

# Analysis on the Present Situation, Problems and Countermeasures of Characteristic Agricultural Industry Development in Boshan District

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**Abstract:** This paper selected the characteristic agricultural industry in Boshan district of Zibo City, Shandong Province as the research object, with the radix grandiflora, large hazelnut, kiwifruit, Chinese herbal medicine as the entry point, focused on the analysis of its industrial development status and existing problems, and in view of the problems from the scale, brand, extroversion and other aspects of policy recommendations.

**Key words:** characteristic agricultural industry; scale; the brand

## 1. Development Status of Characteristic Agricultural Industry

### 1.1. The Vegetable Production, Processing and Export Industries Such as Platycodon Grandiflorum Grow Steadily

As the largest platycodon grandiflorum distribution center in China, Chishang town in Boshan District is under the guidance of the government and the unified management of Platycodon grandiflorum Association. There are 14 member units of Boshan Platycodon industry Association of Zibo, and 12 enterprises with import and export rights in Chishang town. The export market is mainly Korean market, and the export types include platycodon, ferns, mushroom sticks and some carrots, etc. By August 2019, the export volume of all kinds of agricultural products has reached 104.51 million yuan, with a year-on-year growth of 5.8%. Among them, the export volume of balloonflower has reached 4,000 tons, earning 10 million US dollars, accounting for more than 95% of the Korean market. While steadily occupying the Korean market, it is constantly expanding its market share in Japan, the United States and other countries. Shandong Shandjinyuan Food Technology Co., LTD., while expanding and strengthening the platycodon flower industry, keeps developing new products and exploring new markets. Its fern series products have successfully entered the markets of South Korea and other countries. This year, it has exported 1,600 tons of

ferns to South Korea, earning usd 1.9 million, accounting for 30% of the market share of similar products. Industrial development drives farmers' income increase. At present, there are nearly 7,000 people engaged in the production and processing of platycodon grandiflorum in Chishang Town alone. The income from planting and processing of platycodon grandiflorum accounts for more than half of the total income of farmers in Chishang Town, which promotes poverty alleviation and income increase [1,2].

### 1.2. New Progress has been made in the Cultivation Industry of Large Hazelnut

In order to further promote the strategy of rejuvenating rural production and stronger, do work secundiparity do optimal, tertiary industry, through investigation research in many ways, hazelnut industry has broad market prospects, rebuilt plan above tile springs village as the center, radiation surrounding villages, hazelnut industry more than 10000 acres, strive to 3 years production hazelnut fruit, drive the boshan ship by picking and processing town, the development of rural tourism. At present, the whole area has been developed to plant more than 800 acres of big hazelnut. The push for big hazelnut industry development, boshan ship specifically formed by eight village to participate in the town of hazelnut industry Lian Village party committee, Lian Village shall promote hazelnut industry, has organized personnel to the northeast, zhucheng study inspections hazelnuts cultivation, stone horse town organized in yinan county jurisdiction 9 village study, greatly enhanced the village development of hazelnut industry confidence and determination. To ensure the scientific cultivation of large hazelnut, boshan area also hired former economic forest research institute of liaoning province Liang Weijian institute as an expert to boshan ship for guidance for many times, and with the Chinese forestry science institute of forestry research institute chief expert and economic forest research director Wang Guixi institute in-depth boshan ship large hazelnut planting base and mountain site visit guidance [3].

### 1.3. Kiwi Industry Brand Effect Increasingly Prominent

Boshan district has nearly 30,000 mu of kiwifruit, is the largest kiwi planting base in Shandong Province. There are 6 kiwi agricultural industrialization enterprises, 42 kiwi professional cooperatives, 30 family farms and 40 small cold storages. Zibo Shunfeng agricultural Company has built a 1000 tons of air storage, kiwifruit standardized base 500 mu; National demonstration Cooperative Zibo Hongquan Kiwi professional Cooperatives for green certification and organic product certification, the base has been rated as the "provincial standardized production base" "provincial poverty alleviation demonstration base", three consecutive times as the "urban agriculture Demonstration Park" "municipal agricultural standardized production base". There are 4 city-level demonstration cooperatives and 1 provincial-level demonstration site of circular agriculture in the main producing area, and 6 cooperatives have obtained green certification. Zibo Qiuyu Agriculture Co., Ltd. successfully landed on Jingdong e-commerce, and the sales volume reached 400,000 jin. Boshan kiwi industry around bigger and stronger, Boshan district actively escorts the development of the industry, Boshan Kiwi association was established, in the regulation of kiwi industry management played an important role; Through cooperation with colleges and universities, and professional training for kiwi practitioners, further improve the management level and quality of kiwi; Through vigorous promotion, Boshan Kiwi as a provincial regional public brand effect is increasingly prominent. In 2019, kiwi output reached more than 40 million jin, achieving sales revenue of 200 million yuan, household income of 20,000 yuan [4].

