The Study on the Development Effects of Modern Agricultural commercialization-----Take Jinsui Model of Guangxi Long’an County as an Example

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Abstract: Agricultural Commercialization promotes traditional agriculture to modern from the overall it is an effective way to accelerate agricultural industrialization. The article takes Jinsui mode, which was founded by Lu Yizhen and farmers in Guangxi Long’an County as an example. From the practical level, the article discusses the effects of agricultural commercialization on rural land transfers, new types of rural farmers cultivating agricultural restructuring, rural constructions and so on. We think that it only gains good economic and social benefits, but also effectively solve land, labor, capital, technology, the interests of farmers and other problems, which have limited Chinese agricultural development for a long time. It innovates the new ways to the development of modern agriculture and it have a certain significance on learning and promotion.

Key Words: Jinsui model; agricultural commercialization; rural construction; effect

I . Predicaments and Exploration of Rural Areas’ Development
Since the implementation of the Household Contract Responsibility System following the Third Plenary Session of the Eleventh Central Committee in 1978, rural areas’ productivity was immensely emancipated in the specified periods, and the issue of peasantry’s clothing and feeding was started to be solved. However, with the scale increase, intensification, standardization, automation and marketization of modern agriculture development, current rural areas’ economical system obviously cannot satisfy the new requirements for development. This is particularly demonstrable in:

1 The miscarriage of the “the method of distributing the land in equal parts” land contract and the mechanism of land circulation, restricting agriculture and farming production’s scale growth;
2 The inferior funding, technology, automation, etc., causing poor management of rural households, which in terms restricts the intensification of agriculture and farming production; this impedes the standardization and the competitive strength on the market, resulting in the constant declination in the entire agriculture and farming sector;
3 Because of city’s pulling force and rural area’s pushing force, large number of young and middle-aged able-bodied people are
pouring into the cities, causing not only the phenomenon of deserted fields and wastelands of otherwise good farmland left with no one to cultivate it or with no one to properly manage it, but also because of the shortage of major labour force, renders difficult in the popularization of new technologies of agricultural and farming production, causing lack of sustainability in the development of agriculture.

When 2006’s NO.1 Document of the Central Government published, the problem of construction and development of Chinese rural areas was once again highlighted with special attention. It can be said that NO.1 Document is voicing a bugle call for the building of Chinese rural areas in the new historical period; at the same time, it’s the cohesion of the positive experience of the building of the rural areas in the last hundred years. The paper raises new ideas, like the new type of peasantry, the village plans, the circular agriculture, the Thousands Villages and Townships Market Project, county managed directly by the province and county management of township budget systems. It is the guiding principal of current building of the rural areas. Correspondingly, the theoretical investigation and practical exploration of the rural areas’ construction also entered into a new phase.

Theoretically, the following conclusions are deduced: One is reassessment of previous rural areas construction, like the study of early stage rural area construction trend[1] for educating the peasantry and later transformation in mass movement among the peasantry[2], etc. Second is inquiring into the economic transition and development roads of the village regions, like Wang Jingxin[3] and others. Third is discussing the theory of rural development, like the popular arguments since the 1990s about the increase of external assistance projects, participatory development model[4], the self-dependent development model[5], etc. Fourth is investigation and analysis of each separate proposal, stimulating the rural construction, like spreading knowledge to the countryside[6], working away from one’s hometown, rural tourism, cooperation between companies and farmers, rural market, public goods supply, etc. Fifth is researching the experience in rural construction of other countries and regions for suggestions and ideas about Chinese rural construction, like the Japanese “one village – one branch”[7], Korean “new village movement”[8], Taiwan’s “rural building movement”[9], Bangladeshi “microcredit”[10], eradicating discrimination over sex and wealth, etc.

