Project Number: 46082
September 2015

PRC: Study on Modern Agriculture Demonstration Area Planning and Financial Support Mobilization – Planning and Implementation Status
Financed by the Technical Assistance Special Fund

Prepared by Zhan Huilong
Institute of Agricultural Economics and Development, Chinese Academy of Agricultural Sciences
Beijing, PRC

For the Department of Development and Planning, Ministry of Agriculture

This consultant’s report does not necessarily reflect the views of ADB or the Government concerned, and ADB and the Government cannot be held liable for its contents. (For project preparatory technical assistance: All the views expressed herein may not be incorporated into the proposed project’s design.)

Asian Development Bank
Planning and Implementation Status

MADA

Zhan Huilong

Planning of Modern Agriculture Demonstration Area (MADA) is based on the comprehensive analysis of the present status of MADA and deploys the future agricultural development. It is a normative document for the strategic arrangement and overall control of the general trend of agricultural development, development target, overall layout, investment arrangements and promoting measures on MADA under certain specifications and requirements, in a certain time and certain conditions, based on regional economic and social development situation, present situation of agricultural development and careful analysis the next period of natural, economic and technical conditions in the area of changing trends and development needs. Planning of MADA belongs to the special guidance plan which should be professional, comprehensive, strategic, verifiable etc. Experts analyzed the establishment and implementation planning of five national modern agriculture demonstration area in Fujin(Heilongjiang), Tiandong (Guangxi), Jianli(Hubei), Helan(Ningxia) and Taizhou (Jiangsu). It is found that all five demonstration zones have compiled the demonstration zone construction planning. However, 5 demonstration zones differ from the level of planning and planning implementation is also uneven.

1. Construction Background of NMADD

Agriculture is the foundation of the national economy, holding the world stability and strategic industries. Central Committee of the Communist Party of China always attaches great importance to the agricultural development, has made a series of deployment in recent years, clarifies the basic direction of agricultural modernization
with Chinese characteristics and develops modern agriculture in the new rural construction. At all levels in the central policy of correct guidance and the relevant aspects of the joint efforts, China's agricultural development has made remarkable achievements, including in eleven consecutive increase of national grain production implementation, optimizing the agriculture industry structure, adequate supply of the main agriculture products, improvement of the quality of agricultural products, better agricultural material technology and equipment conditions, innovation the agricultural management mode, enhancement of agricultural industrialization and organizational level. China's agriculture is in a critical period of transforming from traditional agriculture to modern agriculture, synchronizing advancement in urbanization, industrialization and further developing of agricultural modernization, which is a major task of "twelfth five-year" period. At present, China’s agricultural modernization still lags behind the industrialization and urbanization. Agricultural development foundation is weak and development pattern is extensive. Lack of strong support ability, institutional innovation and other issues are still critical. In the rapid economic and social development, profound changes under the background of agricultural internal and external environment, the situation of accelerating the modern agriculture construction is urgent and of great significance.

Ministry of Agriculture of the People's Republic of China (MOA) organized provincial agriculture department to investigate thoroughly the development and construction of national agricultural zones during April to June, 2009. Then several research groups were sent to Jiangsu, Jiangxi, Sichuan and another 9 provinces to conduct empirical research and widely collect suggestions from agricultural departments at all levels. From the research situation in recent years, a large number of agricultural zone were set up. The agricultural zone had made certain achievements in advancing the development of modern agriculture, however, there were some prominent problems, such as: first, much hierarchy made the construction complex. All kinds of zone are named or built by the relevant departments, and all departments at the provincial level, city, county and township, scale differ from others. Second, too many patterns are displayed. Third, too many agents were involved in the construction.
There are zones by government organizations and farmers, enterprises, agricultural scientific research institutes, personal. Fourth, great difference were existed. The difference of different level of agriculture zones development is great. Some problems such as single function and difficult maintain exits. Fifth, it is difficult to manage. The construction and management involved in multi-level department. which is difficult to effectively strengthen the management. Sixth, Agricultural zones dominated by food production industry is less. Seventh, gaps existed between farmers and agricultural zones. Many areas mainly focused on tourism business project development without production demonstration and technology promotion function obviously. On the basis of above, in July, 2009, MOA proposed to establish a number of National Modern Agricultural Demonstration Area (NMADA) in nationwide scope to accelerate the construction of modern agriculture of China in the process of industrialization and urbanization.

2. Construction Goals

In order to implement strategic arrangement of speeding up the construction, Central Committee of the Communist Party of China of Modern Agriculture clarified the leading industry, reasonable construction scale, good infrastructure, advanced technology, smoothly operation mechanism (table1) based on six conditions such as the scientific planning,. 51 towns (district, city, reclamation area), such as Shunyi District of Beijing were identified in August 2010 as the first batch of NMADD (briefly named demonstration area). As the whole prefectural-level city, Yana of Shanxi Province became the first set of cities which were recognized as NMADA. The 101 towns (prefecture) or cities (district) such as Fangshan District of Beijing were identified as the second batch of NMADA with the approval of experts and the ministry of agriculture executive meeting. The goal is to build a number of regions which will lead area of modern agriculture with the actual development, progressive ideas of development, complete material and equipment, advanced technology,
innovative management style, remarkable cultivation of new peasants, to give full play to the typical demonstration and radiation of leading role, to format powerful force to lead the development of modern agriculture, to explore the way for accumulating experience and demonstration for the construction of regional modern agriculture.

Table 1 Standards for Choosing National Modern Agricultural Demonstration Area (NMADA)

| Scientific Planning | （I）Land use of NMADA conforms with national laws, regulations and policies. It strictly protects arable land. There are no behavior such as enclosure, abuse of cultivated land, changing purpose and nature of land use. It respects farmers' will, safeguards farmers' land contract rights. There is no behavior of forcing farmers' right to contract management of land circulation. |
| Clarified the Leading Industry | （II）NMADA which represents resource conditions and ecological environment locates in the area of Regional Layout Planning of Advantage Agricultural Product of Ministry of Agriculture, a new round of Market Basket Program and Regional Layout Planning of Characteristic Agricultural Product. |
| Clarified the Leading Industry | （III）In NMADA, there are specialized program plans or implementations which should meet the local economic and social development, especially the overall requirements of agricultural industry development plan. |
| Reasonable Construction Scale | （IV）There are clear leading industries which can reflect advantages and characteristics of the local agricultural production. Industrialization level is high that the pushing effect of industry is obviously. |
| Reasonable Construction Scale | （V）The size of NMADA matches with the level of production conditions, environment capacity, technology |
The size of core demonstration area should be at the leading level of the province while the radiation and driving area coverage should be reached a certain scale. There are significantly economic benefits, social benefits and ecological benefits, leading and driving stronger ability of regional modern agriculture development.

