



**ICT: the Commanding Height of
Agricultural Modernization**

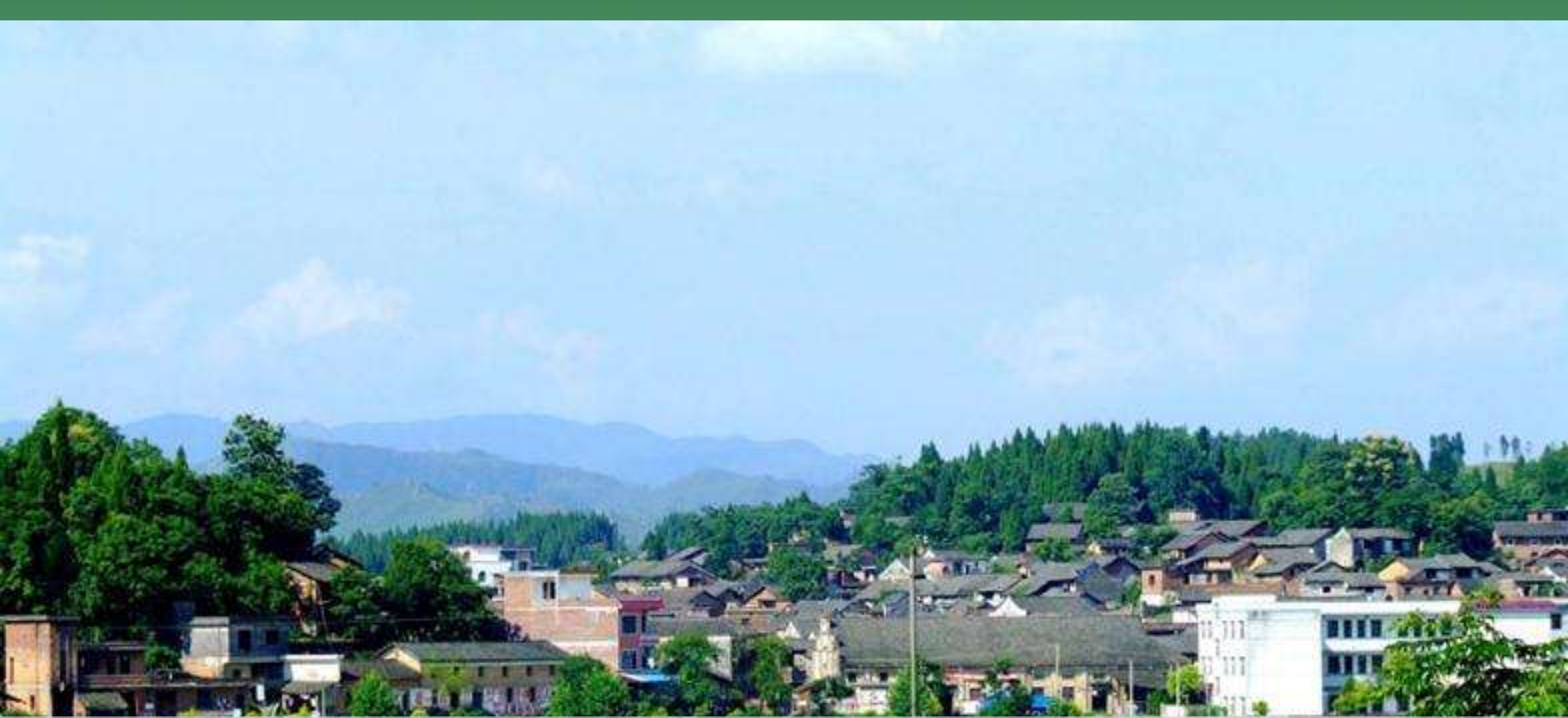
Mar. 28, 2013



- 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

1



**With grain in our hands
there is no need to panic**