Studying with these researches and rural construction practices, currently Chinese rural construction has the following characteristics: First, it has already reached its critical or final stages of transition. The overall objective of rural construction is fundamentally solving the issues of the prosperity of the peasantry, the flourishing of the countryside and the solving of agriculture problems. However, the particular approach to these problems is in its crucial stage. If properly built, the villages would be able to emerge with new appearances, or it can be called real new socialist villages. If the above problems are not properly solved, the disparity between cities and villages would grow even vaster. As a result, the pressure over the cities would increase unlimitedly, and the life and business in rural areas would become more and more destitute and depressed. Secondly, at present, the approach to rural construction is very broad and diverse, sort of like “The Eight Immortals passing the
sea, each performing his special powers’: some give priority to planting and farming, to migrant employment, others put the accent on the cooperation between companies and farmers, the development of rural or folk custom tourism. However, behind this diversity, there’s a high degree of commonality – i.e. the necessity of “culturalization”: no matter which way is chosen, the rich cultural element should be demonstrated. Only then a village could be called a really new village, a new village with cultural substance – this might be the biggest difference with foreign models of rural construction, or on contrary, it would be our biggest highlight. Because China’s ancient culture and magnificent civilization were actually built upon the basis of the agro-farming culture, and everybody relied on the village – without the village, there wouldn't have been Chinese culture – so present days’ rural construction should maintain “culturalization”. Thirdly, regarding the culturalization of rural construction, it’s also demonstrated in many current practices, like utilizing distinguishing features of ethnical or local cultures, etc. to develop rural; particularly worth affirming and inquiring is how to utilize rural organic landscape and modern countryside scenery to promote tourism and accumulate rural culture. Fourthly, regarding the internal forces of rural construction, no matter what policy and theories would be applied, in the end of the day every peasant household should become prosperous. For this reason, it’s crucial to foster new type of “cultural peasantry”; only in that way every peasant could take part and participate in rural construction, so the achievements of rural construction could really benefit every rural household. With the implementation of land contracting system and market economy system, formerly closed off and isolated villages entirely opened up, every household has become a separate production unit; that is to say, the farmers’ work is not simply limited to the land anymore – he needs to consider for many other problems, like producing and selling the farm products, obtaining the necessary funding and technologies, migrant employment, raising children, etc, meaning that the peasantry needed to put up with higher demands. Fifthly, regarding the outside forces of rural construction, in providing rural areas’ public services and institutions, social security, etc., the government plays precious role, because these can grant valuable to support any single household in lacking of productivity or viability. In the same time, another effective solution is uniting scattered peasant households through all kinds of forms, like the “company[,] farmer” model, which are already giving quite beneficial economical and social results. This article provides inquiry and analysis to “Nanning City Long’an County Jinsui Company Modern Agriculture Park” as an attempt to summarize the accumulated experience, to discover the insufficiencies and to make available better services to rural construction.

II. The Example of Modern Agricultural Commercialization: Jinsui Model

Jinsui model is an agricultural management business mode of “company + base + cooperatives + farm households”, leading by Guangxi Jinsui investment limited liability Company and Long’an Lvshui River Banana Produce and Sale Association in Guangxi Long’an country. It is created by the Lu Yizhen and the farmers in Guangxi Long’an country Jiangding village. During the long-term Agricultural
Industrialization, they mix the concept of modern agricultural production intensification, standardization and marketization with the support of policy and capital by government and society. Practice proves that the model not only have gained good economic and social benefits, formed the "win-win" pattern of stakeholder groups as the leading enterprises, companies and farmers, but also effectively solve the land, labor, capital, technology, the interests of farmers and other problems, which have limited Chinese agricultural development for a long time. It innovates the new ways to the development of modern agriculture and it have a certain significance on learning and promotion.

The Formation of Jinsui Model

1. Scale Trying Stage.
   In 1987, at the age of 19, LuYiZhen contracted 70 mu of wilderness in the village for planting sugarcane. But because of the lack of modern farming and management technology, only 170 tons of sugarcane was in harvest at the end of that year, the loss was more than 10000 RMB. After the failure, LuYiZhen, who was just graduated from junior middle school, retaliating the importance of science and technology, began to study the knowledge of planting, take part in all kinds of sugarcane production technology training classes and invite the technical personnel come to the fields for technical guidance. With the good technology and scientific management, the production of sugarcane reached nearly 450 tons, the net income reached 38000 yuan by the third year. In this period, LuYiZhen consciously accepted the modern agricultural production technology, completed the primitive accumulation of "company" in technology, capital and management of.

2. Scale Expansion and Commercialization Trying Stage.
   In the 1990 s, as other parts of China, in Long’an rural young labor fluxed into the city, a lot of lands have no one to farm, plus agricultural income was low, even the farmers in the fields also had no passion in farming. LuYiZhen, who had benefited from scientific planting and scale planting, established Long’an Jinsui Gongmao limited Company in September, 1996. The company was in the form of “company and base”, rent farmers’ land, employed farmers back to company for large-scale farming. In the early days, the company rent more than 1000 mu of land; the business scope covers sugar cane, cassava planting, the agricultural capital sales, machine-cultivated transportation and so on. However, as in the standardization of management and production is still adhere to the traditional methods, cultivated benefit is not high. But in the capital, technology and management of agricultural production commercialization, they had formed some accumulation.