| good infrastructure | （VI）There are complete infrastructure facilities such as water, electric, road in NMADA. There should be standardized and mechanized production facilities. Comprehensive mechanization rate of plain area and mountainous area reached more than 80% and 50% separately. In aquaculture demonstration area, there are large-scale standardized production and pollution treatment facilities which conform with the requirement of standardized scale breeding, health breeding of aquatic products, prevention and control of pests and disease. The layout area for production, processing, service of comprehensive demonstration area is reasonable. |
| advanced technology | （VII）The production technology of NMADD is at the local leading level. The coverage of integrated supply seedlings is 100%. The basic main technology is basically universal, realizing profession of plant diseases and insect pest prevention. The individual level of crop yield and poultry production capacity is more than 20% higher than the local average. There are at least one institution above the provincial（including provincial）level of scientific education or technology promotion as long-term and stable technology cooperation or supporting institution. |
|                     | （VIII）There are demonstration area with appropriate scale of new species, new technologies and long-term developing |
### 3. Overall Progress

Prior to two years NMADA was built, it is highly emphasized by all the area that generally took NMADD as important platform, carrier, and lever to support and promote the development of modern agriculture. NMADA construction has important position in scientifically planning rural economy and making policy documents and

<table>
<thead>
<tr>
<th>smooth operation mechanism</th>
<th>（IX）There are perfect standardized production and quality control system. The production process conforms to good agricultural practices and main agricultural products pass the Pollution Free Agriculture Products, Green Food and Organic Food certification.</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>（X）In NMADD, agricultural production coordinate with ecological environment development. Comprehensive utilization degree of waste is high and it meets the requirements of animal, plant pests and disease prevention and control. Various ecological environment indexes reach national standard.</td>
</tr>
<tr>
<td></td>
<td>（XI）There are clear construction subject, definite administrative department and sound internal system. It has established mechanism of organization and management, efficient management and perfect social service. It runs smoothly powerful with the operation in good condition.</td>
</tr>
<tr>
<td></td>
<td>（XII）There are local government support, farmers’ welcome and good environment for development.</td>
</tr>
</tbody>
</table>

**Table:**

<table>
<thead>
<tr>
<th>Promotion of Agricultural Technology Training, Facilities and Personnel Condition of Service. It regularly or not regularly carries out kinds of training activities, obviously increasing rural employment and income.</th>
</tr>
</thead>
</table>

**Translation:**

<table>
<thead>
<tr>
<th>（IX）There are perfect standardized production and quality control system. The production process conforms to good agricultural practices and main agricultural products pass the Pollution Free Agriculture Products, Green Food and Organic Food certification.</th>
</tr>
</thead>
<tbody>
<tr>
<td>（X）In NMADD, agricultural production coordinate with ecological environment development. Comprehensive utilization degree of waste is high and it meets the requirements of animal, plant pests and disease prevention and control. Various ecological environment indexes reach national standard.</td>
</tr>
<tr>
<td>（XI）There are clear construction subject, definite administrative department and sound internal system. It has established mechanism of organization and management, efficient management and perfect social service. It runs smoothly powerful with the operation in good condition.</td>
</tr>
<tr>
<td>（XII）There are local government support, farmers’ welcome and good environment for development.</td>
</tr>
</tbody>
</table>
major initiatives to support the construction.

(1) Innovating Organization and Leadership, Paying Attention to Top Design

The Party Committee and Government attach great importance to the construction of NMADA, set up leadership team composed of the principal responsible comrades led by the Party Committee and Government. They are in charge of specific responsibility for themselves such as agriculture, development and reform, finance, land, water conservancy, transportation and other related departments, and they initially format the overall advancement of the construction pattern of modern agriculture. Some demonstration areas have also carried out the institutional reform of agricultural department. For example, in accordance with the principle "streamlined, unity, efficiency, scientific and efficient operation", Yuhong District, Shenyang, Liaoning Province carried out institutional reform of agriculture department and established Management Committee of NMADA according to the ideas of super-ministries reform.

In accordance with the "planning in advance", "operating the top design" requirements, the demonstration area actively carries out work planning, research, policy research to enhance integrity and system of regional development. For example, according to the design concept of “the region of agricultural development is relatively concentrated, the factors of agriculture, rural areas, and peasantry are relatively adapted; function location are relatively long-term reasonable” and "plan on the point, construction on the bright point, emphasis outstanding demonstration point", as the early and pilot implementation development requirements of Pudong New District of Shanghai, which made the east and the south as the "two key agricultural development areas", implementing "three national agricultural development projects", focusing on planning and promoting the construction of "five modern agricultural demonstration base", speeding up the integration of resources and gathers the existing various agricultural area from the angle of optimizing design, promoting the integration of agricultural resources utilization and optimizing agricultural production factors and continuing to play the functional role of demonstration area. With the idea
of "government guidance, enterprise operation, cooperation between county and enterprise, policy innovation, industry promotion", Dapu as the core, Nanling, Wuhu of Anhui, focuses on ideas of building "advantage agricultural products plate" and the way of regional distribution, park construction, scale production, to greatly develop rice, vegetable, and characteristics cash crops.

(2) Integrating Supporting Agriculture Capital, Innovating Project Management

The demonstration area, such as Anhui, Hunan, Shanghai, Hebei, Jiangxi, Sichuan, Chongqing, Yunnan and other provinces and cities, makes the relevant policies and measures, puts the construction of the demonstration zone into local finance and the basic category, increases capital investment, optimizes the management, improves the efficiency use of funds. Department of Finance, Agriculture, Water Conservancy, Forestry of Anhui Province jointly issued "the opinion about the integration of financial funds to support construction of provincial NMADA "which is led by provincial new rural construction leading group, to coordinate finance of every departments, form resultant force to promote agricultural modernization. According to the spirit of the relevant documents of Ministry of Finance and Provincial Department of Finance, Changsha of Hunan Province sets up leading group for the coordination to integrate agriculture capital to support development of modern agricultural production, clearly implements the "six reunification" measures: "unified planning, unified registration, unified planning, unified organization and implementation, unified supervision and management, unified appraisal in the county", to make fund project management of modern agricultural production development more scientific and standard. Shanghai Municipal Agricultural Commission (SMAC) with Department of Finance gives Pudong New Area a full autonomy of using funds of demonstration area, such as simplifying the project management process and decentralizing of project management level. The fund is one-time allocated to Pudong New Area by the City Commission and the Municipal Finance Bureau, and annual project is determined from Pudong New Area and approved by itself for accelerating the construction of
(3) Innovating Finance Modes, Encouraging Multiple Investment

The demonstration area actively promotes the diversification of financing to strive for financial capital and social capital for demonstration zone development, innovate investment and financing mode, explore effective ways to break the bottleneck of the rural financial service. Shunyi District of Beijing takes attentions to increase direct financing support, actively carries out agricultural enterprises listed financing and bond financing, strengthens the construction of rural credit system and policy guarantee system, encourages specialized cooperatives to carry out internal credit cooperative. Chengdu, Sichuan Province actively guides social capital into the construction of agriculture and rural area, constructs financial guidance mechanism of financial support to the development of modern agriculture: city finance capital about 10 billion yuan for setting up 3 agricultural policy investment enterprises; 600 million yuan for registration of agricultural guarantee corporation; 50 million yuan each year for the implementation of financial interest discount; actively exploring and carrying out "three rights" mortgage loans in rural areas; financing totaled 1.4 billion yuan.