农业部市场与经济信息司



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

<http://www.scs.moa.gov.cn>

Food safety

2

- 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



Production



Procurement



Storage



Transportation



Sales and consumption



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

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

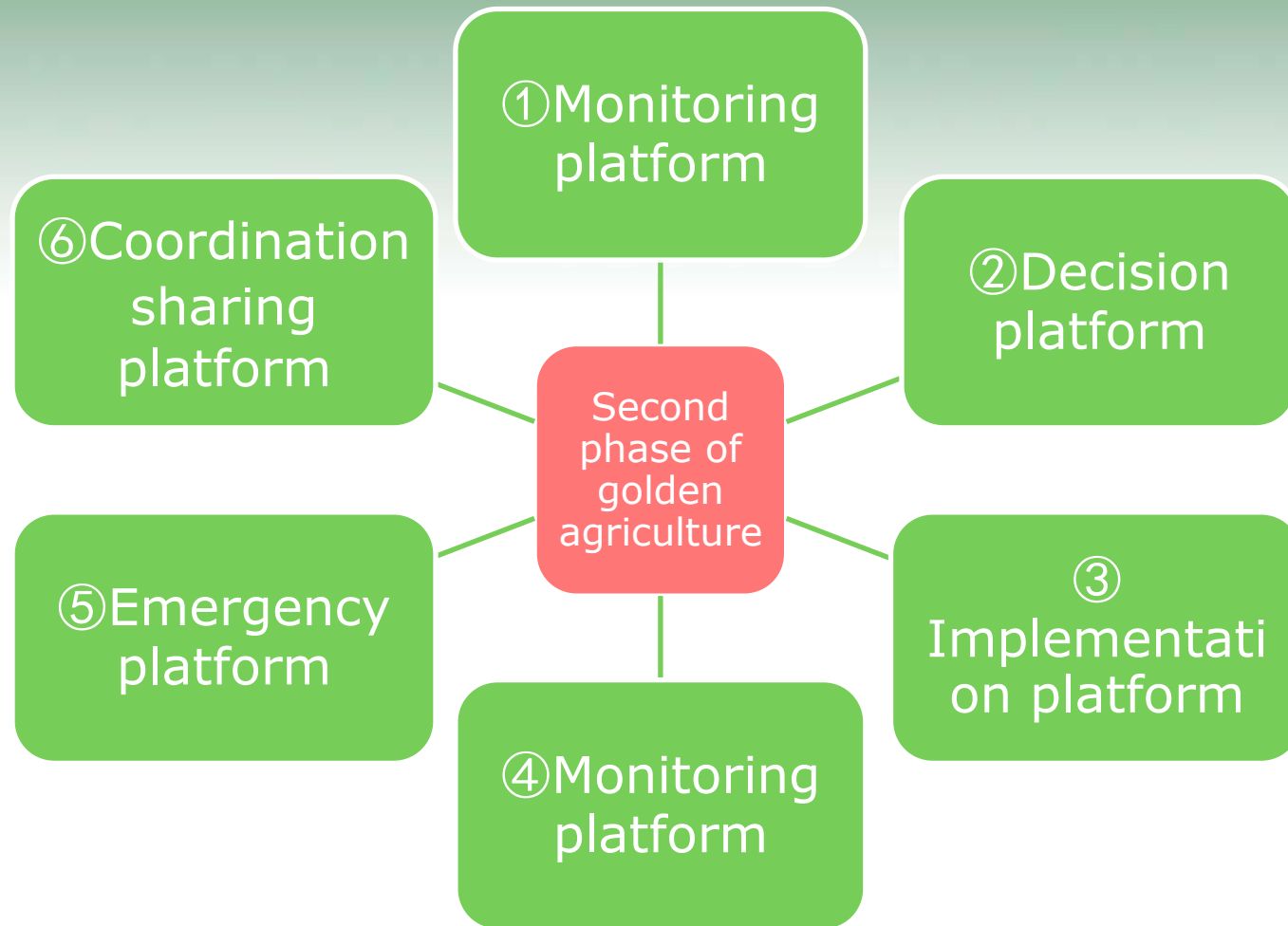


Anhui crop surveillance



