

Shandong Famous Brand Agricultural Products

中国农业名优特产大系·山东卷

Series of China's Famous Brand
Agricultural Products (Shandong Volume)

山东农业名优特产

中国国际农业博览会

China International Expo of Agriculture

山东名牌农产品总数在中国国际农业博览会上连续五届位居全国之首

The total amount of Shandong brand agricultural products has been listed top on the China International Agriculture Fair successively for five times

山东省农业厅 编

Edited by Shandong Provincial Agriculture Department



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《山东农业名优特产》

编辑说明

一、山东农业是中国农业的重要基地，由于独特优越的地理、气候自然条件和传统优势，山东省又是中国农业名优特产的集中产地之一，且具有品种多、产量大、覆盖面广的显著特点，许多品牌在国内外享有盛誉。中国加入世贸组织，为中国特色农业的发展带来了良好机遇。为适应世界农产品市场的新形势，加强山东特色农业的对外交流，以满足国内外市场及广大消费者的需求，山东省农业厅决定编写出版大型特色农业文献图集《山东农业名优特产》。

二、《山东农业名优特产》由山东省农业厅组织编写，山东瀚林文化艺术有限公司承编制作，中英文双语，国内外公开发行。内容为山东省及所属各市农业概况、山东各地农业名优特产品介绍。本书是宣传、推介山东农业名优特产品品牌并使其走向全国、流通世界、拓展市场的大型信息资料，也是山东省特色农业对外交流的重要文献图集。目的在于为山东实现由农业大省向农业强省跨越服务。

三、本书主体内容是山东各地农业名优特产品介绍。各地农业名优特产品介绍前有各市“农业概况”，以便于读者从宏观和微观两个方面了解该地区农业发展水平和特色农业；产品排列以区域为序，产品介绍图文并茂，并编有产品生产、经销公司(单位)名称、地址、邮编、电话、传真和网址。

四、本书稿件资料由山东省农业厅、各市农业局和产品生产单位、公司及经销企业提供。栏目设置力求科学合理，产品名称品牌、质量技术标准、数据计量单位均采用国家统一标准。

五、本书在组稿和编辑、出版过程中，得到了山东省市有关领导的热切关心和指导，山东省省长韩寓群为本书题词，陈延明副省长作序，省有关部门给予了广泛、具体的协助，各市农业局做了大量工作，在此一并表示诚挚的感谢。因水平所限，不足之处在所难免，恳请广大读者批评指正。

Shandong Famous Brand Agricultural Products

Editor's Note

1 Shandong is an important agricultural production base of China. Owing to its advantageous location, favorable climate and long history of agricultural production, the province has produced numerous famous brands, many of which enjoy international reputation for their rich varieties, voluminous output and wide coverage. China's accession into WTO has created opportunities for the development of domestic agriculture. To promote exchanges in agriculture areas and meet the need of customers and markets at home and abroad, the Shandong Province Agriculture Department has created a compilation of documents and pictures casting light on the local characteristic agriculture.

2 *Shandong Famous Brand Agricultural Products* is a Chinese-English book edited under the organization of Shandong Province Agriculture Department, produced by Shandong Hanlin Culture & Arts Co., Ltd. and published by China Agriculture press. To be published worldwide, the book is intended to inform readers of the agricultural situation of Shandong's cities and local famous farm produces. It contains a comprehensive collection of data and pictorial documents that can be used for the purpose of publicizing and promoting Shandong's farm produces across the world and presenting the province's characteristic agriculture to foreign partners. It is the aim of the book to serve to help strengthen Shandong's competitiveness in agriculture.

3. The book is mainly devoted to introductions of famous brands of farm produces. These introductions are preceded with agricultural situation of each city, in order to provide both a macroscopic and microcosmic view of local agricultural conditions. The articles, accompanied by vivid pictures, are ordered by geographical location of products. The contact details (including business name, address, postal code, telephone number, facsimile number and website) of producers and marketers are also made available.

4. The articles were contributed by the Shandong Province Agriculture Department, agricultural administrations as well as various producers and businesses. Specific efforts have been made to keep the layout explicit and scientific. The product names, brands, quality technical specifications and measurement units are cited according to national uniform standards.