Using the brand of NMADA, Kaiping of Guangdong Province develops agricultural investment, actively guides social funds into agriculture. It has expanded 160 million yuan for agricultural enterprises investment in 2011. Shouguang of Shandong actively strives for the abutment of financial institutions, explores new way for using assets of greenhouse vegetables, land management right as guarantee mortgage to build policy support as guide, promote capital investment system of the project investment as the template, social investment as the entity, the financial investment as the supplement. On the basis of solving the bank loans on the cooperation platform between bank and government, Xiqing District of Tianjin tries the financing mortgage mode of using an investment company or production facilities as guarantee to open up a new way to solving construction fund loans in NMADA. Relying on Chongqing agricultural guarantee corporation, Tongnan of Chongqing innovates mortgage guarantee measures, the mechanism of capital growth, amplifies guarantee proportion, risk sharing, and carries out the "three rights" mortgage loans in
rural areas, revitalizes the stock resources, provides loans to enterprises, farmers professional cooperatives, the owners.

(4) Constructing Supporting and Protecting System of Modern Agriculture

Some demonstration areas do research on reward policy and supporting measures of the promotion of modern agriculture construction which has played a positive role to strengthen leading industries, foster the subject of management, and optimize the industrial system. Suning of Hebei Province draws up the "awards instead of construction" policy, actively supports industrialized vegetables, breeding, and farmers' cooperative economy organization, encourages financial institutions to support agricultural production, circulates rural contracted land management, and attracts investment and so on. In May 2012, Cixi issued "supporting measures of establishing NMADA and promoting agriculture development" that emphasizes to support the key construction area of agriculture, agriculture scale land management, encourage food and vegetable production, speed up agricultural products circulation system construction and others. For example, annual subsidy of 40 yuan per mu was given to encourage grain and vegetable production. JianLi of Hubei Province rewards building leading enterprises, establishing farmers' professional cooperatives, producing "Agricultural Pollution-free Product, Green Food, Organic Agricultural Products and Geographical Indications of Agricultural Products", such as rewarding 10,000 yuan for establishment of one farmers' professional cooperatives. Xiqing District of Tianjin issues "support opinion of optimization of Urban Modern Agriculture of Xiqing District (for Trial Implementation) ", "support measures for the implementation of science and technology innovation in Xiqing District (for Trial Implementation) "and "several policies to accelerate the development of small and medium-sized high-tech enterprises in Xiqing District (for Trial Implementation) ". It will give prior support to manufacturing production department, provenance base, rural road construction of new solar-greenhouse, edible fungus, special aquatic product to encourage the establishment of agricultural band name products and the base construction of green organic food.

Some demonstration areas formulate and implement policies and measures of
increasing direct subsidies to grain producers, planting superior seed varieties and agricultural materials, purchasing agricultural supplies and protecting farmland. Shunyi District of Beijing carries out subsidies of agricultural mass technique and agricultural machine operating, sets up support policies for the leading enterprise, supports the leading enterprises and farmers' professional cooperatives to become bigger and stronger, establishes special funds for agricultural regional cooperation, expands agricultural ecology and resource protection and market regulation policy of agricultural products. Chengdu of Sichuan Province takes the lead in setting up the land protection fund in China: county and municipality finance 2.8 billion yuan each year, according to the subsidizing standard of 400 yuan per mu for basic farmland or 300 yuan per mu for general farmland, to subsidize farmers who are responsible for land protection to promote the cultivated land protection and make integrity productive capacity of agriculture stable.

Some demonstration areas actively explore promoting policy-supported agricultural insurance and gradually establish agriculture insurance of combining commercial insurance, farmer’s mutual insurance and policy-supported agricultural insurance system together for owners and farmers to enhance the capacity of resisting natural risks of. Shunyi District of Beijing establishes "implementation opinion of policy-supported agriculture insurance" that carries out policy-supported agricultural insurance claim with one card and nearly 19 kinds of insurance. At the same time it actively explores the mutual risk security mechanism which is composed to burden by the government, enterprises, associations and farmers. According to the principle of "policy insurance with commercial operation", CangXi of Sichuan Province focuses on industrial insurance for the owners of planting and breeding Modern Agricultural Park Base and carries out the industry insurance for owners of the leasing contract who operates the area of more than 30 mu and who has the introduction of county land circulation center.

(5) Improving and Perfect Work Mechanism, Innovating Assessment System

The demonstration area is gradually established management mechanism of
"target assessment, entry and exit dynamic management". Some demonstration areas set up performance appraisal system: layer decomposition of construction responsibility of NMADD, clear responsibility division of every department, annual year-end key performance assessment, establishing development mechanism of "contrast, study, pursue, and surpass". For example, Jiangsu Province established "the index system of basic agricultural modernization" and "the methods of monitoring and evaluating of basic agriculture modernization"; Zhuji of Zhejiang Province takes demonstration area construction into assessment system of target responsibility in villages and towns position; Nanchong of Sichuan adheres to heavy reward, hard constraints, strict examination to strengthen the implementation of construction tasks; Yulin of Jilin Province takes breaking down index of construction of NMADA, implementing all responsible units as the important annual agricultural departments appraisal index of the villages and towns, and handsomely rewards units and individuals outstanding achievements for annual reward fund more than 3 million Yuan; In agricultural technology extension and quality supervision, Ling of Shandong fully implements responsibility management system, signs training and production guidance responsibility agreement with each staff, links individual task completion to promotion and evaluation for titles and year-end assessment title evaluation; Wenling of Zhejiang Province puts the construction of town(street) in NMADA responsibility assessment system of work target, strengthens work supervision, guarantees demonstration area to work in order; Chengdu of Sichuan Province implements target management to demonstration area construction and regularly supervises implementation and integration on investment situation of funds, key project construction progress, land protection, development of leading industry and efficient agriculture, income growth of peasants and other important goals by the government in conjunction with the agricultural departments of several inspection.

