

## **A Study on the Development of Characteristic Agriculture in Lanzhou City - Taking Lanzhou Lily as an Example**

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### **Abstract**

The development of industrialization-based specialty agricultural products is an effective way to realize the full use of local characteristics and resources and realize the high yield, efficient and sustainable development of agricultural products and realize the modernization and sustainable development of agriculture. Through the SWOT analysis of Lanzhou specialty agriculture and lily industry, it summarizes the advantages of resource, economy, and culture and market foundation in Lanzhou City. However, there are some basic understandings and concrete development plan of characteristic agriculture. The development of the industry is not enough, the industrial chain is short, the scale has not yet formed the advantages of farmers in the understanding of the characteristics of agriculture and lack of understanding, land transfer and financing there are some difficulties, regional characteristics and characteristics of agricultural integration is shallow, not highlight the Lanzhou regional characteristics, The characteristics of agricultural service platform construction is missing, the characteristics of agricultural model fixed old, lack of innovation in the disadvantages. In order to promote the smooth development of characteristic agriculture in Lanzhou, the characteristics of agricultural participation should update the development concept and enhance the development of the characteristic agricultural consciousness. The government should formulate the special agricultural development plan, increase the financial support, establish the diversified investment mechanism, construct the characteristic agricultural development fund Improve the development of agricultural science and technology innovation and technology promotion, strengthen the scientific and technological support for the development of characteristic agriculture; strengthen cooperation, introduce, develop and cultivate the characteristics of agricultural talents; strengthen the characteristics of the platform; to strengthen the development of agricultural science and technology, Construction, support services, agricultural development and other aspects of efforts.

### **Keywords**

Lanzhou City; Characteristic agriculture; SWOT analysis; Development model.

### **1. Introduction**

The characteristics of agricultural products should be from the agricultural production, farmers income, adjust the agricultural structure, environmental improvement point of view to develop, change the past only to the characteristics of agricultural production as the center of thinking, through the organic combination of agricultural industrialization, take the characteristics of agricultural industrialization the way. With the continuous development of market development, Gansu characteristics of agriculture has been developed by leaps and bounds, a few regional characteristics of agriculture has begun to take shape, for the characteristics of Gansu agriculture Development has important practical significance.

Gansu has a saying: "potato flowering peony". In fact, the current agricultural economy in Gansu is already "flourishing." Lanzhou to lily vegetables, medicine and is known, lily production has become the development of local economy in Lanzhou City; adjust the structure of the advantages of one of the characteristics of the industry. Lanzhou lily is lily family of perennial herbaceous plants, has a long history of planting in Lanzhou. Since the 80s of the 20th century, Lanzhou City at all levels of government support and guidance, lily production has gradually shifted to large-scale, industrial

development track. Processing, marketing have achieved a large-scale development trend, but there is still in the development of Lanzhou lily to be a breakthrough space. At present, Lanzhou characteristics of agricultural construction has been in tourism agriculture, tourism agriculture, facilities, agriculture and other aspects of the initial attempt, and achieved some success. However, due to the short development period, the lack of scientific development strategy and planning, and therefore the characteristics of agricultural development is still the concept of backward, the goal is not clear, positioning is not accurate, the focus is not prominent, the advantages of insufficient play, regional characteristics are not obvious, problem. If these problems cannot be resolved in a timely manner, it will bring about the serious negative impact on the comprehensive, coordinated and sustainable development of Lanzhou special agriculture, thus hindering the realization of the goal of building a well-off society in Lanzhou. Therefore, it is undoubtedly of great significance and practical significance to carry out the research on the development strategy of Lanzhou characteristic agriculture and to promote the healthy development of Lanzhou urban agriculture.

