

SWOT Analysis of Agricultural Development in Dongguan

Hao Wei

Guangdong University of Science & Technology, Dongguan, 523083, China.

Absrtact: With the improvement of people's living standard, the demand for agricultural products tends to be more high quality and ecological, Dongguan is one of the cities with higher degree of industrialization in China, with a large demand for agricultural products. Dongguan owns characteristic agricultural products, urban agriculture is booming, agriculture is developing towards brand, but there are disadvantages of asymmetric information and high cost of circulation, so it is necessary to make use of consumers to pay attention to the quality of agricultural products and supervise the quality of agricultural products under the strong support of the municipal government.

Key words: Agriculture Agricultural Products SWOT.

1. INTRODUCTION

According to data from the Dongguan Agriculture Bureau, Dongguan's annual consumption of vegetables the million tons, live pigs 360 thousand heads, aquatic products 300 thousand tons, but due to the different proportion of the three industrial structure, the proportion of agricultural industry in the decline, vegetables, agricultural products and pigs self-sufficiency rate is falling, and more than 70% of the agricultural and aquatic products need to be supplied from other countries. so we need to attach importance to the development of local agriculture, and Dongguan as an important member of the Great Bay Area of Guangdong, Hong Kong and Macao, the study of Dongguan Agricultural development, not only can promote farmers ' income and increase employment, but also provide support the social and economic development of Dongguan.

By analyzing the advantages of Dongguan's agricultural development (Strengths), inferiority (Weaknesses), opportunity (Opportunities) and threat (Threats) in Dongguan, it is believed that Dongguan should take advantage of agricultural development, seize the opportunity, reduce disadvantages and avoid threat, and promote the sustainable development of Dongguan agriculture.

2. ADVANTAGE ANALYSIS

2.1 Own characteristics agricultural industry

In 2016, Total output value of agriculture, forestry and animal husbandry and fishery in Dongguan was 3.844 billion, an increase of 3.1% over the same period, of which 2 billion 701

million yuan in agricultural output, an increase of 12.4% over the same period last year. In 2017, the total sown area of crops in the city (including multiple cropping) was about 356 thousand mu, which remained stable over the same period last year.

2.2 The flourishing development of urban agriculture

Dongguan plans and constructs 13 city-level agricultural park and 6 Small agricultural Garden, the basically formed with bananas, litchi and other five major characteristics of the dominant industry, There are more than 120 agricultural leisure places in the city, with an area of over 10 thousand mu and about 470 more than million people. Qingxi, Dongkeng and other 2 Agricultural Parks by the Ministry of Agriculture and National Tourism Administration as the country's leisure agriculture and rural tourist demonstration sites, such an Qing Xi, Ma Chung, Dao Jiao, Wang Niu Dun, etc. 5 towns were named as leisure agriculture and rural tourism demonstration town in the province.

2.3 The development of agricultural brand

Agricultural brand-name products and its adoption " three Products " certified products increased year by year, Dongguan has 3 famous brand agricultural products and 52 famous brand agricultural products in Guangdong province. "Ma Chung bananas" and "Dongguan litchi" were allowed to carry out the national registration and protection of National Agricultural Geographical Indications; three independent selected varieties of grape varieties such as "sunshine rose" were awarded the "national high quality winter grape gold medal" in 2015, and Dongguan litchi, Dongguan Guan Xiang and Ma Chung bananas were rated as the regional public brand of famous new agricultural products in Guangdong province.

3. INFERIORITY ANALYSIS

3.1 Asymmetric information

The production of agricultural products is seasonal, periodically, the supply of agricultural products has been determined in the period of planting, after planting, even if the price of agricultural products in the market has changed, due to the lack of flexible, the supply of general agricultural products is difficult to adapt to the city in a short period of time except for the agricultural products that can be stored. With the restriction of geographical conditions and imperfect market, the information transmission is difficult, which aggravates the information dispersion of agricultural products market. The existing agricultural products market in Dongguan is mainly based on commodity distribution and trading function. Many sellers or buyers can only deal with the current prices. There is no bumper harvest of the seller's bumper year and the increase of buyer's purchase cost.

3.2 The cost of circulation is too high

Due to the different geographical location and industrial development, the external dependence of agriculture in Dongguan is high, more than 70% of agricultural and aquatic products need to be supplied from other field, so the agricultural products from producers to consumers generally have to go through a number of intermediaries, increasing the cost of circulation, resulting in the producers that farmers sell low prices, and consumers purchase prices on the

high side. On the other hand, the consumers in Dongguan in the process of purchasing agricultural products performed for smaller quantities but more times, when storage and transport equipment and technology lag behind, the circulation will bring serious waste of resources.

