

## **Structure and Organizational Mode Selection of Characteristic Agriculture and Agricultural Industrialization in Gansu Province**

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*Abstract: Agricultural industrialization, as a necessary course of agriculture's transformation from traditional production department to modern industry, is also a new mechanism of agricultural development in underdeveloped areas. This paper mainly studies on the selection of industrial structure, industrial structure and organizational mode of Gansu characteristic agriculture.*

*Keywords: Gansu, characteristic agriculture, agricultural industrialization management*

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### **1. INTRODUCTION**

In recent years, China's agriculture has been rapidly developed, but after China joined the WTO, making agriculture also need to face a very big impact, for some less developed areas, the impact of agriculture is even greater. Only when we change the business philosophy of agricultural development in our country and continuously optimize and adjust the existing agricultural industrial structure can we get rid of the shackles of traditional agriculture so as to promote the further development of agriculture in our country.

### **2. THE GANSU AGRICULTURAL INDUSTRIALIZATION MANAGEMENT SPACE AND INDUSTRIAL STRUCTURE CHOICE**

Agricultural industrialization, as a general law of development of modern agriculture in our country, is also very important to promote the further development of agriculture in the region. However, how to carry out industrialized management of agriculture according to local conditions also requires that relevant personnel in the agricultural sector of our country Conduct in-depth research and analysis. As far as the Gansu region is concerned, only by taking the market demand as the guide and structural adjustment as the leading factor according to many factors such as natural geography and socio-economic technologies and based on this, can we obtain a good Agricultural industrialization management effect. It can be said that the factors that affect the core competitiveness of regional agricultural development mainly include the following points, as shown in Figure 1.

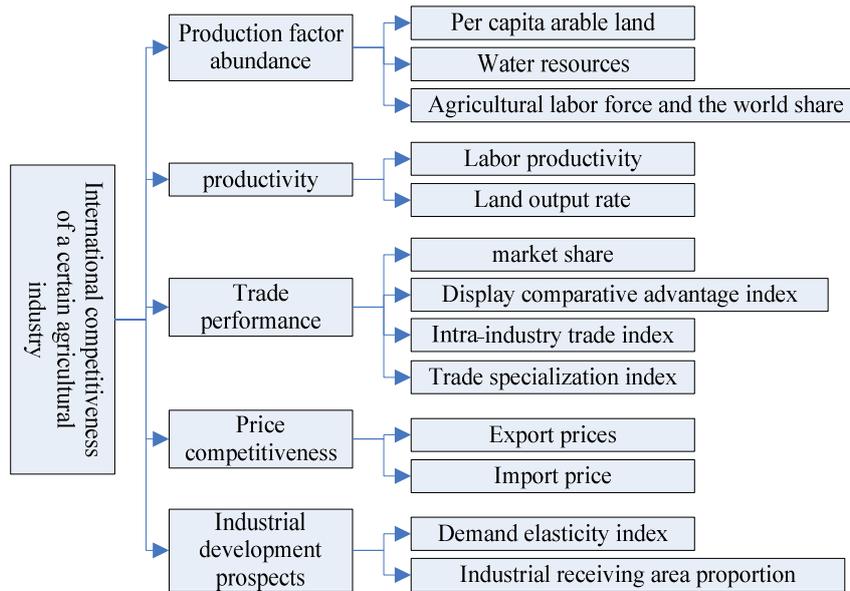


Figure 1. Several Factors Influencing the International Competitiveness of Agricultural Industry

This paper combines the actual development of rural economy in Gansu Province, and divides all county-level administrative divisions into five major rural economic zones: Hexi, Central China, Longdong, Longnan and Gannan. Among the five rural economic zones, The arid areas are also covered by the strip and the Hexi corridor. Their annual precipitation is less than 300 mm. The remaining precipitation in other areas can be kept within the range of 300 to 800 mm. Most of the province's agricultural areas have enough light and good thermal conditions and many other advantages. However, the surface types in Gansu are relatively complex, and there are many types of landscapes. There are many features of mountainous areas and less flat terrain. Geographical conditions and geological conditions also determine the development of food crops in some areas, while some areas can only develop some special agriculture according to their actual conditions. And make their own agricultural competitive advantage can be improved.