## **2. Current Situation of Characteristic Agriculture Development in Lanzhou City**

### **2.1 The Basic Situation of Characteristic Agriculture Development in Lanzhou City**

Lanzhou is located in the northwest of China, central Gansu Province, north and Wuwei City, Baiyin City, bordering the East and Dingxi City border, south and Linxia Hui Autonomous Prefecture border, with a total area of 13085.6 square kilometers. Summer without heat, no cold winter, is the famous summer resort. The average annual sunshine hours for 2446 hours, frost-free period of 180 days, the average annual rainfall of 327 mm, mainly concentrated in the 6 to 9 months.

Lanzhou lily is a variant of *Lilium*, also known as Lanzhou sweet lily, its scales thick and hypertrophy, white jade, delicate quality, taste sweet and soft, no bitter taste, is China's four lily line only edible lily, known as vegetables Ginseng. China's famous plant taxonomy expert Professor Kong Xianwu evaluation: "Lanzhou lily sweet taste, little fiber, and no bitter taste, not only famous for the country, can also be called the world's first." Lanzhou lily is the famous specialty of Gansu Province; Lanzhou City is the most characteristic of the agricultural industry, the quality of unique in the country. It is a "green food" logo and the "Lanzhou lily" certification mark issued by the State Administration for Industry and Commerce, which is recognized as a high-level nourishing green food. It is a trademark of "Green Food" which has been certified by China Green Food Development Center. With the lily processing enterprises in recent years to build and development, lily deep processing has also become a lily industry development trend. Development lily production of fresh, dry, flowers, health care, medicines, beverages and even skin care products, has gradually unfolded. At present, the use of *Lilium davidii* var. *Unicolor* has developed drylily, lily powder, lily canned, health tea, oral liquid, tablets, lily sauce, lily preserved fruit, medicinal mask, etc., have been formed scale. In particular, the use of sulfur-free technology processed into lily dry, is a natural pollution-free food. lily products can regulate the body immunity, beauty, anti-fatigue. It is good for health of people with great pressure on life and is an excellent health food.

As a very strong regional characteristics of agricultural products, has hundreds of years of planting history Lanzhou lily has an absolute resource advantage. On the main producing areas, the consumption of lily cultivation to Gansu-based, Gansu Province is an important economic crops and advantages of industry. Lanzhou lily in Lanzhou, Gansu Province, Pingliang, Tianshui and other areas have a large number of wild plant disease has been widely cultivated. At present, Lanzhou lily's most suitable planting area is mainly distributed in the southwestern part of Lanzhou City. The area is humid, watery, hot and soil. Lanzhou lily is suitable for Lanzhou lily. In recent years, Lanzhou lily embarked on the road of industrialization. Lanzhou lily industrial construction is the city and the province's agricultural industrialization development of key projects, is an important pillar of rural economy in Lanzhou, in recent years at all levels of government attaches great importance and strong support, Lanzhou lily into the industrialization of development track, show A strong momentum of development. Lanzhou lily products sold to Shanghai, Guangdong, Beijing and Hong Kong and

Macao, Japan and South Korea, Southeast Asia, Europe and North America and other countries and regions, by the vast number of consumers love.

**2.2 The main problems and constraints**

**2.2.1. Lily special industry awareness of low degree**

As shown in Figure 1, in general, Lanzhou city cadres, farmers, agriculture-related enterprises for lily characteristics of agricultural awareness, most of the stay in the general understanding and heard, but do not understand the extent of the total number of samples 80% or so, and very aware of the total number of samples accounted for 12. 65%, did not hear a small proportion of idle agriculture, indicating that Lanzhou lily characteristics of agricultural development effect is remarkable, but the advantages of the characteristics are not significant, Is not enough; overall, Lanzhou City, the advantages of the advantages of industry there is no advantage, characteristics are not strong, the industry grade is not high, leading to the main reason for these conditions is the lack of industrial development momentum, the industry chain is not perfect. The key is the scale of the characteristics of industrial production level is also less than the characteristics of large requirements, structural adjustment is not in place, the degree of low degree of production organization, agricultural enterprises led by poor radiation, lack of market power, social services support is not in place, Lack of development funds and other issues and constraints.

