

我国产地农产商品批发市场的 管理功能创新

Research on the Innovation of the
Functions of Producing Area's Agricultural
Product Wholesales Markets in China

闫华红 / 著



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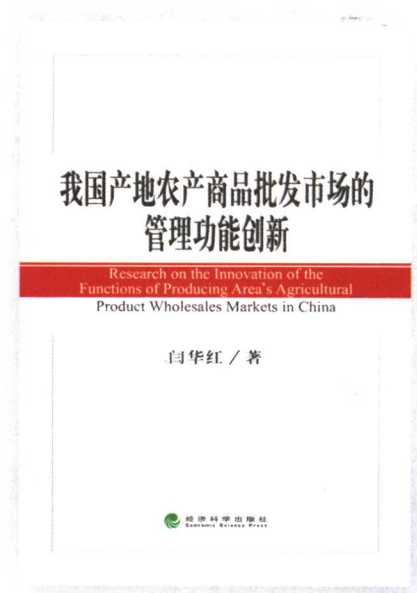
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内 容 摘 要

我国的产地农产商品批发市场是改革开放的产物，是在农业市场化改革不断深入从而带动农业结构调整，农产品的专业化、区域化、规模化生产不断发展的基础上兴起和成长起来的。由于产地农产商品批发市场天然地贴近“三农”，直接服务于“三农”，因此与“三农”的利益息息相关。特别是在当前农产品市场流通总体不畅、效率不高、农民增收难等问题十分突出的情况下，加强产地农产商品批发市场研究，制定和组织实施产地农产商品批发市场工程建设规划，加大产地农产商品批发市场建设的力度，是进一步建立健全农产品市场体系的重要内容，也是贯彻落实科学发展观、切实解决“三农”问题、全面建设农村小康社会的一项基础性工作。

产地农产商品批发市场不仅是我国农产品市场体系的首要环节，还可以建设发展成为具有中国特色、带动农村社会经济发展的组织形式。所以，结合我国社会和农业经济发展的特点，从理论上研究认识产地农产商品批发市场组织的性质、特点、存在的社会条件和经济基础，在我国社会经济发展中的特殊地位与作用，揭示我国产地农产商品批发市场组织的演变发展过程，阐明其在促进农业产业结构优化发展，统筹城乡经济，带动农村社会经济发展，解决“三农”问题，实现全面建设小康社会目标，构建和谐社会过程中的性质、地位、功能和作用，研究说明我国产地农产商品批发市场组织建设发展的基本内容和思想，不仅可

以系统地认识我国农产品市场流通体系的演变发展过程,促进产地农产商品批发市场的建设与发展,促进农业经济理论的发展,而且对于各级政府制定农村社会经济发展政策与科学决策具有重要的战略思想和方法论指导意义。

但是,在目前对农产品市场流通的研究与建设中,产地市场远远落后于销地市场。为完善农产品市场流通体系,促进我国农村社会经济发展,本书运用产业经济和市场经济理论分析认识了产地农产商品批发市场在我国存在发展的社会经济条件及其在农产品市场流通体系中的重要地位;通过大量实地调查与实证研究,采用比较分析方法和系统分析方法,立足国情,对产地农产商品批发市场作为农业经济组织所具有的内在特性、社会职能、条件和基础、功能创新及其规划与发展进行了较全面、系统的分析研究。主要内容有:

(1) 西方发达国家在近三百年的发展过程中,农产品市场流通组织形式经历了由原始的流通与交换方式中经传统流通与交换方式发展到现代一体化经营模式。在市场流通组织形式的这种演变发展过程中,农业产业由传统农业发展为现代农业。在发达的市场经济中,现代农业产业已是形态万千,现代企业理论加科学技术加资本的力量已经极大地丰富了农业的内涵。书中用了较大篇幅首先廓清了这种演变的环境条件、动力机制、演绎逻辑与理论基础,明晰了研究主题——产地农产商品批发市场的参照对象及其演变发展的历史轨迹。

(2) 以西方农业经济发达国家农产品市场流通的发展过程为研究参照对象,重点分析研究了我国产地农产商品批发市场存在与发展的意义、发展过程和现状、存在发展的特有的社会环境条件,今后发展的趋势与发展变化的特点等问题。

(3) 着重研究了产地农产商品批发市场组织管理功能创新的必然性、必要性、可行性及其社会经济条件,研究了产地农产



商品批发市场组织功能创新的方面、途径和方法,研究了产地农产商品批发市场组织功能创新的条件与阻力问题。

(4) 重点研究了我国产地农产商品批发市场组织农业生产和作为农业经济组织存在的社会经济条件,组织农业生产功能的拓展方向与拓展组织农业生产管理功能的意义。研究了发达国家农业一体化经营组织的演变发展过程,揭示其理论逻辑,解析一体化经营组织模式;分析了我国农业一体化生产经营的发展现状,对其组织形式进行对比分析。通过对农业合作经济组织的理论分析阐明在我国用产地农产商品批发市场组织发展农业合作经济组织的基本思想和发展方向。

(5) 分析说明了产地农产商品批发市场作为农业经济组织所具有的农产品加工和包装、提高农产品质量、保障农产品安全、农业科技服务、农民教育培训、促进农村社会和城镇社会经济发展等六大重要管理功能及其建设与发展的意义。并说明产地农产商品批发市场的农业经济组织管理功能的结构关系。

(6) 为了增强应用价值,本书运用对产地农产商品批发市场管理功能创新与发展的研究认识结论,运用农业产业与市场发展理论,提出了对我国中央一级产地农产商品批发市场规划与发展的总体思想,表达了作者对中央级产地农产商品批发市场的布局、具体发展规划和建设的基本思路。