(6) Perfect Land Circulation System, Innovate Transaction Mode of Rural Land Management Rights

In 2011, the demonstration areas were continuously establish and the mechanism of circulation of rural land management rights was improved. Establishment of
service agencies and rural land circulation market promoted the subcontracting, transferring, exchanging, renting, and cooperation of stock, to revitalize the land resources; promoted the land resources to be concentrated to industrial base, industrial owners, and professional cooperation organization for the optimal allocation; and promoted the reasonable use of rural land resource. On the basis of practically protecting the legitimate rights and interests of farmers and long-term stability and constantly improving household contract responsibility system, Nanchuan District of Chongqing takes the lead in the work of issuing certificates and completing rural land right verification, pioneers digital management mode to the rural contracted land management, establishes land circulation center of district (county) and the management of land circulation deposit, carries out land disputes arbitration. Huzhou of Zhejiang Province explores new land circulation patterns of establishing rural land stock cooperative organization and entrusting farmers' professional cooperatives to manage the whole. It also forms new mechanism by implementing national food price as reference for protection, dynamic adjustment of land circulation price using "rice tickets" for rice, to promote land transaction. Combining with the relocation and reconstruction of rural residential and clustering construction, it explores a way of providing the "house ticket" to encourage farmers in the form of buying a share at a discount of the farmhouse in investment Development Company, getting a fixed return by shares, solving difficult problem of housing demolition agglomeration construction and promoting of agricultural park. Penghu of Zhejiang Province develops risk security management measures of rural land circulation, takes efforts to reduce risk of land circulation, and further improves access mechanism of the land operation. Moderate scale management pattern such as "fully managed", "overall circulation" of Xinhua, "small farms" of Jiangyan were appeared in Taizhou.
4. Current Main Progress Planning and Implementation of MADAs

After the Inception Workshop of the project, according to the opinions of the project leader, the work task has been somewhat adjusted, and the core mission of this work team has shifted to study the formulation and implementation of MADAs and to revise and improve the plans of MADAs. Targeting at this goal, the following work has be carried out:

a) Putting forward opinions and suggestions for research framework, methodologies, as well as the outline of the project report;

b) Taking part in writing and modification of the inception report, with special emphasis on giving opinions and suggestions on future survey on the plan formulation in MADAs at the 5 counties: Helan County of Ningxia, Jianli County of Hubei, Jiangyan County of Jiangsu, Tiandong County of Guangxi and Fujin County of Heilongjiang;

c) Formulating work specification for planning of MADAs, and a reference outline of planning was compiled and sent to the sample MADAs;

d) Field research on some MADAs;

e) Relevant information and data on MADA development were collected, and the planning and plan implementation of the MADAs were specially investigated.

Through investigation and research, we have got basic understanding of the current situation of construction and development of MADAs. On the basis of investigation and research, we analyzed present situation of development of the MADAs in details. We studied in depth the development goals, the choice of leading industries, regional distribution of industries of each of the sample MADA, based on which we put forward the preliminary scheme for plan formulation in the MADAs.

Overall, there has been certain foundation of plan formulation in each of the five demonstration areas. But the progress and level of planning work varied in different demonstration areas; and there are also big differences among different areas in plan
implementation. Generally, the five MADAs have progressed well in such “soft” aspects as being organized and building management system and institutions; but they were backward in capital input and project implementation, resulting in fairly large gap between current status and goals of the development plans.

4.1 To explore a batch of modern agricultural development pattern

Five chosen demonstration areas are in different agricultural types and obvious leading industry. Therefore, there are differences in the path of the planning and implementation and the development of modern agriculture pattern which are not identical. Preliminary summary, they can be divided into five types of agricultural development mode: grain production driven (Fujin in Heilongjiang), the financial service driven (Tiandong in Guangxi), leading enterprise driven (Jianli in Hubei), agriculture area driven (Helan in Ningxia), collective economy push (Jiangyan in Jiangsu). There are direct causal relationships among formation of these patterns, function orientation, planning in the leading industry selection, development and implementation path design work.

4.2 To promote the development of modern agriculture vigorously

Plan implementation in Tiandong County of Guangxi

Since it was identified as the National Modern Agriculture Demonstration Area in January 2012, Tiandong County of Guangxi Zhuang Autonomous Region has carried out the various work in strict accordance with the “Construction Plan of Tiandong National Modern Agriculture Demonstration Area”. This has led the agricultural industry of this county to grow. By the end of 2012, the grain planting area of this county was 381000 mu, with a total grain output of 118000 tons. The planting area and total grain output are growing up steady. The output value of featured fruit industries, typically mango, banana and fall and winter vegetables, amounted to 1.36 billion Yuan, which has 12.9 percent of increase compared to the previous year.; The
output value of featured animal husbandry, typically pigs and under-forest chicken, amounted to more than 1.2 billion Yuan, which was 31 percent higher than in the previous year. In 2012/2013 press season, the income of sugar cane farmers in the county from selling sugar cane amounted to 840 million Yuan, which was 19.3 percent higher than in the previous year. The effect was obvious in the brand development. The “Dongxing” brand of sugar was named "China Top Brand"; The “Zengshan” brand of camellia oil won the “China top ten cereals, oils and high-end brand in 2012” award; The “Tiandong Fragrant Mango” was issued the “national geographical indication protection product certification”. The Zhongping village of Xiangzhou Town won the title of national “Demonstrative Village of One Village with one Featured Product”, and also the title of “Chives Village” in Guangxi.

Main practices and achievements

Fiscal funds to support agriculture from various sources were pooled together to strengthen construction of agricultural infrastructure, to satisfy the needs of the four main features agricultural industries: grains, fruits and vegetables, sugar cane, and animal husbandry. Integrated application of agricultural technologies was promoted. The agricultural organization and institutions were innovated in favor of building new types of agricultural operation entities. The agricultural financial and insurance services have been improved, which is highlight and characteristics of Tiandong County. The Tiandong Beibuwan Village Bank was established; the rural credit cooperatives were restructured into rural credit banks or rural commercial banks; a financing guarantee company was established within county to help farmers. A county-wide comprehensive financial service center was established together with Guangxi Financial Investment Group. The policy of “opinions on carrying out pilot work on rural property mortgage” was initiated, which is expected to break through the bottleneck of “difficulty in lending for banks and difficulty in getting loans for farmers”. The county has also innovated the systems and mechanisms for agricultural management and services. A leading group was established, the members of which are the major leaders of the various parts of the county’s leadership, and also a joint
conference for demonstration area construction has been set up.