5. During the whole process of our work, we have received assistance and support from officials at every level. We are grateful to Governor Han Yuqun, who has inscribed the book, and Vice-governor Chen Yanming, who wrote the preface. We also wish to extend our acknowledgements to provincial authorities and agricultural administrations of the cities. We apologize in advance for any errors and omissions remaining in the book and welcome readers' comments and suggestions.

《山东农业名优特产》

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序

陈心明

物华天宝,人杰地灵,美丽富饶的齐鲁大地历来就是我国重要的农产品生产基地。早在新石器时代,齐鲁先人已从事农牧生产。到春秋战国时期,齐鲁桑麻就已著称海内。千百年来,勤劳智慧的山东人民,创造了悠久灿烂的农业发展历史和文化,涌现了氾胜之、贾思勰、王祯等著名的古代农学家,给人类贡献了《氾胜之书》、《齐民要术》和《王祯农书》等农业科技遗产。优越的地理位置,适宜的气候条件,丰富的物种资源,为山东发展名优特稀农产品生产奠定了良好的基础。新中国成立后,山东农业得到迅速恢复和发展,成为全国重要的粮棉油生产供应基地,逐步培育和发展了一大批地方名牌产品,如胶州大白菜、莱芜大姜、苍山大蒜、章丘大葱、潍县萝卜、烟台苹果等都成为享誉国内外市场的传统名牌产品。改革开放以来,山东农业进入迅猛发展阶段,通过大力调整农业产业结构、发展优质高效农业、推行农业标准化生产以及实施名牌战略等措施,农产品优质率迅速提高。目前,全省小麦、玉米良种优质率达到97%以上,优质专用小麦、玉米面积分别发展到147万公顷和33万多公顷,无公害农产品品牌发展到500多个,获得绿色食品标志使用资格的产品300多个、有机食品69个。在连续五届中国国际农业博览会上,山东名牌农产品总数均位居全国之首,其中,在2001年中国国际农业博览会上,获得名牌的产品达到336个,约占全国总数的1/4。

当前,山东农业与农村经济已进入新的发展阶段,尤其是我国加入WTO以后,农业增长方式已经由量的扩张转变为质的提高,大力发展名优特稀农产

品生产成为新时期农业战略性结构调整的重要任务之一。2001年，省政府办公厅转发了五部门《关于加快发展名牌农产品的意见》，提出“立足资源优势、突出名优特新，注重培植开发，加强保护监督”，“使我省目前比较有影响的农产品发展成为省级或国家级名牌农产品”，并通过名牌战略的实施，“使主要农产品按照标准组织生产”，部分产品“达到国际优等标准”。大力发展名优农产品，全面提高农产品质量，增强农产品的国内外市场竞争能力已在全省上下形成共识。

《山东农业名优特产》的出版，非常符合当前全省发展名牌农产品的大好形势。该书基本收录了全省传统名牌产品、优质产品、特色产品和近年来引进开发的新产品，全面介绍了各种产品的品牌、产地和特色，可以说是山东省农产品的群英荟萃，是新时期山东农业的《群芳谱》。本书对展示山东农业的发展成果，向国内外市场宣传推介山东产品，进一步提高山东名牌农产品的知名度和市场份额，促进全省农业与农村经济的发展都具有重要的意义。

Preface

Chen Yanming

A prosperous place full of talents and material resources, the beautiful and fertile Shandong Peninsula has been the important agricultural products base of our country from ancient times. As early as the Neolithic Age, the Qilu forefathers had been engaged in agricultural and stock raising production. By the Spring and Autumn Period and the Warring States Period, Qilu mulberry and hemp had enjoyed a high fame throughout the country. For thousands of years, the diligent and intelligent Shandong people have created long and gorgeous agricultural developing history and culture; such famous ancient agriculturists as Si Shengzhi, Jia Sixie and Wang Zhen, etc. had emerged and contributed to human beings with such agriculture technology fruits as Sisheng's Work, Qi Min Yao Shu and Wang Zhen Agriculture Work, etc. The advantageous geographical position, favorable climate condition and abundant species resources have established solid foundation for the development of "famous, high quality, special and rare" agricultural products in Shandong Province. After the founding of the People's Republic of China, Shandong agriculture underwent rapid reconstruction and development, and became the national important production and supply base of grain, cotton and oil. Large quantities of local famous brand products, including Jiaozhou Chinese cabbage, Laiwu gigantic ginger, Cangshan garlic, Zhangqiu scallion, Weixian radish and Yantai apple, etc., have been cultivated and developed and won great national and international reputation. Since the implementation of the Reform and Opening policy, Shandong agriculture has entered the swift-developing period. Through the vigorous adjustment of the agricultural industrial structure, the development of quality and high-efficient agriculture, the promotion of the agricultural standardization production and the implementation of the famous brand strategy, the quality rate of the agricultural products has been improved rapidly. Presently, the improved wheat and maize seeds have reached a high quality rate of beyond 97%; the planted area of quality special wheat and maize have respectively increased to 1.47 million hectares and over 330 thousand hectares; the No-Pollution agricultural product brands have amounted to over 400; over 300 products have been awarded with the authority to use the Green Food Symbol; 69 products have been awarded