3. The Operation of Agricultural Commercialization and Formation of Jinsui Model.
   After many years of exploration, LuYiZhen and his colleagues realized that no modern industrial management idea, it will be difficult to form the modernization of the agricultural industry. Therefore, since 2003, they constructed the "company + base
+ cooperatives + farm households" operation model, carried the intensive, standardization, core product (banana) on planting, and used the modern enterprise management concept in the management with a clear division of labor and cooperation. This mode not only benefits the company, also the farmers. Seeing the planting’s profits, migrant workers and farmers have also returned to the village and planted bananas, there are no unused fields here anymore. JinSui company also get great development: the existing staff are more than 130 people, the total assets reach more than 30 million yuan, the contracted land area is about 15,000 mu, the total number of migrant workers training is 158, the benefit people is 12,000, and the affected area is150, 000 mu, 75,000 affected people and the production value reached 250 million yuan, becoming the famous banana planting demonstration base and fruit leading enterprise.

The Characteristic of Jinsui Model

Jinsui mode is different from the agricultural science and technology park which is mostly led by a government or a company. It is a new farmer oriented type, combined into agricultural enterprise mode with contract, its characteristics performance in the following five aspects:

1. The Intensification of Production Scale

How to organize the dispersed farmers and let agricultural production tends to intensification, it is an important problem that China's agricultural economic transformation has to face. Jinsui, with the model of "company + base + cooperatives + farm households", had solved the problem. In this mode, the most important is how to let farmers be willing lease the land, which is always essential to them, to Jinsui Company for unified management. Jinsui Company first rents the land from the farmers, and then hires land rental household to manage the land, in this way, they succeeded in the land of the scale and labor force gathered. Jinsui Company is in charge of technology, capital and sale of the product in planting. To the land leased farmers, they only need to manage according to the company’s standards, and then they can get two incomes of rent and income. For the company, the mode succeeded in the intensive of production scale, and good benefits the company.

2. The Core Tendency of Production Product

In Jinsui Company’s initial period, the business scope covers several areas, but it did not bring good benefits to the company. This makes Jinsui Company be clear about that if you want to make the company develop steadily, you should use the local advantages, emphasis strong core products and create brand. For this reason, they give priority to banana as the most popular products and create "Lvshui River" banana brand, realizing the core tendency of the product. This not only benefits the company, but also contributes to the relevant industry development. In 2007, for example, relies on Jinsui Company banana seedlings processing factory, this county lead a wave of banana planting upsurge, other local agricultural industries and transportation industries also developed quickly. And in sales, with the aid of JinSui Company
"Lvshui River" brand advantage, this county's resident sell for each kilogram banana 1.8-3.3 yuan. Hainan's low price banana does not influence them at all.

3¶ The Standardization of Production Management

The standardization of agricultural production includes technology, economy and management, is the carrier and base of “promote agriculture by applying scientific and technological advances” and the important contents of agricultural growth type change from extensive model to intensive model economy. In this respect Jinsui Company uses the enterprise management mode. In the system, the company improves the production, financial, management, quality control, water and electricity, supply and marketing departments and so on to pay the way for united technologies and unified operation process; In the production, establishes 12 major bases to plant in fields and undertake united development according to plan; In management, promotes” head of farm responsibility system", divides and zoned contracting to the every home, management should according to the unified standard; In the sale, the products are promoted united packaging and marketing and leaded an end to the market cheating, embodies the organic integration of specialization, commercialization and standardization.

4¶ The Back Feeding and a Win-win Situation of Production Benefit

Jinsui model pays attention to the back feeding and a win-win situation of production benefit. Take local peasants' income as an example, on the one hand, peasants can get income by leasing land and also get profit drawing from Jinsui Company by managing bananas. Each year’s harvest, JinSui Company also employs seasonal labors from local poverty mountainous area. Only in 2004 more than 10,000 seasonal labors were employed, the total wage is 3.4 million yuan, created a good economic and social benefit, eased the local peasants’ unemployment pressure. On the other hand, the company often invites agricultural experts to base for a technical training; the peasants can not only get economic benefit, but also master a set of agricultural technology, driving the surrounding farmers to reach common prosperity. Because of the insisting of long-term benefit peasants’ policy, Jinsui model has got great success in farm commercialization.