In 2013, the gross output value of agriculture, forestry, animal husbandry and fishery amounted to 3.62 billion Yuan, which was 9.86 percent higher than in the previous year. The per capita annual net income of rural residents was 7324 Yuan, which was 15 percent higher than in the previous year, ranked among the top in increase in the Region. In the first half of 2013, the gross output value of agriculture, forestry, animal husbandry and fishery was 0.95 billion Yuan, which was 5.2 percent higher than in the previous comparable period. In the same period, the rural per capita cash income was 5642 Yuan, which was 13.3 percent higher than in the previous comparable period.

Main problems and shortcomings

There was big gap with fiscal input, and social capital;

The pilot project of agricultural insurance couldn’t cover enough products and had difficulties to push forward. Because the amount of fiscal subsidy to agricultural insurance was limited, it was difficult to expand the coverage of policy insurance.

The development of new agricultural operation entities was relatively slow.

The level of agricultural industrialization was not high.

Plan implementation in Jianli County of Hubei Province

Main practices and achievements

a) A balanced agricultural economic growth is boosted, surrounding the leading industries such as grain production and agricultural processing. In 2013, the total agricultural output of the county was 14.73 billion Yuan, which was 4.94 billion Yuan more than that on 2009, or 50.45 percent higher; and 1.196 billion Yuan more that in 2011, or 9.5 percent higher. In 2013, the per capita net income of rural residents in this county was 9520.63 Yuan, which was 4189.63 Yuan more than that in 2009, or 78.59 percent higher; and 2186.63 Yuan more than that in 2011, or 29.81 percent higher.

b) Popularization and application of agricultural science and technology are promoted. The contribution rate of agricultural science and technology to the increase
of production has increased from 45 percent in 2011 to 51 percent in 2012. The mechanization rate of rice production was 68 percent, with an increase of 2 percentage points than in 2011. The rate of machinery harvest has been as high as 100 percent. The area of machinery transplanting of rice was 300 thousand mu more than in 2011, and the area of machinery harvest of rapeseeds was 150 thousand mu more than in 2011.

c) Inputs into agriculture increased steadily. During 2011 and 2012, the investment in agricultural infrastructure from national, provincial, and county levels amounted to as high as 1.2 billion Yuan, and subsidies on purchase of agricultural machinery was as much as 80 million Yuan; In 2012, the total integrated fund for agricultural infrastructure was as high as 300 million Yuan, which has driven 600 million Yuan of social investment.

d) Breakthroughs in institutional innovation. In 2013, the county party committee and government have issued the “Implementation work plan of pilot work on modern agricultural reform and construction of Jianli County”. It included the modern agriculture reform and construction pilot project into the scope of performance evaluation. Important indicators of construction of modern agriculture have been decomposed and quantitatively allocated to townships and government departments, which would be evaluated annually and rated every three years.

Main problems and shortcomings

The joint forces for fostering new agricultural operation entities were not yet formed, which has affected the process of agricultural industrialization and modernization;

The support for the MADA from the state level was mostly guideline opinions but they have been not enough for project support;

There has been no substantial breakthrough in the reform of financial and insurance support for construction and development of MADAs.

Plan implementation in Helan County of Ningxia

Main practices and achievements
a) Optimizing the distribution of featured agricultural industries through planning. According to the geographical characteristics and the overall industrial development strategy “one optimal, three special, two new” of the county, the county has further optimized the functional area plan of agriculture. It identified six advantageous industrial belts: the high-quality grain belt along Yellow River golden bank, the vegetable belt along Hanyan canal and Tanglai canal, the fishery belt along Aiyi river, the grass-fed animal industry belt along the east of Helan Mountain, and the leisure agriculture belt along the Zhengyuan North Street.

b) Strengthening policy support through investment to agriculture. The budget of county-level fiscal subsidy for agriculture in 2013 amounted to 76 million Yuan, which would be mainly used to support each aspect of the reform and construction of modern agriculture. At the same time, various measures of policy support have been established, such as fiscal interest subsidy, fiscal guarantee, rewards as subsidies, subsidy after construction, privately running with government support, etc., so as to stimulate the enthusiasm of enterprises and social funds to participate in agricultural reform and construction.

c) Promoting the brand strategy of agricultural products. Innovating the prevention mechanism of agricultural risks for security. They have enhanced the support for agricultural insurance, and improved the premium subsidy policy. An appropriately diversified agricultural insurance system is being built.

Highlighting system and mechanism innovation was reformed. The first was the innovation of agricultural development patterns. They have created seven patterns of land transfer, such as "party branch & agricultural association" leading pattern, leading enterprises driven pattern, joint-stock cooperation on land, and ten patterns of modern agricultural development, such as "Languang", "Xiongying", and "Xinping", which have been popularized across the whole region. The second was to establish platform for polling agricultural funds so as to yield the leverage effect of fiscal funds. By using the fiscal fund of the county as guarantee fund, the banks were encouraged to issue more loans to companies. This year, it will invest 10 million Yuan to establish modern agricultural development financing guarantee fund. Thus the financial sector
could issue 5-10 times of loans, which could be borrowed by the leading enterprises, cooperative organizations, and large cultivation and breeding farm households.

**Main achievements**

In 2013, the county has completed 2.91 billion Yuan of agricultural output value, which was 5.3 percent higher than in the previous year; and the added value of agriculture was 1.43 billion Yuan, which was 5 percent higher than in the previous year. So far, the per capita cash income of rural residents of the county reached 10100 Yuan, which was 11 percent higher than in the previous year. The rural per capita pure income was 9390 Yuan, 14.5 percent higher than in the previous year.

a) The level of development of modern agriculture has significantly increased and the agricultural industrial system is more complete. Totally, within in this county, there are three state-level modern agriculture demonstration parks, seven Regional-level modern agriculture industrial parks, and six municipal-level (Yinchuan) modern agriculture industrial parks. The construction area of all the agricultural parks amounts to 120 thousand mu, and the output value of the agricultural parks accounted for 40 percent of the total agricultural output of the county. Advanced technologies and varieties from domestic and abroad are introduced to promote the development of modern agriculture in Helan County. Besides, altogether, 6430 mu of vegetable production base is built to provide vegetables for Hong Kong market, among which 3930 mu was newly built.

b) The new agricultural operation entities have grown a lot. In 2013, the county has cultivated 16 family farms and 20 new farmers' cooperatives. Now the farmers' cooperatives have totaled up to 130 in the county. There were 8 new Regional-level leading enterprises, 4 new municipal-level leading enterprises in 2013. Also 7 outstanding leading enterprises have been enhanced. Among the leading enterprises, 7 have sales income over one hundred million Yuan.

c) Reform of the rural property right system was boosted. First, they have conducted the work of registration and certification for the various types of rural property rights. Ten villages in the five towns of the county were chosen as pilots.
Property rights verification, registration and certification (or change of certificates) were conducted on the right of rural collective land ownership, the rights of the collective construction land use, the right of contracted operation of land, the ownership right of the rural houses, the property rights to various collective assets and resources, and other property rights. A basic rural property rights management information system was established. Second, they have speeded up the land circulation to promote scale operation. The area of newly circulated land in the county amounted to 56.6 thousand mu, and the total accumulated area of circulated land amounted to 207 thousand mu, accounting for 36.3 percent of the total contracted land area.

d) The agricultural socialized service system has become better, and the popularization and innovation of agricultural science and technology developed smoothly.