(7) 以河北省邯郸天仙果菜批发市场为案例,对研究报告的结论和观点进行了实证分析研究。

Abstract

The producing area's agricultural product wholesales markets in China are the results of the reform and opening-up policies and were developed on the base of the adjustment of agricultural structure boosted by the deepening of the agricultural marketization, and the constant specialized, regionalized and mass production of agricultural products. As producing area's agricultural product wholesales markets, in nature, are close to farmers, rural areas and agriculture production, and directly serve farmers, rural areas and agricultural production, so they are closely linked to the behalf of farmers, rural areas and agricultural production. At such present situation as the agricultural product markets in general are confronted with sluggish circulation and low efficiency and it is difficult to promote farmers' income, to enforce the research on producing area's agricultural product wholesales markets, to make and carry out producing area's agricultural wholesales market construction plans, and to expand the construction of producing area's agricultural product wholesales markets are not only essential work to establish sound agricultural product marketing system but also a fundamental work to execute scientific development views, fully solve problems concerning farmers, rural areas and agricultural production, and completely build up wealthy society in the rural areas.

The producing area's agricultural product wholesale markets not

only are the primary linkage in China's agricultural product marketing system but also may develop into an organizational form that has Chinese characteristics and can boost the social and economic development of rural areas. Therefore, to academically study the nature, features, social conditions of existence, and economic foundation of the producing area's agricultural product wholesales market as well as its special position and functions in the social and economic development of China based on the characteristics of China's social and agricultural development; to reveal the evolving course of the forms of producing area's agricultural product wholesales market in China, to clarify the nature, position, functions and effect of producing area's agricultural product wholesales market in optimization and development of the agricultural structure, combination of urban and rural economy, promotion of the development of rural economy and solving problems concerning farmers, rural areas and agricultural products and actualization of wealthy society in an all-round way and building up harmonious society, and to study and make out the basic contents and thoughts of the construction and development of producing area's agricultural product wholesales markets in China are not only able to offer a systematic view of the evolving course of the agricultural product circulating system in China and promote the construction and development of producing area's agricultural product wholesale markets and the development of theories on rural economy but also can offer strategic thoughts and methodology to guide governments of all levels on making scientific policies for the development of rural economy and society.

However, as to research on agricultural product circulation and marketing, the researches on sales area's market are far more than those on producing area's market in China. To perfect the agricultur-

al product circulating system and promote the social and economic development in China's rural areas, this research report uses theories on industrial economy and market economy to study and analyze the social and economic conditions under which the producing area's agricultural product wholesale markets exist and develop and the important position of the producing area's agricultural product wholesale markets in the agricultural product marketing and circulating system; this research report also made all-round and systematic analysis and research on the features, social functions, conditions and foundation of producing area's agricultural product wholesale markets as well as related function innovation, planning and development through large amount of field surveys and empirical research, comparative and systematic analysis, and based on actual situation of China. This research report mainly contains:

(1) In almost 300 years of development in the developed western countries, the agricultural product marketing and circulating form developed along the course started from primary circulation and exchange through traditional circulation and exchange and finally to integrated modern operation. In the course of evolution and development of the marketing and circulating organizational forms, the agricultural Industry also evolved from traditional agriculture to modern agriculture. In developed market economy, there are diversified agricultural sectors and the modern corporate theories + science and technology + the power of capital have greatly enriched the connotation of agriculture. This research report first outlined the environmental conditions, momentum, evolving logic and academic base of such evolution in large part and clarified the research subject—the reference of producing area's agricultural product wholesale market and its evolving and developing

course.

(2) With the development course of agricultural product marketing and circulation of developed countries as reference, this research focuses on the analysis of the meanings and special environmental conditions of the existence and development of producing area's agricultural product wholesales market in China and its development course, present condition, future development tendency and the features in development and change etc.

(3) This research emphatically studied the inevitability, necessity, feasibility and the social and economic conditions of innovation in the organizational functions of producing area's agricultural product wholesales market; and ways, means and methods to conduct innovation in the organizational functions of producing area's agricultural product wholesales market; and the conditions and hampers to conduct innovation in the organizational functions of producing area's agricultural product wholesales market.

(4) This research emphatically studied the social and economic conditions under which the producing area's agricultural product wholesales market organizes agricultural production and exists as agricultural economic organization, the direction in which producing area's agricultural product wholesales market's role as the organizer of agricultural production can be extended as well as the meaning of the function extension. This research studied the evolving and developing course of integrated agricultural operation in developed countries and revealed its academic logic and parsed its organizational modes, analyzed the present developing situation of integrated agricultural production and operation in China and compared the organizational modes. This report clarified the basic thoughts and development tendency of using

producing area's agricultural product wholesales market to organize and develop agricultural cooperative organizations via academic analysis of the theories on agricultural cooperative organizations.

(5) This research report analyzed and showed six main functions of producing area's agricultural product wholesales market as agricultural economic organ, including agricultural product processing and packing, promoting the quality of agricultural products, ensuring the safety of agricultural products, agricultural technology serving, farmer education and training, and promoting the development of both rural and urban society and economy as well as the meaning of construction and development of producing area's agricultural product wholesales markets. This research report also illuminated the structural relations of the functions of producing area's agricultural product wholesales market as agricultural economy organizer.

(6) To intensify applicability, this research brings out its general thought about the planning and development of state-level producing area's agricultural product wholesales markets and expressed author's basic thinking about the layout, specific development planning and construction of state-level producing area's agricultural product wholesales market based on the studies and conclusion of the thesis on innovation in and development of the functions of producing area's agricultural product wholesales market and the theories on the development and planning of the agricultural industry and market.

(7) This research takes the Tianxian Fruits and Vegetables Wholesales Market, Handan City, Hebei Province, as example to conduct empirical analysis and research on the conclusions and views of this search report.

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