5¶ The Protection of Government Policy

The protection of government policy has great significance in establishing and operating Jinsui model. First of all, the government provides a good policy environment for the development of the enterprises. For example, in recent years, various support measures for agricultural development introduced by the local government, establishing the policy basis for the development of the Jinsui Company. Secondly, by a variety of publicity to help enterprise to raise awareness, promote enterprise to found "Lvshui River" banana brand. Just like that in the help of Department of Agriculture of Guangxi Fruit Station, Jinsui Company builds 11 banana recovery processing lines and part of the Banana Plantation is installed injury harvest cable, protects banana skin and freshness, and thus make banana produce a
qualitative leap, this is an important part of the forming of "Lvshui River" banana brand. Thirdly, the protection provides a certain amount of money to support development. In the past the government’s investment to the agricultural is often directly to the farmers, the investment mode is dispersed and lack of scale benefit, capital input output ratio is low; Now the government will do the centralized fund invest in agricultural science and technology park, do some infrastructure and the processing facilities construction, such as Jinsui Company's cold storage construction, banana industrialization base construction and water saving irrigation project construction and so on. These constructions provide good conditions for the researching, testing and demonstrating of the new agricultural products, are helpful for technology innovation and technology promotion.

III. Development Effects of Modern Agricultural Commercialization

Summarize from Modern Business-like Agriculture represented by Jinsui model, we can see that it is playing an effective role in farmland transfer, cultivation of new peasants, agriculture transformation and rural construction.

3.1 Effects on Farmland Transfer

Agriculture is an industry of life, and depends directly on farmland. Farmland in agriculture is not only a foothold and stage, but also an important role for agriculture by its own physical and biological natures. To some extent, scale operation of agriculture firstly is the scale operation of farmlands, and to expand farmlands, we must promote appropriate degree of farmland congregation. However, there are always many difficult issues involved when it comes to farmland congregation, like farmland transfer is greatly limited by complicated relations among relevant subjects of right. Furthermore, agriculture production must be realized by united operation of farmlands; otherwise, it will not be applicable for scale operation with scattered farmlands, despite land use rights is concentrated by transfer. Additionally, agricultural commercialization on the one hand requires vast labor force to give up farmland operation and engage in processing, storing and transporting agricultural products activities, on the other hand requires effective transfer of surplus labor force to ensure sufficient farmland supply. All these depend on whether peasants are willing to give up operation of their farmlands or not.

The Jinsui model utilizes a land transfer method of “Back Feeding” and successfully realizes farmland transfer with positive effects. In this method, the company rents farmlands from the peasants, and constructs the farmlands into a banana planting base, and then employs the peasants to work in the base. The back feeding is mainly on three aspects. Firstly is back feeding agriculture—the company does not use the rent farmlands to build industrial parks, carnivals or houses, etc., instead the farmlands are still used for farming. Secondly is backing feeding the peasants—the company employs the peasants to work in the base with basic salary of 300 yuan; when it is harvest season, the company purchase the product by quality and quantity; at the same time, the company provides the peasants with production goods like fertilizer, farm chemicals and tools, and technical assistance; thus minimizing
peasants’ production risks and peasants’ income benefits are placed fairly and justly. Lastly is back feeding of rural areas—the company employs peasants and establishes “Lvshui River” Banana Planting Base; it not only solves the problems of wasted farmlands and surplus labor force, but also motivates local people and greatly encourages local new rural construction, of which Namen Village of Natong Town, Natong County is a good example. This shows that, land transfer by “Back Feeding” approach in Jinsui model is different from methods like “Joint-Stock System”. Its core is ‘what is taken from the peasants is used in the interests of the peasants’. This approach, in the crucial context of decreasing farmlands by urbanization and industrialization in China, is a good example that merits reference and popularizing.