The main problems

a) The advantages of the major advantageous featured industries were not so much obvious, and the size of modern agriculture demonstration parks are still not large enough, the standard is not high enough, and the role of demonstration and leading is not strong enough;

b) The role of demonstration and leading of the new agricultural operation entities was not strong enough, although the amount of them has increased fast, and they are not adapted compared to the need of agricultural industrialization;

c) There are quite many brands for agricultural products but most of them are not popular or famous enough. The market competitiveness of the agricultural products is weak, and there are few typical high-end products;

d) The channels of financing for agriculture is still limited. Difficulties in financing are still the main bottleneck restricting the scaled development of the various industries.

Plan implementation in Taizhou City (including Jiangyan District) in Jiangsu
Main practices

a) It highlights planning in advance and promotes scientific development. The “Taizhou modern agriculture development plan” and other policy documents were released. It aims at creating “five horizontal and two vertical” industrial belts and one “central plate”, as well as eight leading industries, which are quality rice, special wheat, processed vegetables, livestock and poultry processing, specialty fishery, ginkgo, flowers and nursery stock, and tourism and leisure agriculture.

b) It highlights policy guidance and forms joint forces. It released “Measures of evaluation and rewards for the modern agricultural park project under Taizhou ‘5218’ program”, and special funds were arranged to reward the construction of modern agricultural park.

c) It highlights stabilizing grain production and laying good foundation for development. The county insists in grain production but it has changed the traditional way of agricultural production, and new technologies and new patterns have been applied. It has built 400 thousand mu of high-efficiency grain production bases, among which are the typical examples of “rice-duck” organic rice in Diduo Town, “Sanan” rice in Heheng Village. The benefit of each mu has increased from the previously less than one thousand Yuan to ten thousand Yuan now, which forms the high-efficiency production pattern as “one mu of field, one thousand in of grain outcome, and ten thousand Yuan of income”.

d) It highlights relying on technology to provide strong support. The construction of agricultural informatization is strengthened. It implants conceptions of modern management into agricultural development. By information technology, the geographic information system of high-efficiency agriculture, the resource management information system of arable land, and the intelligent expert system of green rice production management are established for the whole city, so as to promote the improvement of production levels. It has implemented evaluation and selection of higher-grade professional and technical personnel among rural talents. And contests and elections such as “ten modern agricultural leaders”, “venture stars”, and
“innovation models” were conducted, which provides typical training to drive modern agriculture development.

e) It highlights market development to resolve worries. It launches activities of “Year of Agricultural Marketing and Promotion”, strengthening link of production and marketing for high-quality agricultural products. It endeavors in expanding market and “helping farmers to sell products and guiding them to make money”. Currently, around 2.6 million tons of agricultural products of this city are sold to cities in the Yangtze River Delta, accounting for more than 60 percent of the total agricultural production.

f) It highlights quality control to ensure agricultural products safety.

The main achievements

a) The leading agricultural industry develops rapidly. The grain yield of the city amounted to 491.46 kg/mu, ranking the first in the province. And the total grain output reached 3.213 million tons.

b) The level of agricultural facilities and equipment improves steadily. It increased 164.8 thousand mu of new high-standard farmland throughout the year, thus the proportion of high-standard farmland accounted for 44.49 percent of the total. The area of machinery rice transplanting reached 969 thousand mu. The area of mechanized return of straw to fields exceeds 2 million mu.

c) The popularization of agricultural science and technology has been broken through in several key areas. The proportion of quality varieties of rice, wheat, oil amounted to 97%, 95%, and 98% respectively, and the proportion of high-quality varieties of vegetable amounted to more than 80%.

d) Great achievement was made in innovation and development of agricultural systems and mechanisms.

Major problems and shortcomings

a) The gap between fiscal investment and the actual needs is large.

b) There is not effective breakthroughs in financial innovation. And the publicity on the construction of the MADA still seems inadequate.
Plan implementation in Fujin County of Heilongjiang

Main practices and achievements

a) Leading organization was established and development plan was formulated. A high-level “Rural Work Leading Group” was established, with the municipal Party Secretary as the group leader, the mayor and the vice mayor who is responsible for agriculture as deputy group leaders, and chief officials from the various government departments responsible for agricultural development as group members. This leading group is responsible for the organization and leading of the work of the MADA. A preliminary version of “FuJin National Modern Agriculture Demonstration Area development and construction plan” has been formulated.

b) Project funds from various sources were pursued and support policies were formulated. Totally, the Fujin City has strived state and provincial project funds for 265 million Yuan. The municipal Party Committee and government have invested 145 million Yuan in agriculture. Policy-oriented awards and subsidies have been paid on large-scale land operation, subsoiling, demonstration park construction, construction of concentrated seedling bases, and construction of large-scale agricultural machinery cooperatives.

c) The planting structure was adjusted, and the total grain output and farmer’s per capita net income hit a record high. The total grain output reached 2.3 million tons, 550 million tons more than in 2010, or 31.5 percent higher than in the previous year. The rural per capita net income reached 12588 Yuan, with an increase of 31% compared to the previous year.

d) It focuses on agricultural science and technology popularization. All of the seeds used in agricultural production are qualified. 86 percent of the agricultural production has been standardized. And the contribution of technological progress to agricultural growth has reached 54 percent.

e) Innovation of systems and mechanisms has been specially addressed. The Fujin City has proactively explored new rural economic systems. 850 thousand mu of rural land has been circulated, and the land area of scaled operation has reached 3.58
million mu, accounting for 14.9% and 62.8% of the total arable land respectively. The Fujin City has vigorously promoted the development of farmers’ economic cooperative organizations. The total amount of registered farmers’ cooperatives has reached to 152. The agency service on “rural collective capital, assets and resources” has been spread to all the villages. In all the 266 villages in the city, a democratic financial management team has been established, the institution of financial disclosure has been implemented, and the accounting has been computerized.

f) It focuses on infrastructure construction, making efforts to optimize agricultural structure.

Major problems and shortcomings

a) The local government investment is still insufficient, as the infrastructure construction was too poor in history;

b) The overall quality of farmers is relatively low, and their role in leading modern agricultural development is not obvious;

c) The running of rural economy is not flexible, and the existing rural systems and mechanisms need to be innovated;

d) The industrial development is seriously lagged behind, and the agriculture supply chains need to be improved;

e) The rural finance is not active, and the joint forces for modern agriculture development doesn’t form yet.

