ICT: the Commanding Height of Agricultural Modernization
Mar. 28, 2013

- Agriculture should not be a victim of “digital divide”.

- ICT should not be a new symbol for urban and rural differences.

- ICT level is the core competitiveness and leadership indicator for a department.

- ICT: the commanding height of agricultural modernization.
We should keep to the Chinese-style path of carrying out industrialization in a new way and advancing informatization, urbanization and agricultural modernization. We should promote integration of informatization and industrialization, interaction between industrialization and urbanization, and coordination between urbanization and agricultural modernization, thus promoting harmonized development of industrialization, IT application, urbanization and agricultural modernization. — The 18th Party Congress
Statement on ICT in central agriculture work meetings

Four strategic objectives of MOA to advance ICT in agricultural and rural areas

General arrangement of ICT services into villages and households
Remarks by Leaders in central agricultural work meetings

Taking a broad and long-term view and giving deep illustrations and general deployment on major issues including maintaining food security, upholding and improving the basic rural operation system, agricultural products quality and food safety, and strengthening rural social management.

Giving clear requirements on handling the relation between the government and the market, between the government and farmers, between the central and the local governments in an appropriate way, speeding up agricultural modernization through reform and innovation, and prompting the supplementary effect of new urbanization and agricultural modernization.

Giving specific deployment on deeply understanding and grasping strategic thoughts of the new central collective leadership on agriculture, rural areas and farmers, practically coping with priorities in agricultural and rural areas next year, and continuously improving the organization and leadership of work related to agriculture, rural areas and farmers.
Chinese People’s Bowls

With grain in our hands there is no need to panic

The central finance shall strengthen the support to grain production through construction of major water conservancy facilities, improvement of medium- and low-yield field, innovation and promotion of science and technology, ICT services, improvement of market system, quality safety of agricultural products, transfer payment for the main production areas. ------- Xi Jinping
Food safety

We shall promptly establish a sound agricultural product quality and food safety tracing system, and construct a unified national agricultural product and food safety information tracing platform so that the production, procurement, storage, transpiration, sales and consumption of agricultural products can be traced. ---Xi Jinping
Farmer into a decent profession

- We should cultivate farmers who understand culture, technology and business which was put forward in the Fifth Plenum of the 16th Central Committee in 2005 and shall be carried out with remarkable success.
Agriculture into a promising industry

- We should accelerate the reform of production instruments focusing on agricultural machinery, actively adopt modern information technological methods and continue to increase improve water irrigation, machinery and ICT in agriculture. --- Li Keqiang
Statement on ICT in central agriculture work meetings

Four strategic objectives of MOA to advance ICT in agricultural and rural areas

General arrangement of ICT services into villages and households
Four strategic objectives of ICT in agriculture and rural areas

- Intelligent production
- E-business
- Effective and flexible management
- Transparent and convenient service

For the year 2015, the scores are as follows:
- Intelligent production: 0.12
- E-business: 0.08
- Effective and flexible management: 0.20
- Transparent and convenient service: 0.32
- Total: 0.60

For the present, the scores are:
- Intelligent production: 0.05
- E-business: 0.08
- Effective and flexible management: 0.12
- Transparent and convenient service: 0.20
- Total: 0.50
Intelligent production

① The first batch of national internet of things demonstration project intelligent agriculture projects

- Beijing horticulture
- Helongjiang rice plantation
- Jiangsu Yixing river crab cultivation

② Regional piloting project of agricultural internet of things

- Tianjin horticulture and aquatic production
- Anhui crop surveillance
- Shanghai agricultural quality tracing
经营网络化

（2012年中央一号文件）
关于加快推进农业科技创新持续增强农产品供给保障能力的若干意见

制定法律法规 完善管理体制 加强政策支持 ...

功能定位

现代农业体系的“航空母舰”
全国性、国际性
价格形成中心
产业信息中心
物流集散中心
科技交流中心
会展贸易中心

区域主导产业发展的“桥头堡”
区域内
价格形成中心
信息传播中心
物流集散中心
产销连接纽带

农民营销能力提升的“根据地”
村户间
简易加工厂
田头集货场
村头批发场
农民交易场
价格采集场

规划布局

全国性
符合规划要求
品种优势明显
辐射主要产区
市场基础良好
集散功能极强

各省规划、建设到县
不交叉不重复
辐射范围较大
集散功能较强
具备基础市场
交通运输便利

省县规划、建设到村
形成优势产品
辐射周边村户
车辆运输可行
具备交易基础

支撑保障

制定法律法规
完善管理体制
加强政策支持
培育经营主体
Effective and transparent management

Second phase of golden agriculture

① Monitoring platform
② Decision platform
③ Implementation platform
④ Monitoring platform
⑤ Emergency platform
⑥ Coordination sharing platform
Flexible and convenient service

Connection between farmers and experts

Connection between farmers and markets

Connection between farmers and government

1 central platform
1 provincial platform
588,000 villages
Statement on ICT in central agriculture work meetings

Four strategic objectives of MOA to advance ICT in agricultural and rural areas

General arrangement of ICT services into villages and households
Information demands of farmers

- Life (40%)
  - Convenient services
  - Production and operation
  - Technology promotion
  - Policies and laws
  - Publicizing village affairs
  - Education and training

- Production (40%)

- Village affairs (20%)
We should rely on market mechanism and social forces more, increase the purchase of public services as well as efficiency and effects. ----Li Keqiang

Government shall not take care of things which can be taken care by farmers themselves. – Wang Yang
Fujian Century Village platform uses market mechanism to develop a road where “the government gains people’s trust, farmers gain benefits and enterprises gain development”. It is used by more than 40,000 villages in 8 provinces in China and has 110,000 messengers. It is a production and life tool which can be “used, understood, and favored” by farmers. On February 11, People’s Daily reported its listing in the article My Alibaba is listed." in the front page.
Wish the conference a great success!