as Organic Food. The quantity of Famous Brand Agricultural Products of Shandong Province has ranked the first in the country at consecutive 5 sessions of China International Agriculture Exhibition. At China International Exhibition 2001, 336 Shandong products were appraised as Famous Brand Product, which occupied 1/4 of the total.

Presently, Shandong agriculture and rural economy have entered the new developmental stage. Especially since China's entry into WTO, the increasing mode of agriculture has transferred from quantity expansion to quality improvement; the vigorous development of "famous, high quality, special and rare" agricultural products has become an important task of the strategic adjustment of the agricultural industrial structure in the new period. In 2001, the provincial government General Office transmitted Ideas on Accelerating the Development of Famous Brand Agricultural Products issued by the five departments, which put forward such ideas as Basing on the Resource Advantages, Projecting "Famous, High-Quality, Special and New" Products, Attaching Importance to Cultivation and Development, Reinforcing Protection and Inspection, "develop the provincial influential agricultural products into famous brand agricultural products of provincial or national level"; ensuring "the production of main agricultural products under standard" and partial products "up to the international top-grade standard" through the implementation of the "famous brand" strategy. It has become the common understanding of the whole province to develop the famous and quality agricultural products energetically, improve the quality of the agricultural products in an all-round way and sharpen the competitive edges of the agricultural products in domestic and international markets.

The publication of Shandong Famous Brand Agricultural Products has greatly met the requirements of the current situation of developing famous brand agricultural products in the province. The book has basically embodied the traditional famous brand products, quality products, characteristic products and the high-quality products introduced and developed in recent years, and has entirely introduced the brand, producing area and characteristics of the products, which is the gathering of all the prominent agricultural products of Shandong Province and hence greatly worthy of the name Catalogue of Shandong Famous Brand Agricultural Products. The book has a great significance in exhibiting the development achievements of Shandong agriculture, publicizing and recommending Shandong products to domestic and international markets, boosting the reputation and market share of Shandong famous brand agricultural products, and promoting the development of the Shandong agriculture and rural economy.

山东省农业概况

山东省地处中国东部沿海、黄河下游,东西长700多公里,南北宽400多公里,省辖17个市,139个县市区。全省人口9 079万,其中农业人口7 033万。国土面积15.78万平方公里,其中耕地面积670万公顷。全省海岸线长3 024公里。山东属暖温带半湿润季风气候,年平均气温在11~14℃,平均降雨量在550~950毫米之间,无霜期180~220天,日照时数2 300~2 900小时,10℃以上的积温一般在3 800~4 600℃,气候条件非常优越,是我国重要的粮、棉、油、瓜、果、菜、肉、蛋、奶、水产品生产基地。

改革开放以来,全省上下认真贯彻落实中央关于农村的各项方针政策,农业与农村经济始终保持了健康稳定发展的良好势头。山东农业形成了四大粮食作物、两大支柱产业和四大优势产品的产业格局。小麦、玉米、甘薯、大豆是山东省的四大作物,面积和产量均占粮食作物的90%。小麦常年播种面积在400万公顷左右,总产1 800万吨左右;玉米常年栽培面积200万公顷左右,总产1 500万吨左右;甘薯面积基本稳定在54万公顷,总产300多万吨;大豆常年面积47万公顷,总产100万吨左右。另外,水稻生产发展较快,面积已达20万公顷。畜牧和水产是山东农业的两大支柱产业,2002年畜牧业总产值达701.44亿元,占农林牧渔总产值的27.77%,全年肉类总产量626.9万吨,禽蛋产量399.4万吨,奶类产量116.8万吨。2002年渔业总产值达到355.48亿元,占农林牧渔总产值的14.07%,全年水产品总量达695万吨。棉花、油料、蔬菜、果品是山东农业的四大优势产品,2002年全省棉花总产72万吨,油料340万吨,蔬菜8 335.4万吨,瓜果总产量2 208.3万吨,其中水果864.2万吨,除棉花外,总量在全国都名列首位。