5. The basic characteristics of five demonstration area planning work

Overall, five demonstration area planning work has the following features:

First, the standardization of the planning is better. Most of MADA entrust a qualified professional organization for planning work, but some of them do not entrust other planning also invite relevant expert to review the planning and regulation. At the same time, in order to improve the quality of the planning, Ministry
of Agriculture issued a unified planning reference outline of MADA. These work improve the standardization of the integrity of planning content and planning performance. The participation of professional institution has ensured that the planning method is scientific.

Second, the planning content is in line with situation. Both professional department personnel planning and the local cadres from the department of agriculture to planning, planners have done invariably research on the local agricultural development present situation to carry on the thorough understanding and analysis. As a result of the clarity of basic establishment planning, it describes with characterized by the arrangement of the layout of the leading industry selection in place and regional planning and promoting measures suggestion conforms to the reality of a demonstration area of agricultural development. Grasping of modern agricultural development advantages and problems of diagnosis are more accurate.

Third, embodies the national overall requirement and policy guidance for the construction of modern agricultural demonstration zone. Every planning incarnates the high-yield, high-quality, high efficiency, ecology, safety and sustainable of the overall requirements of national modern agriculture development, reflects to ensure food security, vigorously promotes the quality and safety, effectively protects the basic orientation. Such as land, paying attention to save resources on the design of some quantitative indicators not only for the total demand but also for refinement of periodic decomposition and hierarchical level and balance.

Fourth, it pays attention to the cohesion with other planning demonstration area. Most of the planning pay attention to cohesion and echo with related to the planning of MADA and modern agricultural development. Master planning, for example, cohesion with the relevant planning (such as the national and the province modern agricultural development planning), other professional planning (such as water resources planning, land planning, etc.), regional planning (such as the national economic and social development planning) and related content of form a complete set, which makes the basic accurate positioning of demonstration area planning, the analysis of the relevant conditions and development requirements basically in place.
6. The problems existing in the planning and implementation

(1) Planning compilation. In order to fit the requirements of MADA declare closely, rote blind imitation of planning outline of MOA makes its agricultural characteristics and individual character not properly reflected and expressed in the planning. Some proper situation with too little analysis brings many difficulties and problems to the late implementation. Although they have the familiar advantage of the local agricultural situation, individual local planning is formulated by local agriculture department staff. But at the same time, the existence of the above policy of individual understanding is not deep and they don't know much about the ideas and methods of advanced planning, the problem of insufficient understanding of modern agricultural development rule, the width of the field of vision, the height of the position, led to the problem of flawed accuracy and integrity. The level of planning information is low and there are congenital deficiencies of implementation. Planning of Jiangyan is in harmony among the whole Taizhou planning with no single plan that the construction
content is not outstanding, affected the planning of propaganda and implementation effect.

(2) Planning revision. Most of the planning revision is not timely and reasonable. In recent years national and local government consecutive issued many policy measures to support the agricultural development. The speed and scale of agricultural development is more quickly than advance forecast. Combined with the agricultural reform progress rapidly, the design for policy and planning of the system and mechanism fails quickly. But many places fear for planning or because of the approval process is relatively complicated to planning, which make the necessary revisions not in time, the planning content lag behind the development of the situation, not effectively play its leading and specification; At the same time there is also too random phenomenon in individual places planning changes. A word by the leader, a decision led by the government can change planning, seriousness planning without continuity of damage.

(3) Financial support of planning implementation. There are large, universal existence financing gap, insufficient social capital, more superior guidance and less specific financial support. There is no substantial breakthrough of financial support system and mechanism innovation for the development of MADA. Credit support for agricultural development has not truely been resolved. Lack of varieties of agricultural insurance, pushing hard and serious shortage of coverage, poor agricultural financing channels, financing difficulty are still the main bottleneck restricting the development of the industry.

(4) Modern agriculture development. New operators develop relatively slowly and main body force to foster the development of the new type of agricultural management which is reflected the industrialization and modernization of agriculture has not yet formed. While the increase of some operators of individual regions is quickly, poor quality and poor survival ability didn’t changed. It is difficult to show the demonstration effect in driving; Agricultural industrialization level is not high, the characteristic industry business advantage is not obvious, agricultural products brand is much and miscellaneous with not high awareness and less competitive the market.
7. Improvement measures of demonstration area planning and implementation

7.1 Planning aspects

First, proper principles of planning must be followed

a) It should be insisted to proceed from the reality. We must follow the laws of nature, and laws of economic and social development. Everything should start from the reality. We must investigate the reality deeply and master the first-hand materials, and thus carefully analyze the status of development and prominent existing problems. We should accurately grasp the intrinsic relationships between things to fully reflect the reality of regional agricultural development. The plan formulation must be objective and impartial as much as possible, and the plan should be targeted, guiding-oriented and operable as much as possible.

b) The willingness of the grassroots and farmers must be respected. We must put people first, respect for pioneering spirits of farmers and the willingness of grassroots agricultural departments. The plan should fully reflect the situations of the people and the public opinion. We should widely collect the opinions of farmers, the grassroots agricultural departments, and other social departments. It should stick to achieving, maintaining and developing the fundamental interests of the common farmers.

c) The public responsibilities must be highlighted. We must correctly understand and deal with the relationship between the government responsibilities and market function, and reverse the situation in the past that a development plan would seek to cover almost everything and involve too many things inside. Plan formulation should highlight the public responsibilities of the government and focus on those fields that need government support or adjustments, such as optimization of conditions of agricultural development, innovation of rural operation system, reasonable utilization of rural resources, protection of ecological environment, construction of public infrastructure, and rural social undertakings, et al.
d) The procedure of planning must be strictly followed. The procedure is the institutional guarantee for the quality of planning. Within the process of planning, the topic selection, preparation, connection with other plans, review and approval and implementation should all follow the established procedures and principles. This is the effective way to avoid such problems as improper planning topics, overlapping, and difficulties of enforcement, and it is also the necessary means to maintain the seriousness of planning.

Second, the planning must be strictly managed

a) The duties of planning must be clearly divided. The construction plans of MADAs are to be formulated by the government of the counties (cities) where the MADAs are located. The local agriculture department is responsible for the implementation of planning. The departments that are in charge of professional fields (such as water conservation, land management, etc.) have to participate in formulating the relevant parts of the plan.

b) The basic components of the plan must be specified.

Normally, the text of a plan includes two parts: the main text and the notes to planning.