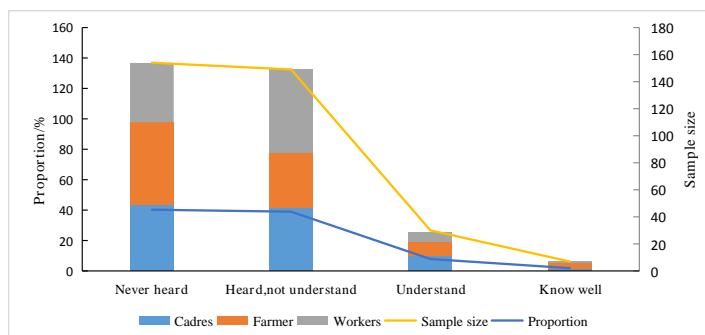


Fig.1 The understanding degree of creative agriculture for cadres, farmers and enterprise workers in Lanzhou city

**2.2.2. Price is not stable**

Since 1998, the land acquisition price for Lanzhou lily has risen at a rate of 10% per annum for four consecutive years. By the spring of 2001, it has risen to 17 Yuan per kilogram. The price was once planted lily farmers, processing dealers and government officials called "astronomical". Surprisingly, since the spring of 2002, Lanzhou lily's land acquisition price suddenly fell to a few dollars per kilogram, the market price of all the way down. Strong price contrast, so that lily market suddenly into a chaos, a large number of lily was the backlog, planting farmers complain incessantly, processing and sales enterprises again and again losses, government departments also do nothing. But in recent years, Lanzhou lily sales prices climb. Has exceeded the psychological capacity of consumers and income levels, therefore, Lanzhou market sales are poor.

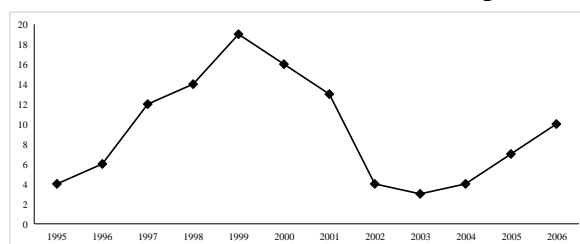


Fig.2. Lanzhou lily price change from 1995 to 2006 (unit: Yuan / kg)

**2.2.3. Quality decline**

On the one hand, lily production with more digging finished products with epiphytic mother seed, its quality is good and bad, poor quality of the mother seed into the finished product lily poor quality,

coupled with long-term by the phosphorus or small stem asexual breeding ball. Reproduction or expansion of planting, resulting in the accumulation and spread of the virus in the plant, resulting in decreased plant quality. As lily varieties of mixed, some of the poor should be eliminated. Lily ball is still planted, to meet the market requirements of the proportion of peony head smaller and smaller.

#### **2.2.4. Production shrinks**

In recent years the emergence of "sulfur lily" and other shoddy processing lily to Lanzhou lily wiped the black. At the same time, lily deep processing of product research and development lag, low added value, a single product, the market sales lily mainly vacuum packaging lily, lily dry and other primary products available, low technology content, although also developed lily nutrition cereal, lily oral, Lily tablets and other deep processing products, but due to lack of funds, has always been unable to form the scale of production. However, due to Lanzhou lily years of relying on the natural growth of the mother seed breeding, the natural degradation of the ball, resulting in the original 1500 kg from the original down to less than 800 kg, the product's single-headed rate from the original 70% to less than 20 %, the situation is grim.

#### **2.2.5. Brand role is not prominent**

Lanzhou lily brand management level is still to be improved, product quality and packaging is not uniform and vicious competition seriously affected the healthy development of Lanzhou lily industry. With the rapid development of Lanzhou lily industry, the market demand continues to increase, some brand awareness of the illicit traders in other areas of the production of low quality, low price lily to Lanzhou lily in the name of high prices to sell, Lanzhou lily's brand image has caused a serious negative impact. The rampant of these unscrupulous traders is due to Lanzhou lily market management and service is lagging behind, "Lanzhou lily" trademark use is not unified management, the relevant departments cannot strictly regulate the quality of Lanzhou lily, cannot seriously deal with non-compliant products, resulting in Lanzhou lily on the market sales of uneven quality, market transactions are more chaotic order. At the same time, the government is not good at using the market mechanism to guide the market is also an important reason for restricting the development of Lanzhou lily industry.

