郡文登,

北依昆箭,南临黄海,

纬度与海洋、陆地的完美结合, 造就了宜人的气候。 四季分明,光照充足, 雨水适量,昼夜温差大; 是黄金富士生长的乐园。



#### 黄金颜值

 $\bullet \hspace{0.1cm} \bullet \hspace{0.1cm$ 

象征高贵与财富的"<mark>金"</mark>, 华丽夺目,

贵气盈满的"气质", 以其充满阳光般的生命力, 在众多红富士中"脱颖而出"!



#### 黄金营养温

 $\odot$   $\odot$   $\odot$   $\odot$   $\odot$   $\odot$ 

所含的营养既全面又易被人体消化吸收, 老少皆宜,

特别适合婴幼儿、老人食用。

(锌、钙、磷、

6.5~11.2克





维生素 C 胡萝卜素

蔗糖 1.0 ~ 5.2 克







## 3

## 金丰公社如何做农业服务

How To Do the Agricultural Services in Jinfeng Cooperative





















How To Do the Agricultural Services in Jinfeng Cooperative



























## 3

### 金丰公社如何做农业服务

How To Do the Agricultural Services in Jinfeng Cooperative

#### 观点 viewpoint

- 在中国做农业要要深刻理解三农, 资本并不是唯一必要条件
  Deep Understanding of Agriculture, Rural Areas and Famers is Necessary in China, But Not Only The Capital
- 农业服务和农业品牌的建立需要耐心和周期
  The Establishment of Agricultural Services and Agricultural Brands
  Requires Patience and Time
- 中国品牌水果的消费时代会很快到来 Chinese Brand Fruit Consumption Era Will Come Soon





## 农业服务在中国的未来

The Future of Agricultural Services in China



### 农业服务在中国的未来

The Future of Agricultural Services in China



Company's Success in China





### 农业服务在中国的未来

The Future of Agricultural Services in China

#### 观点 viewpoint

1

#### 农业服务在中国全面推进的三个必要条件:

- 1、高品质农产品的普遍需求(供求关系)
- 2、农业产业化和农民职业化(竞争效率)
- 3、农业土地流转制度的变革(调控政策)

Three Necessary Conditions for Agricultural Services to Promote in China

- 1. The general demand for high-quality agricultural products (supply and demand)
- 2. Agricultural industrialization and farmerization (competition efficiency)
- 3. Changes in agricultural land transfer system (control policy)

2

#### 农业服务在中国,会在未来诞生世界级的公司

The World-Class Company in Agricultural Service Industry Will Be Born in China