近几年来,山东省加大了农业产业结构的调整力度,不断优化产业结构和布局,坚持依靠科技进步,提高农业科技含量,大力推行农业标准化生产,发展农业产业化经营,实施农业国际化战略,农业综合素质不断提高,农业市场化不断深入。(一)结构调整成效显著。2002年全省粮经作物面积之比已达57:46,产值比达到28:72,名优特稀农产品发展迅速,专用小麦、玉米面积分别发展到147万公顷和33万公顷,无公害农产品发展到400多个,获得绿色食品标志使用资格的产品300多个、有机食品69个。(二)农业现代化水平不断提高。全省农机总动力达到8155万千瓦,化肥使用折纯量434万吨,农村用电量238亿千瓦时,有效灌溉面积达到480万公顷,耕地复种指数已经超过1.7,科技贡献率达到50%以上。(三)农业产业化经营取得新的突破。全省各类农业产业化组织已发展到11000多个,其中农业龙头企业达到5000多家,创汇型龙头企业1300多家,有5家龙头企业在国内外上市,各类农业产业化组织吸纳农村劳动力1000多万人,建立各类生产基地367万公顷,全省1/3以上的农产品、1/2以上的畜产品基本实现了产业化经营,农业产业化实现程度达到65%。(四)农业标准化工程全面启动。农业标准体系、质量检测体系建设和质量认证体系框架基本形成,监测条件进一步完善,监管手段得到加强,全省已建农业标准化基地1000多个、130多万公顷,农产品质量安全水平不断提高。(五)农业出口创汇保持快速发展的势头。全省在国外登记注册的农产品加工企业达1183家,有100多家获得了自营进出口权,年创汇千万美元以上的120多家,2000年以来,全省农产品出口创汇快速增长,年增长10%以上,2002年农产品出口创汇52.3亿美元,占全国的25%。(六)实施名牌战略成效显著。传统名牌不断提升,名优特新产品不断涌现,山东苹果、莱阳梨、沾化冬枣、苍山大蒜、章丘大葱、鲁西黄牛等名牌产品驰名中外,在2001年中国国际农业博览会上被评为名牌产品的达336个,占全国总数近1/4。

Brief Introduction to the Agriculture of Shandong Province

Located in the east coastal area of China, the lower reaches of Huanghe River, Shandong Province governs 17 cities and 139 counties, county-level cities and districts. The province has a population of 90.79 million with the agricultural population 70.33 million. Over 700km from the east to the west, over 44km from the south to the north, Shandong Province covers a territory area of 157.8 thousand km² with the arable area of 6.7 million hectares. The coastline of the province is 3,024km long. Shandong Province belongs to the half-humid monsoon climate of temperate zone, with the annual average temperature 11–14°C, the annual rainfall 550–950 mm, the frost-free period 180–220 days, the total sunshine duration 2,300–2,900 hours and the general accumulated temperature beyond 10°C 3,800–4,600°C; the climate condition is fairly advantageous. Shandong Province is the important production base of our country of grain, cotton, oil, melons, fruits, vegetables, meat, eggs, milk and aquatic products.