At present, Lanzhou lily cultivation of the main body is still a single farmer. Due to the small scale of production, a single farmer from the brand management profit is limited, so the lack of implementation of the brand strategy of capital and power. Combined with Lanzhou lily brand has a regional brand characteristics, a single farmer damage Lanzhou lily brand behavior gains far higher than the cost, resulting in the loss of the credibility of the brand market. Therefore, the implementation of Lanzhou lily brand strategy, must take appropriate form, the small farmers organized, as a unified market main body, to carry out brand management, improve the degree of participation of farmers in the market; advocacy integrity management, casting Lanzhou lily brand reputation.

#### **2.2.6. Lanzhou lily business strength uneven**

In recent years, Lanzhou lily as the main producing areas of Lanzhou City Qilihe District Government despite the continuous improvement of the industrial chain, and actively take measures to protect the "Lanzhou lily" local brand, but the dominant industry has never been able to develop into a strong industry. The survey found that the reason is Lanzhou lily leading enterprises less, most of them are unknown small and medium enterprises, and only the acquisition, sales. Lanzhou lily industry, the main distribution is more dispersed, although with a certain size, but still need to further expand the large-scale cultivation. Processing enterprises and farmers are more fragile organization, lack of coordination between each other, Lanzhou lily association's role has not been fully exploited, the market development efforts are far from enough.

### **3. SWOT Analysis of Characteristic Agriculture in Lanzhou City**

#### **3.1 Excellent quality and unique.**

Lanzhou lily for the growth requirements of the very strict, is a very strong regional characteristics of agricultural products, with high food, medicinal and health care value, to pure heart and soothe the

nerves, Yin and lungs. Lanzhou lily in addition to a high sucrose content, but also rich in protein, vitamins and the human body needs 8 kinds of amino acids, protein and vitamin B2 content of the general vegetables are 2 to 5 times and 10 times. In addition, Lanzhou lily also contains a wealth of zinc and calcium, can improve the growth and development of children play a good role in promoting. In China, Jiangsu Yixing, Hunan Longya, Zhejiang Huzhou and Gansu Lanzhou and known as the national consumption of lily four major origin, the main origin of its different nutrients shown in Figure 3.

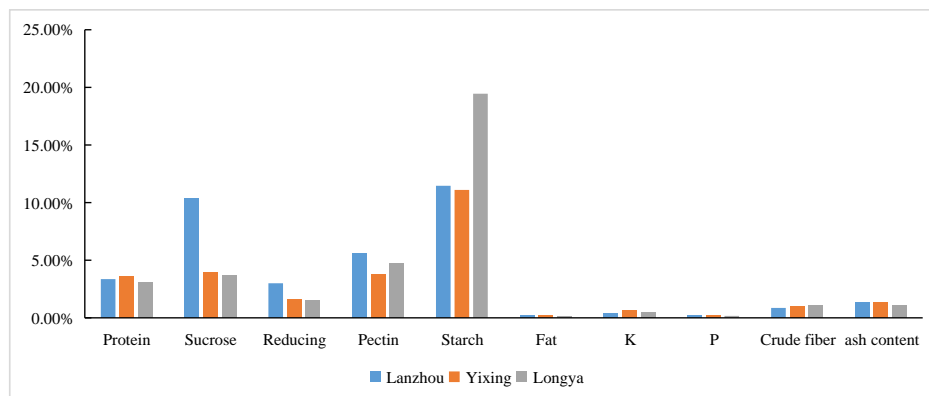


Fig.3. Main nutrients

### 3.2 Cultural connotation profound.

Lily since ancient times has a "hundred years of good" meaning. Cantonese people believe that lily can bring wealth; Europeans believe that lily has a "miss" means, and a symbol of noble and pure. With the continuous development of the economy, people's consumption concept gradually from the pursuit of material consumption into the pursuit of spiritual and cultural consumption, and Lanzhou lily have the cultural connotation of people's needs, as friends and banquets on the unique Jiapin. Lanzhou area has a strong lily cultural atmosphere and rich lily cultural heritage. In recent years, "Lanzhou lily" the cultural value has been more fully excavated, brand image to further enhances.