#### 1.4. The Planting Industrialization of Chinese Medicinal Materials has been Continuously Strengthened

Boshan ship superior geographical conditions, is an ideal place to Chinese herbal medicine planting, in recent years, rebuilt on wild medicinal herbs cultivation resources give full play to the advantages, vigorously develop platycodon root, honeysuckle, forsythia, salvia miltiorrhiza, folium isatidis, such as Chinese herbal medicine planting, the area of 5000 mu, in order to further promote the development of industry, boshan area for planting enterprise establish cooperation platform, bo spring agricultural company and qilu pharmaceutical college cooperation intention in Chinese herbal medicine planting, the town of boshan ship and zibo vocational college signed an agreement "to build Chinese materia medica scientific research base, led to forge exchanging and promote traditional Chinese medicine industry mass transfer efficiency. In addition, the area of prickly ash is more than 10,000 mu, the area of fresh peach planting is up to 30,000 mu, and there are about 10 new operators of strawberry and blueberry picking. The strawberry area is about 100 mu, and the blueberry area is more than 300 mu. These industries have become the main industries for farmers to get rid of poverty and get rich. Chishang Town has become the largest chestnut planting demonstration base in North Jiang. The chestnut planting base in Chishang town has been rated as the national agricultural

standardization demonstration park. Now it has a chestnut planting area of more than 20,000 mu, with an annual output of more than 8,000 tons and an annual output of about 50 million yuan [5,6].

## 2. Analysis of Existing Problems in the Development of Characteristic Agricultural Industry

### 2.1. Distribution of Agricultural Industries

Agricultural layout is scattered, overall planning is insufficient, characteristic produce, and animal product is more dispersive. Efficient characteristic agriculture is small-scale. In addition to kiwifruit, fresh peach to reach 30,000 mu, other characteristic agricultural industry planting scale is not big, on the scale, the characteristic agricultural cluster of grade is less.

### 2.2. Weak Development of the Agricultural Industry

Processing capacity is insufficient, most with "planting + in raw mode of" planting + sales "simple fusion secondary industry, rural revitalization technology underfunded, difficult transformation of scientific and technological achievements, science and technology service" absence "phenomenon is serious, agricultural science and technology is not high, the contents of high value-added, high benefit product few; Agricultural enterprises are developing in small groups and fighting alone. They are developing high-end market and lack foreign market, and the sales radius of agricultural products is short. Agricultural infrastructure is weak, relying on the weather has not been fundamentally changed.

### 2.3. Agricultural Demonstration Drives Less

The number of agricultural leading enterprises is small and the driving ability is weak. 18, the leading enterprises in the district municipal provincial only two accounts for 11.24% of the 178 leading enterprises (above city-level), cause the overall drive, radiation ability is not strong, poor ability of power to promote the development of agriculture not give full play to come out, agricultural production, circulation, processing, storage and logistics distribution link disconnect, incomplete industry chain, to develop properly.

## 3. The Countermeasures and Suggestions to Promote the Further Development of Characteristic Agricultural Industry in Boshan District

### 3.1. Promote the Scale Development of the Agricultural Industry

Accelerate the development of characteristic agriculture, focus on building kiwifruit, platycodon, big hazelnut, chestnut and other dried fruit and Chinese medicinal materials industry four major agricultural industries, actively strive to create the province's characteristic agricultural products advantage area. We will participate in the rational transfer of land through various forms such as joint leasing of land, ownership of land shares, and lease and management, and vigorously develop leading agricultural enterprises, farmers'

cooperatives, family farms, leisure farms, large farming families and other new business entities. We will actively develop primary processing of featured products in producing areas, raise the level of comprehensive utilization of by-products of processed products, and promote the development of intensive processing industries. We will establish and improve the mechanism for integrating the development of primary, secondary, and tertiary industries in rural areas, support farmers' cooperatives, family farms, forest farms, and large family farms in forming industrial alliances, and accelerate the integration of primary and secondary industries into secondary and tertiary industries by focusing on leading and featured industries.

### 3.2. Strive to Improve the Development Level of Modern Agricultural Industry

First, actively cultivate new business entities. Second, we will support the development of deep processing of agricultural products and processing industries with rural characteristics, encourage and guide industrial and commercial capital to enter rural areas, develop modern agricultural industrial parks, science and technology parks, and pioneering parks, and support the accelerated development of new industries and new forms of business such as rural complex, characteristic towns, and health and maintenance bases. Third, we will vigorously develop high-standard farmland. Fourth, we will conscientiously implement the policy of subsidies for the purchase of agricultural machinery and further improve the level of agricultural machinery and equipment.

### 3.3. Strengthen the Brand Building of Agricultural Products

Vigorously develop "one town one industry, many towns one industry, one village one product, many villages one product", further expand the popularity of Boshan kiwifruit, Boshan orange, Boshan strawberry in the market, make Boshan "soil name", "township name" characteristic product brand. Actively promote the certification of "three products and one standard", and achieve the ratio of the certified area to the producing area of edible agricultural products within the year. We

will further consolidate the achievements of state-level demonstration zones for the quality and safety of export agricultural products and provincial-level demonstration zones for quality and safety of agricultural products. We will do a good job in the operation of the trademark certification of 10 national geographic indications of agricultural products, such as "Chi-shang Platycodon" and "Boshan Kiwi".

### 3.4. Promote the Extraversion of Featured Agricultural Products

We will expand the international market, and on the basis of consolidating the Korean market of platycodon balloonflower, edible fungus and other products, we will actively expand the market in the United States and Japan. On the basis of consolidating the export of platycodon grandiflorum, ferns and other agricultural products, we will actively export chestnut, fruit wine and other agricultural products.

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