Shanghai agricultural quality tracing

Effective and transparent management



Flexible and convenient service



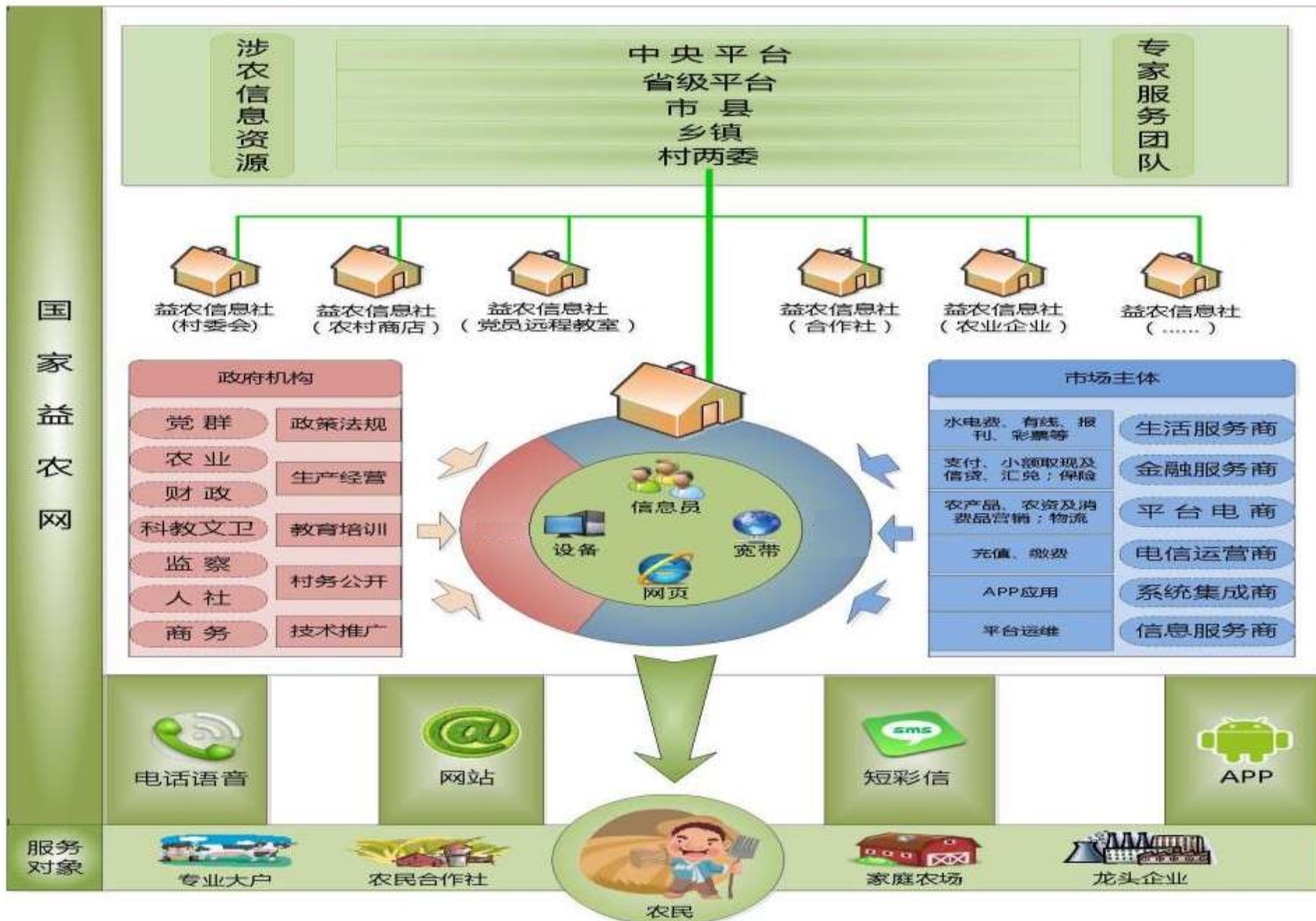


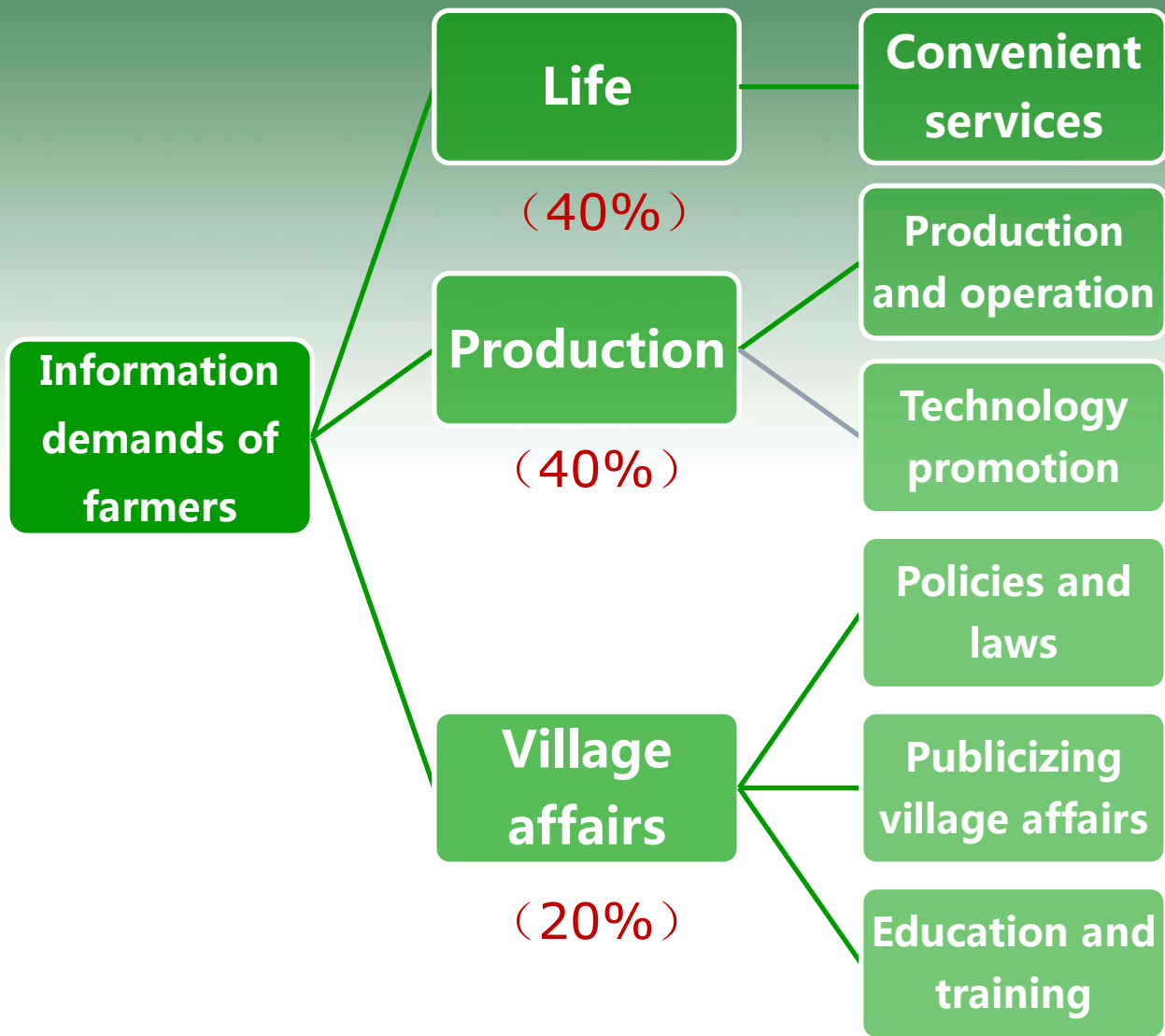
Statement on ICT in central agriculture work meeting

