

Research on operation model of family farm in our country Taking family farm in Wenchuan County as an example

Guojuan Yu

Southwest Minzu University, Chengdu, Sichuan, 610041, China

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Abstract: Since the No. 1 Central Document was issued in 2013, the fresh agricultural production concept of family farm has appeared frequently in people's life, especially in the production and operation mode in rural areas of our country, which has fundamentally changed the traditional self-sustaining production mode. This paper bases on the current production and operation mode of family farm in Wenchuan County to research the development trend of family farm in our country, combines with the support policy of the government to comprehensively enlarge guidance and publicity of family farm, refers to the development idea of family farm in Wenchuan County to provide reference for economic benefit increase of modern agricultural production based on family farm.

1. Concept and advantages of the operation model family farm

In 2013, the No. 1 Central Document proposed to persist in the principle of voluntary participation and compensation in accordance with the law, guide orderly circulation of rural land contractual management right, encourage and support transformation of land contracting to leading specialized households, family farm and farmers' cooperative, and develop multiple-form moderate scale management. In the agricultural production and operation processes of our country, we will take family members as main labor forces, take the fresh operation model-family farm which takes agricultural income as main family income source as the production and operation mode of agricultural labour force intensification, agricultural production scalization and agricultural production commercialization. The advantages of family farm are mainly presented from the following aspects:

1). Family farm promotes the agricultural product commercialization process, shortens the gap between cities and rural areas effectively, promotes the rapid development of agricultural economy in our country.

2). Family farm improves the disadvantages of traditional self-sustaining small-peasant economy fundamentally. The main purpose of family farm is to pursue profit maximization, therefore, the traditional guarantee function of agricultural production has been transformed to profit function. The higher the agricultural production commercialization is, the higher the enthusiasm of farmers in agricultural production, and accordingly, more and richer agricultural products will be provided for the society, and the benefit for farmers will increase as well.

3). Family farm generally relies on large-scale agricultural machinery equipment for agricultural production, which largely reduces the usage of labor forces and saves the production cost.

4). Under the situation of family farm, the farmers pay much attention to brand effect, therefore, the agricultural and sideline products are superior to those produced by ordinary farmers in quality and security.

5). The operation model of family farm is almost consistent with that of industrial enterprise in cities, which facilitates the government department for supervision and management.

2. Historical development situation of family farm in our country

With the acceleration and development of industrialization and urbanization processes in our country, a large number of rural labor forces have moved to cities thus to cause rapid land

circulation in rural areas. And accordingly, the organizational degree and intensive degree of agricultural production scale have been enhanced gradually, and a fresh type of agricultural production and operation system has been formed in rural areas, which is composed of leading agricultural enterprises, professional cooperative organizations, family farms and large growers. But in general, from perspectives of current national situation and agricultural production practices in domestic and overseas, the family farm operation model centering on farmers is more suitable to national land operation situation. Therefore, the No. 1 Central Document firstly proposed the operation model of family farm in 2013.

This paper bases on the current development situation of family farm in Wenchuan County to expound the natural condition of Wenchuan County, the climate of which maintains an upward trend from southeast to northwest, belonging to typical vertical climatic belt, wherein, the southern regions is rainy and wet for growth of tea, kiwi fruit and Chinese medicinal materials; while the northern region is abundant in sunshine with hot rainy season and large difference in temperature between day and night for growth of sweet cherry and walnut. According to the above natural characteristics, Wenchuan County has established suitable agricultural product bases respectively. Up to the end of 2013, walnuts of 51,000mu, sweet cherries of 23,000mu, kiwi fruits of 30,000mu, flowers of 2,560mu, green and red crispy plums of 10,000mu had been planted. And up to now, 97 family farms have been formed in the whole county, involving 52 planting industries and 45 breeding industries, covering 277 workers in total and completing land circulation of over 3,000mu.

For the purpose of completing the production objective and promoting benign development of family farm, the government department of Wenchuan County has successively formulated a series of documents from perspectives of policy advantage and guarantee mechanism, including Implementation Opinions on Promoting Modernized Agriculture Construction of Key Counties, Implementation Opinions on Promoting Modernized Forestry Construction of Key Counties, Implementation Opinions on Promoting Modernized Animal Husbandry Construction of Key Counties and Implementation Scheme for Unified Brand Marketing of Distinctive Agricultural Products in Sichuan-Tibet Plateaus, thus to encourage the county to carry out the strategic objective of developing agricultural updating and accelerate in promoting the preferential policies for agricultural transformation.