3.2 Effects on Cultivation of New Peasants

By “new peasant” it means educating peasants with experiences, knowledge, skills and entrepreneurship, among which are those traditional peasants with years of physical experiences or modern agricultural expertise and skills, such as Lu Yizhen, Chairman of Jinsui Company; those intellectuals who received college education and are capable of composition and mathematics; as well as those peasants who pursue and adopt modern agricultural technology. By contracts, they form up agricultural cooperatives with both division and cooperation of work. This breaks the traditional form of mutual-aid teams and cooperatives, enabling significant collaboration of peasants in modern period. Jinsui Company, for example, adopts “company + base + cooperative + peasant” model, which is good for cultivating new peasants and developing modern agriculture. First, the company rents farmlands from peasants and then employs the farmlands owners to work in the base, benefiting them with ‘double harvests’—the company remains committed to pay the land rents to peasants on time every year, and signs work contract with them and pay them daily, which makes their income amounted up to more than 8,000 yuan per annum; when harvest season comes, the company also employs peasants from neediest families in impoverished mountain areas to work as seasonal workers, paying them up to more than 3,000 yuan per person. Second, the company often invites agricultural experts to come and give the workers technical training and assistance on planting and cultivating; as a result, the peasants not only receive economic benefits but also can actually acquire a set of agricultural technology, driving surrounding peasant to become rich together. In the year 2004 only, the company paid all together 3.4 million yuan salary to the workers, and employed casual workers to work in the base up to more than 100,000, reaping significant economic and social benefits. It helps to release employment pressure of local people, greatly enhancing peasants’ work enthusiasm. It plays a leading role in promoting industrial restructure of local agriculture, operation industrialization to increase production and income.

Generally, new peasants cultivated by modern agricultural commercialization, especially those “able persons” in rural areas are the pacemakers for rural development, who are directly promoting new rural construction. Agricultural commercialization means high degree of work division and collaboration in processes like producing, managing, selling and distributing for agricultural production. It is an
organic union of professionalization and standardization. Agricultural production will only maintain in the primary or low-level stage with “company or leading enterprise + base + peasant” model, if there is no agricultural commercialization, which will prevent improvement of overall efficiency. In this respect, Jinsui model’s approach of realizing agricultural commercialization by “able person effect” is of important reference for our nation, especially Guangxi Province. Take Guangxi as an example, its traditional sugar industry, and recent tobacco industry that is moving from north to south, silkworm industry that is moving from east to west, forestry-pulp-paper industry that is exporting paper to the north, and subtropical fruit industry etc. all have arduous work to do in transforming into agricultural commercialization. It requires emphasis on “able person effect”. Without “able person”, it is difficult to realize agricultural commercialization. As in tobacco industry, there is ‘Guangxi Tobacco Group’, the company, and “Baise Tobacco Base”, the base, and the peasants. Processes of tobacco planting, managing, drying and selecting require high technical skills. Skill levels of ordinary peasants, however, vary greatly. When constructing its base in Baise, Guangxi Tobacco Group also considered commercialization operation, which is there would be peasants specialized in planting, and peasants in drying and selecting. However, it has not been realized yet, due to the fact of lacking large families and able man in planting tobacco. Therefore, the success of Jinsui model shows that, when cultivating new peasants, we should pay great attention to cultivate those “economically able persons” and “large plantation families” to give play to “able person effect” and speed up agricultural commercialization transform, thus driving the cultivation of new rural peasants and the rural construction.

3.1 Effects on Transformation of Agriculture

The traditional Chinese agriculture is independent small peasant economy. The saying “With 30 mu of land and an ox, my life is so secure and smug” is a true reflection. The scale of traditional agricultural economy is limited by the scale of the family bonded by natural man and the link of blood. Traditional agricultural economy embraces lower levels of production technology and socialization, lower level of work division and degree of specialization. And higher social risks of improving technology also determines that traditional agriculture will only works with smaller production scale. However, nowadays agriculture has become an integral part of a broad market, which makes everything different. In this context, there need to be exchange and collaboration of labor based on division of work, transforming agriculture into a business to compete in the market with technology and strength. This forms part of China’s transformation of agricultural economy. The difficult and also key point of agricultural transformation is how to organize separated peasants together to run agricultural production in larger scale and greater intensification. The approach of company operation to achieve business like agriculture in Jinsui model is a significant solution of agricultural transformation, with positive effects. In this approach, the company supplies technology, funds, means of production and sales, and the peasants provides labor. It not only produces great profits, but also greatly reduces burdens on peasants. Additionally, Jinsui Company created a banana brand of “Lvshui River”
with competitive edge, and thus successfully realizes agricultural transformation. And in order to make this brand successful, the company adopts a number of measures, such as standardization, intensification, integration, mechanization and market orientation etc. Management operating system and human resources are also established by this brand. The company is doing a good work in cooperating with scientific research institutions, strengthening training on employees, improving level of production standardization etc, which is of realistic significance. At the moment, with diversifying agricultural industry and reducing land resources, the competition of agricultural production is more on the competition of land. Land makes bases possible, and makes agricultural commercialization possible. However, land is limited; we could only rely on advanced technology, with scale and intensified production, and create brands and profits. Only with that could us production more from limited land and effectively avoid blind competition, and realize positive growth of agriculture and successful transformation.