Therefore, Gansu region first of all need to vigorously develop characteristic agriculture, and to build a characteristic agricultural production base. On this basis, we also need to adjust the agricultural industrial structure according to the actual needs of the market. Characteristic agriculture mainly refers to having a good regional and commercial agriculture and specialty agricultural products processing industry. With the constant development of economy and the improvement of people's living standards, the market capacity of characteristic crops has also been raised to a certain extent. The main markets are also in rural areas and not in cities. Therefore, the rural economic zones in Gansu Province also need to be based on Market demand and changes, to carry out targeted development of specialty agriculture. In addition, the central and local governments also need to publish appropriate ecological restoration policies and then use the rural surplus labor force to achieve good ecological restoration and

reconstruction effects, so that the ecological, economic and social benefits of the region can be made get a certain degree of promotion.

In addition, Gansu Agricultural Economic Zone also need to face the market for the development of agricultural products processing industry, and then in the rural areas of agricultural products processing base to establish. Whether it is the cultivation of grain or the development of characteristic agriculture, it is also necessary for the local government to effectively adjust the structure of the agricultural economy by integrating the industrial policies of the country and the urban market information. There is also a need for deep processing of locally developed agricultural products and the shift of processing of agricultural products from urban areas to rural areas so that the price scissors between the agricultural and agricultural products can be effectively improved and the income difference between the farmers in the western and eastern regions effectively reduced An important measure to reduce.

Therefore, the unique natural conditions in Gansu Province will enable some crops to be planted and developed in the whole province. Therefore, how to carry out the reasonable implementation of specialized regional production also requires that all rural economic regions, based on their natural advantages and socio-economic conditions And many other factors, to give full play to the comparative advantage of this foundation, the characteristics of agriculture in the region to locate the target and base construction work.

### **3. THE CHOICE OF ORGANIZATIONAL MODE OF REGIONAL INDUSTRIALIZATION OF AGRICULTURE IN GANSU PROVINCE**

After determining the goal of agricultural development for the industrialization of characteristic agriculture, it is also required that the agricultural area should make reasonable choices of organizational modes on this basis.

#### **(A). Enterprise organizational model**

Organizational model is mainly an externally-oriented or leading enterprise-driven organizational model, and more often in the "company + base + farmer" this model. Among the organizational modes, the leading enterprises are often independent from the peasants and dominate. The average peasant household is mostly subordinate, while the enterprises have some limits to the peasants' dedication. In the early stage of industrialization of this model, because the self-organization of farmers and herdsmen in our country was relatively low, the transaction cost of negotiating and supervising the integration of leading enterprises and small-scale dispersed farmers was relatively high and easy As a result, it is difficult to effectively expand the scale of its production. Therefore, in applying Gansu's agricultural production process, the Gansu region needs to rely on the leading enterprises and the administrative structure of the villages for the reasonable organization of the rural households, and on this basis, the "company + base + farmer" Vigorously promote the organizational model, making it an important form of organizational model of China's industrialization of enterprises operating in the night.

(B). Farmer cooperative organization model

As an endogenous industrialization management model, the most prominent feature of the organization model is that the leading enterprises are founded by peasants, and the enterprises and peasants are also the real community of interests. It can be said that in the model of peasant cooperative organizations, peasants can occupy a dominant position in the process of industrialization and can really bring peasants and agricultural products into the market so as to realize the integrated management of agriculture and Enterprise management, and to enable farmers in the cooperatives to obtain the average profit of industrial management, to make the industrialization business goals achieved. Relevant foreign experience shows that agricultural cooperatives are an effective form of joint management by farmers themselves, democratic management and solidarity, and also play an active and positive role in enhancing the organization of farmers and enhancing the market competitiveness of agricultural products in the region. In addition, among the organizational modes, the legitimate rights and interests of peasants can also be fully guaranteed, so as to promote the enthusiasm of peasants to be promoted.

(C). Contract production mode

Contract mode of production is mainly based on the related needs of the industrialization of agriculture, and through the contract with the agricultural product management unit to carry out varieties of agricultural products, quantity, specifications and price levels, and in the contract for both parties need to bear the right And responsibility to make a treaty. In the organizational model can fully meet the needs of agricultural enterprises, wholesale and marketing of agricultural products and farmers. The two parties have equal positions and they are also equal partners and trading partners. After signing the contract has a certain legal benefits, for the case of default also need to be given some penalties. However, at this stage, China's market economy is still in a process of continuous improvement and perfection, and there are many problems of default and fraud. This also requires the application of a mature inter-market economy system, which enables the contract production mode to be effectively developed.

#### **4. SUMMARY**

In order to promote the further development of China's agricultural industry, it also requires our country's agricultural sector to carry out the active adjustment of the agricultural industry structure, and on this basis, the development of characteristic agriculture. Only when we choose the mode of industrialization of characteristic agriculture and the mode of production can we gradually get rid of the shackles of traditional agriculture and promote the further development of agriculture in our country.

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