Up to now, over 98% of farmers in the country have joined in specialized agricultural cooperative, which makes family farm obtain the dominant position in the market and realize integration with the market by relying on the cooperative social platforms. Owing to the sharp increase in growers and professional cooperatives, the county has potential production subject advantage in family farm.

3. Main difficulties and problems faced by family farm in our country:

Family farm is a fresh kind of agricultural production and operation mode which emerged around 2012, meanwhile, it always takes local production practice as subject, and the national government has made no clear definition for it. Though our country is strong in production technology and rich in practical production experience, it is still backward in rural infrastructure construction and long-term investment in production materials owing to shortage and even serious insufficiency in investment capital, besides, the land circulation mode in our country is nonstandard, which exists with many hidden risks and seriously affects the enthusiasm of family farmers in expanded reproduction. Take Wenchuan County as an example:

- 1). After post-disaster reconstruction, the rural infrastructures in Wenchuan County have been improved largely, but owing to the geomorphological characteristics, the land circulation there is still imbalanced, wherein, the good lands are not circulated while poor quality lands are circulated for family farm basically, furthermore, the farmers are weak in resisting natural disasters, as a result, the backward infrastructure seriously hinders the development of family farm.

- 2). The land circulation form is nonstandard. Most land circulation contracts between family farmers and growers are not managed and registered effectively in related government department, once land contract disputes appear, the family farmers will not be protected legally.

3). Owing to multiple reasons of economic development, the prices of the labor force, diesel oil, seed, chemical fertilizer and farm chemical are increasing year by year, which causes corresponding increase in operation cost of family farm; Besides, many lands in Wenchuan County are mountainous area and not suitable for mechanized operation, which also causes increase in production cost, directly affects the income of family farm and even causes losses.

4. Main suggestions on the development of family farm in our country:

1). The county government department should further enhance its leadership and management level and provide better business environment for the benign development of family farm; The various township party committees and related functional departments of county government should pay high attention to the modern family farm operation model and give priority to promote agricultural production transformation and updating. The main leaders of various township party committees hold the position of first principal while the subordinate leaders are the specific principals; meanwhile, related county-level functional departments should formulate and issue preferential policies involving finance, science and technology, talent, tax, land utilization and project support positively thus to create better social environment for benign development of family farm in our country.

2). It is needed to further strengthen rural land contract management mechanism from legal perspective, establish and perfect rural land circulation service market, provide legal consulting and support for the supply and demand sides and handle land circulation disputes for them, establish fair, just and reasonable rural land circulation transaction platform thus to facilitate mutual communication between family farmers and growers; the government department should explore and establish perfect land circulation price coordination mechanism, benefit linkage mechanism and dispute mediating mechanism thus to promote stable and harmonious implementation and development of land circulation.

3). It is needed to strengthen training on agricultural workers in rural areas, namely, hold various practical agriculture technology training classes under the support of the county government thus to enhance the agricultural production quality, agricultural market awareness and management level of family farm operators, and enhance the technical level of family farmers and related personnel, build a fresh type of operation and management team composed of well-educated farmers knowing technology and management well, and increase the backup power for family farm operation in rural areas thus to provide solid talent foundation for enlarging of family farm operation model in our country.

4). The government department should further enlarge capital support for family farm construction and production, while the county-level financial department should establish special fund to provide fund support for expanded reproduction of family farm and enhance production ability of family farm. Besides, it is needed to integrate the agricultural projects of various government departments, lay emphasis on family farm construction, strengthen comprehensive infrastructure construction in rural areas of our country, involving water conservancy, farmland, road and communication. Meanwhile, it is needed to establish and perfect the insurance system, increase agricultural risk resistance ability of family farmers, reduce agricultural production risks and guarantee healthy development of family farm.

5). The related county government departments should give large support to family farm in technology, take family farm as the main agricultural technology guidance object, and provide technical consulting for it in production standardization, product quality and security, brand building and trademark registration; increase support to family farm in new technology application, introduction of high yield and high quality new species, adaption to new growing mode and standard production thus to enhance the scientific production and operation of family farm without fear of an attack from the rear.

5. Conclusion

This paper analyzes the concept and advantages of family farm in our country as well as historical development and current development situation of family farm in Wenchuan County, summarizes the problems and difficulties existed in family farm and proposes several improvement suggestions. This paper hopes to provide strategy for rural economy reform based on the main production and operation mode and method of family farm in Wenchuan County and explore the suitable family farm operation model positively, meanwhile, this research bases on the development level and economic development of different regions in our country to adopt suitable or combined method of multiple modes to establish the fresh operation model of family farm thus to adapt to the development of modernized agriculture.

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