The main text. In addition to the main contents of the planning, the main text should include catalogue and introduction. In the introduction, the planning areas, basis of planning, planning period, roles of planning effect, etc. should be included.

Notes to planning. In this part, the relevant backgrounds could be described and explained, such as the current situations, existing problems, and forecast of development trends. The process of making the plan and the implementation of the planning procedure must be illustrated. It should also make special specifications for seeking advices and opinions, connection with other plans, verification for the plan, and explains the reasons why some main opinions were not adopted.

The words must be simple, accurate and easy to understand. The units of measure should use the metric system. Whereas there is any plan of space layout, a layout diagram should be drawn. When there are investment plans, relevant tables
must be attached.

c) The planning procedure must be strictly followed. The planning procedure is generally divided into three main stages: preplanning work, plan drafting and examination, plan review and release. The specific procedures are as follows:

Preplanning work. This stage generally includes basic research, information collection, project research, project demonstration, etc.

Project setup. The planning scheme must be filled in given registration form, in accordance with certain requirements, and the planning project should be listed among the yearly plan of planning.

Democratic participation. In the process of planning drafting, an institution of expert consultation and participation should be built. When the planning interferes with the vital interests of farmers, legal persons and other organizations, the leading organization of the planning should take the initiative to ask for opinions from these stakeholders. They should be allowed to participate in the planning when it is possible.

Connection of plans. Plans at all levels should be harmonized with the relevant plans. The lower-level plans should comply with the upper-level plans, and plans of the same level should not contradict with each other.

Environmental impact assessment (EIA). According to environmental impact assessment act, in the process of planning, the EIA must be conducted, a chapter of environmental impact, a note, or a special report on the EIA should be drafted.

Demonstration. It mainly refers to the argument that is to be conducted by trusting consulting agency or organization with certain qualifications. Or the leading organization could organize experts in relevant fields to participate in the demonstration meeting. In the demonstration meeting, experts outside of the planning area should not be less than one third. After demonstration, a demonstration report should be composed. Any text of planning without connection analysis and demonstration report should not be submitted.

Report. The reported materials should include planning text, notes to planning, demonstration report, and other materials, if any.
Release. Under the premise of no violation of laws, regulations and confidential rules, the plan texts of MADAs can be released in certain ways, so as to enlarge its influences as much as possible.

Evaluation. In the mid-term period of plan implementation, planning evaluation should be organized. An evaluation report should be drafted, as the important basis for planning revision.

**Third, the quality of planning should be improved**

a) Organization and leading of the planning should be strengthened. The planning work should be taken as important grasp for transforming functions of government, as important contents of propelling scientific and democratic decision-making, and as the important basis to build the new socialist countryside. Thus the planning work should be attached great importance, and its organization and leading should be strengthened. The planning work could be organically combined with industrial development and regional development. The preplanning study and survey and collection of basic materials must be carefully conducted. The planning procedure must be strictly followed and the deadlines should be abided by, so that the planning could finish on time and with high quality.

b) Approaches of planning should be innovated. The planning work should be transparent and open to social participation. Ideas and opinions from various aspects should be collected to ensure that it is scientific and democratic. The leading department of the planning work should take all kinds of forms to listen to opinions on the planning, without any formalism. The expert support system for planning should be established. While estimating the development objectives, advanced technical tools could be used, such as satellite remote sensing technology and economic modeling.

c) Outlays of the planning work should be secured. Funds for the outlays during the planning, including the preplanning work, demonstration and evaluation, should be included in the yearly budget and be used to follow the regulation and project budget strictly.
d) Improve the method of planning. One is based on the qualitative, by means of quantitative with the combination comprehensive judgment to change the qualitative analysis method for the combination of qualitative and quantitative analysis method. The second is using the dynamic analysis method. Planning goal is to pursue the maximization of social, economic and ecological benefits with the changes of industry development and the resource utilization process cases. So the planning must be dynamic. To obtain planning scheme of dynamic characteristics, we must adopt the dynamic planning method and not only consider the planning data of early and late but also study each process during the period of planning data. If the planning period was divided into several times and there is a clear indicator requirements each time for perpetrators which is easy to grasp. Planning is easy to implement.

e) Optimal planning in time. Our country is in a period of rapid economic development. If we simply emphasize the stability after planning and make few adjustment according to actual condition, it cannot play its proper role. Only at the appropriate time to the appropriate optimization adjustment of planning, we can make the planning implementation passive to actively improve the effect and get benefit to promote the healthy development of modern agriculture.

f) Pay attention to public participation. Planning system is a large and complex social and economic ecosystem, and planning compilation and implementation need to consider the various factors not only by the government and some experts. It requires paying attention to the guidance and the absorption of citizens involved in planning and adjustment work. Rules of public participation in the establishment and revision are effective propaganda and education process of mutual cooperation which can reflect the public's values, knowledge and experience. Widely absorb the opinions of the located government departments, social organizations, the agricultural enterprises and farmers by ways of consultation, communication, publication, raising public awareness, participation and support of planning.

7.2 Planning implementation

a) To further improve the legal status of planning. At present planning
implementation of the legal protection mainly comes from the law and its detailed rules for the implementation of the regulations. There are several problems in concrete implementation: (1) Special planning law is not perfect and the legal status is not high; (2) Safeguard measures of planning execution is not enough without enforcement measures. These problems appear more prominent in the agricultural planning. We should make timely planning supporting laws and regulations and increase the intensity of law enforcement in the process of implementing at the same time. Then we gradually establish and improve the system for the supervision and administration of planning and make real demonstration area planning as a programmatic document for guidance demonstration area construction and development.

b) Gradually improve the system of planning regulations. Some parts of the demonstration zone construction planning are approved and released by the government. The seriousness and binding of the planning submitted to the National People's Congress (NPC) by some area for examination and approval can be improved and respected effectively. There are also some parts the understanding of the status and role of planning is not in place without a corresponding system to ensure its implementation. Therefore we need to strengthen the system construction from the surface to improve the system of planning examination and approval, maintenance planning authority and intensify planning execution.

c) Continuously improve the system of planning management. At present, the planning system in our country is relatively chaos. There are different explanations of different departments and different levels of planning. There are not consistent name and a unified planning standard for planning. And there is no strict planning implement phenomenon. The result is often without mutual respect, mutual connection and matching between planning. It is necessary to strengthen the planning and scientific research, improve the planning management system, make effective cohesion and unity of planning the different industries, different departments so as to improve the efficiency and effectiveness of planning and execution.

d) To strengthen the planning implementation evaluation. Use establishing and
perfecting the assessment method, evaluating the construction of modern agricultural
demonstration zone around the planning the implementation of the comprehensive
and putting its result and demonstration area construction of overall performance
evaluation as a whole for the implementation of the important basis of rewards and
punishments.