Since the implementation of the Reform and Opening policy, the whole province has attached great importance to the implementation of all the guidelines and policies formulated by the CPC Central Committee; agriculture and the rural economy have maintained a good momentum of healthy and stable growth in national economy. The agriculture of Shandong has formed the industrial pattern of 4 leading cereal crops, 2 backbone industries and 4 advantageous products. Wheat, maize, sweet potato and soybean are the four leading cereal crops of Shandong Province, which cover 90% of the total cereal crops in both planted area and output. The perennial wheat planted area is around 4 million hectares with a total output of around 18 million tons; the perennial maize planted area is around 2 million hectares with a total output of around 15 million tons; the perennial sweet potato planted area is fixed to 540 thousand hectares with a total output of over 3 million tons; the perennial soybean planted area is 470 thousand hectares with a total output of around 1 million tons. Besides, the paddy production has developed rapidly, which covers a total planted area of 200 thousand hectares. Animal husbandry and aquaculture are the two backbone industries of Shandong agriculture. In 2002, the animal husbandry has realized a total output value of 70.144 billion yuan, which occupies 27.77% of the total output value of farming, forestry, animal husbandry and fishery, with the meat 6.269 million tons, the eggs 3.994 million tons and the milk 1.168 million tons. The total output value of fishery in 2002 is 35.548 billion yuan, which occupies 14.07% of the total output value of farming, forestry, animal husbandry and fishery, with the total aquatic products output of 6.95 million tons. Cotton, oil crop, vegetable and fruit are the four most advantageous products of Shandong agriculture. The total output of cotton in 2002 is 720 thousand tons; oil crops 3.4 million tons; vegetables 83.354 million tons; melons and fruits 22.083 million tons with 8.642 million tons

of the fruits only. Except cotton, the outputs of the latter three all rank the first in the country. In recent years, Shandong Province has attached great strength to the adjustment of the agricultural industrial structure, and kept on optimizing the industrial structure and pattern; adhered strictly to the principle of making progress relying on science, and increased the technology content in agriculture; promoted the agricultural standardization production energetically; developed the agricultural industrialization operation; implemented the agriculture internationalization strategy. The comprehensive quality of agriculture has been improved, and the agricultural commercialization has been deepened. Firstly, the achievement of structure adjustment is outstanding. The proportion of the planted area of cereal crops to economic crops is 57.46, with that of the output value 28.72. The "famous, high quality, special and rare" agricultural products have developed rapidly. The planted areas of special wheat and maize have reached 1.47 million hectares and over 330 thousand hectares respectively. Over 400 products have been appraised as No-Pollution Agricultural Product; over 300 have been awarded with the authority to use the Green Food Symbol; 69 have been awarded with the title of Organic Food. Secondly, the modernization level of agriculture has been improved constantly. The total agricultural machinery power has reached 81.55 million kw; the net application of fertilizer 4.34 million tons; the total electricity consumption 23.8 billion kwh; the effective irrigation area 4.8 million hectares; the second plowing index beyond 1.7; the technology contribution rate over 50%. Thirdly, the agricultural industrialization operation has made great breakthrough. Agricultural industrialization organizations of various kinds have reached over 11 thousand, among which there are over 5 thousand key agricultural enterprises; over 1,300 foreign exchange earning key enterprises and 5 listed enterprises in domestic or international markets. These agricultural industrialization organizations have admitted rural labor forces over 10 million, and built various production bases 3.67 million hectares. Over 1/3 agricultural products and 1/2 livestock products have realized industrialization operation; the realization of agricultural industrialization has reached 65%. Fourthly, the agricultural standardization project has been started comprehensively. The agriculture standard system, quality inspection system and the framework of the quality authentication system have been basically formed; the inspection condition has been improved; the control means has been reinforced. The whole province has built agricultural standardization base over 1 thousand of over 1.3 million hectares. The quality of the agricultural products has been improved constantly. Fifthly, agriculture has maintained a fast-developing tendency in foreign exchange earning. A total 1,183 agricultural products processing enterprises have been registered abroad, among which over 100 have been awarded with the import-export authority, over 120 have realized an annual export value of over USD 10 million. Since 2000, the export value of agricultural products of the whole province has increased extraordinarily with an annual increasing rate of 10%. The export value of 2002 is USD 5.23 billion, taking up 25% of that of the whole country. Sixthly, the achievement of the "famous brand" strategy is outstanding. The traditional famous brands have been promoted; "famous, high quality, special and new" products emerge one after another. Such famous brand products as Shandong apple, Laiyang pear, Zhanhua winter date, Cangshan garlic, Zhangqiu scallion and Luxi cattle have enjoyed a high reputation both at home and abroad. 336 products were appraised as Famous Product at China International Exhibition 2001, which accounted 1/4 of the total.

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山 興 振

Flourishing Shandong Agriculture by Implementing
Brand Products Strategy

Inscribed by Han Yuqun, Shandong Provincial Governor

October 22, 2003

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