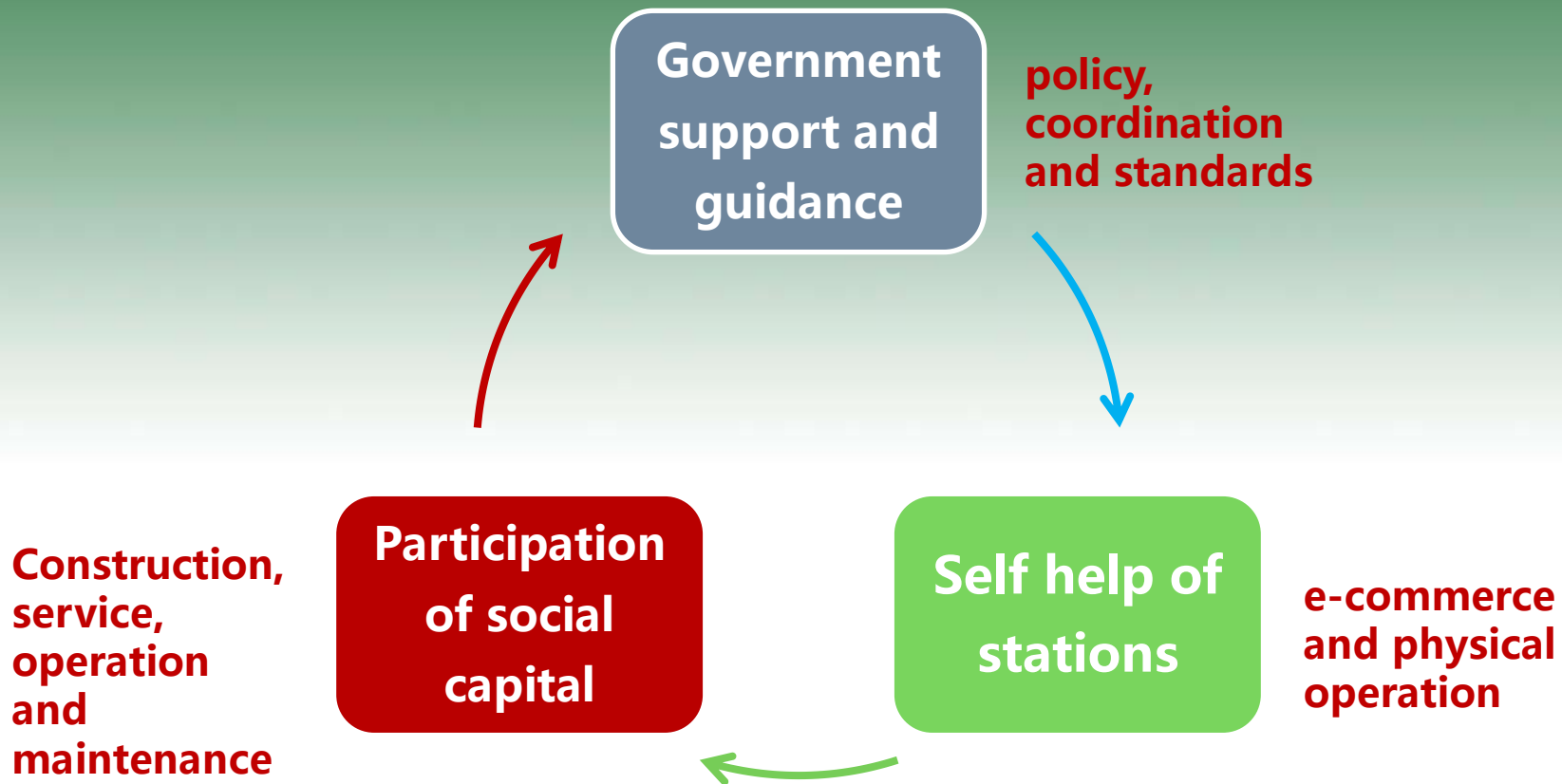
Four strategic objectives of MOA to advance ICT in agricultural and rural areas

General arrangement of ICT services into villages and households

信息服务进村入户工程示意图







- **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**

Century village platform: rural Alibaba

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.



便民服务



电子政务



电子商务



电子农务



Wish the conference a great success!