3.1 Effects on Rural Construction

Industrial production of agriculture is a trend following industrialization and market orientation. On the other hand, however, due to limited land resources, the competition lies not only on technology, but more importantly on land. Just like the saying goes, “even the cleverest housewife can't cook a meal without rice”, what is planted in the land will supply industry with raw materials to produce; otherwise all will be bare words. Take Guangxi province as an example, traditionally there is sugar industry with plantation of sugar cane; recently, however, industry diverse and competition grows more intense, such as tobacco industry that is moving from north to south, silkworm industry that is moving from east to west, forestry-pulp-paper industry that is exporting paper to the north, as well as banana industry and subtropical fruit industry, etc., all requires massive amount of land resources. However, land amount is unchangeable; we could only rely on advanced technology, with scale and intensified production, and create brands and profits. Only with that could us production more from limited land and effectively avoid blind competition. This also determines that rural construction must be led by company and leading enterprises to organize separated peasants to realize industrial production of agriculture.

Rural construction, in the context of new century, cored by integration and innovation of rural culture, is to promote environmental and economic construction in rural areas, to create awareness of community through coordinating relations between man and nature, man and man, man and his own inner world, maintaining and even strengthening ‘root’ awareness and necessary local attachment, and finally establish recognition of rural life and oneself. From Jinsui model, through business operation model of “company + base + cooperative + peasant”, firstly the company rents land from peasants, and then employs peasants to manage the land; the personnel structure combines “local” and “foreign” staffs (“local” means local new peasants with planting and managing experiences, and “foreign” means introducing college graduates with advanced technology and management philosophy, attracting and cultivating practical
talents with great efforts), making it possible for peasants to work on their inherited lands with considerable income not less than leaving home for work elsewhere. It helps the peasants grow new recognition for rural life and contributes to rural construction. Moreover, by establishing banana-specialized cooperatives and encouraging nearby peasants to join the cooperatives, as well as by its mature banana plantation technology and financial strength, this model develops joint lands and drives the development of banana seedlings, fertilizers, supplies, transportation and market etc. Peasants that have not jointed the cooperatives or the company can also work as seasonal workers in banana harvest seasons to earn salary. In the year 2007 alone, Jinsui Company paid up to 3.5 million yuan of salary to its workers, which motivates the peasants. By agricultural commercialization, rural life has grown more attractive to peasants, and peasants have grown recognition to rural environment, culture and the area itself. It strengthens self awareness on peasants, and reassures peasants’ confidence and inner creativity, making peasants become the major strength in rural construction.

IV. Conclusion

With regard to the issue of agricultural commercialization, there have been long-lasting theoretical and practical researches home and abroad. The World Bank also has funded projects rest in China’s Jiangxi Province, Hunan Province and Shanxi Province, outcomes of which still need to be tested and verified by time. Despite that, the Jinsui model is worth credits and popularization, because it is started by an ordinary peasant with 60 mu of land and 5,000 yuan of loan from 1987, and today develops into 15,000 mu of land and 30 million yuan of fixed assets. This achievement speaks by itself. The Model, different from the “company + peasants” model generally, has various operational approaches and unique cultural connotation; It not only positive solves the problems associated with land transfer and separated management, etc. and successfully realizes industrialization, intensification, business like operation and market orientation on agricultural production, but also brings the people within the area up with modern agricultural awareness and capability, greatly pushing local socialist new rural construction.

Surely, as an agricultural company groping its way, Jinsui Company also encounters various difficulties alongside its growth, especially the growing problems of human resources. There are two reasons for that. One is the increasing number of peasants leaving for work down town as urbanization speeds up. As a result there appears short of labor in rural areas. How to attract more outstanding local talents is a difficulty that the company must overcome. The other is that Jinsui Company is a private company and it is dealing with lands, which make it more difficult for it to get high-level professional and technical persons.

In short, agricultural commercialization is a revolution of agricultural industry. It has positive effects on farmland transfer, cultivation of new peasants, agricultural transformation and rural construction. In order to better realize agricultural commercialization, however, there still need to do more theoretical and practical researches.
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