4. OPPORTUNITIES ANALYSIS

4.1 The government has made great efforts to develop science and technology agriculture

Dongguan vigorously carry out scientific research and promotes agricultural science and technology contribution rate reaches 70% . Cooperated with Guangdong Academy of Agricultural Sciences to build the first urban Agriculture Research Institute, which provided a powerful scientific support for the development of urban agriculture. To Speed up the cultivation of agricultural emerging industries, hree varieties of grape varieties cultivated independently in 2015 were awarded "the gold medal of national quality winter grapes". The whole city was popularized by more than 510 mu of grape planting area in the whole year, and the annual output value was about 2100 million dollars. Actively carry out agricultural science and technology to the countryside activities, the cumulative application of excellent new varieties more than 100, the main crop seed coverage rate maintained at more than 97%. Agricultural machinery and equipment agriculture developed rapidly, the total power of agricultural machinery reached 460 thousand kilowatts, and the comprehensive level of mechanization of rice and rice reached 44.69% and 79% respectively.

4.2 The demand for agricultural products market is big

In February 2018, the Guangdong provincial population development plan (2017 - 2030) was published in the Guangdong provincial government network, and Dongguan was designated as a "mega city" with a scale of 5 million - 10 million. The scale is second only to the "super city" Guangzhou, Shenzhen, and Foshan. According to the latest Guangdong city permanent population ranking found, in 2016, Dongguan's permanent population has reached 8 million 261 thousand and 400 people, ranked third in the province, second only to 14 million 43 thousand and 500 in Guangzhou and 11 million 904 thousand and 800 in Shenzhen, with a large consumer demand. According to data released by the Dongguan Municipal Bureau of agriculture, the annual consumption of vegetables in Dongguan is 1 million 500 thousand. Tons, 3 million 600 thousand pigs and 300 thousand tons of aquatic products, and Dongguan can provide only 30% of the supply of agricultural and aquatic products, which provides opportunities for local agricultural development, and on the other hand increases the sales of agricultural products in the surrounding area and in the mainland.

4.3 Actively develop the export of agricultural products

According to the latest data from Dongguan Statistics Bureau, in 2017 Total output value of agriculture, forestry and animal husbandry in Dongguan was 3.747 billion yuan. In recent years, in order to enlarge the agricultural products export and enhance the international competitiveness of agricultural products, Dongguan Commerce Bureau is actively training the import and export business of food and agricultural products, and improving the management

level of the import and export enterprises of food products and achieved good results. From 1 to April 2018, Dongguan exported 80 batches of food and agricultural products, with an export volume of 1114.7 tons, with an export value of US \$4 million 30 thousand.

5. THREATS ANALYSIS

5.1 Consumers pay attention to the quality of agricultural products

With the improvement of people's living standards, the demand for agricultural products has shifted to the demand for quality, the organic and native place of origin, the content of nutrients and the health status are more important for consumers, require the quality of agricultural products, safety, nutrition, health. More and more consumers are inclined to buy organic that can provide certificates of origin or have brands of agricultural products, but the difference between agricultural products and industrial products, except for the size, color and other visible conditions, is not guaranteed by the organic and origin of the current consumers. Therefore, the sale of agricultural products is under threatened.

5.2 The supervision of the quality and safety of agricultural products is facing the test

Dongguan Local agricultural products sales from the local, more rely on the surrounding or the mainland supply, which brings many hidden dangers to the quality and safety of agricultural products, quality and safety supervision is facing a larger test, the origin and quality traceability system needs to be further strengthened, The problem of wrong use is still outstanding, it is difficult to ensure the quality and safety of agricultural products. From the monitoring results, in April 2018, Dongguan agricultural inspection in the detection of vegetables in a total of sampling production base The test sample number 153 , the passing rate of 94.12% .

for Dongguan, with the strong support of the government, should start with the local characteristics of agriculture and develop the brand agriculture. On the one hand, should encourage consumers to buy more local brand of agricultural products, on the other hand, should actively guide Urban agriculture propaganda and promotion, focus on vegetables, pigs, aquatic products, and established a production base for Dongguan, while promoting " Agricultural Super docking " to achieve effective linkage of production and marketing.

REFERENCES

- [1] Li Hui Liu, Huan Ping Xin. Research on Spatial-Temporal Characteristics of Agricultural Carbon Emissions in Guangdong Province and the Relationship with Economic Growth [J]. *Advanced Materials Research*, 2014, 3384 (1010).
- [2] [2]Ye-Lu Zheng, Sen-Tai Liao, Ze Li, Hong-Xing Huang, Zhou-Yuan Wang. The Research and Application of the Tracing Platform of Safety Farm Produce Basing On the Industrial Chains [J]. *Energy Procedia*, 2011, 13.