### 3.3 Market prospects.

Gansu Province from the market point of view: Lanzhou lily each year to order Lanzhou lily customers are more than 10, ordering more than 50 million kg, plus the demand in Gansu Province, the overall can reach 60 million kg. In 2006, the supply was only one quarter of the market demand, and the market was in a state of short supply. And Lanzhou lily and related processing products, the higher the price of finished products lily average price per kilogram in more than 10 Yuan, processing vacuum preservation lily average price per kilogram in 22 yuan, lily powder per kilogram price of 25 Above the Yuan.

Lanzhou lily mainly exported to Western Europe and Southeast Asia, the annual export volume reached 30 million kg. With the continuous improvement of Lanzhou lily visibility, the United States, Japan and other countries are also increasing demand for Lanzhou lily, selling prices up to an average of 80 US dollars per kilogram. With the Gansu provincial market and the domestic market in short supply of the same state, Lanzhou lily the international market can also be further developed. China's accession to the WTO, Lanzhou lily as the characteristics of agricultural products in Gansu Province, has a broader international market prospects.

## 4. Suggestions on Promoting the Development of Characteristic Agriculture in Lanzhou

### 4.1 The Development of Industrialization

Lanzhou lily industrial development, the Government needs to actively cultivate leading enterprises, give full play to the leading role of leading enterprises. The government should organize the investigation of the development of leading enterprises, regularly review the development of leading

enterprises, and strengthen the links and communication between the government and enterprises through various forms such as forums. The government can be leading enterprises in the development of the outstanding problems encountered in the introduction of relevant guidance, and in the declaration of projects to attract investment, optimize the market environment and other aspects of the active removal of obstacles. The government should attach importance to the important role of leading enterprises in the promotion of agricultural science and technology, the integration of agricultural resources, encourage enterprises to carry out scientific and technological innovation, improve their market development, provide services, deepen processing and guide production capacity, optimize the leading enterprises and farmers' professional economic organizations Docking model, to promote the leading business to strengthen the main position, broaden its scope of services. Give full play to the leading role of leading enterprises, to guide and establish a reasonable way of industrial management, organization and resource allocation, reduce production and operational risks, to avoid vicious competition, and actively promote socialization, specialization, commercialization, So that Lanzhou lily industry continued to develop healthily.

#### **4.2 Strengthen the role of the brand**

Effectively maintain Lanzhou lily brand reputation. In order to promote the development of Lanzhou lily industry, Lanzhou City will introduce a series of grading and other methods, the implementation of high prices for better prices. Unified brand, unified quality, unified packaging, unified supervision, improve Lanzhou lily market competitiveness, and effectively maintain Lanzhou lily brand reputation. To promote Lanzhou lily industry brand strategy construction, shaping the brand image, for enhancing the visibility of Lanzhou lily, Lanzhou lily industry to promote the further development of the important significance.

The implementation of brand strategy, from the processing and management of a large number of good reputable, lily quality assurance, economic strength of the enterprise as "Lanzhou lily" certification of the user. The remaining enterprises will be linked to the name of these enterprises, the supervision and management of small enterprises lily quality and certification of the use of trademarks, industrial and commercial quality supervision and other departments at any time on the supervision and inspection of large enterprises, if found fraud, Strict, in accordance with the relevant provisions of heavy penalties.

#### **4.3 Improve the technological content of Lanzhou lily**

A large amount of capital investment to allow enterprises to update the technical equipment, and the establishment of advanced lily breeding, planting, processing base and lily sales outlets, improve Lanzhou lily cultivation, processing capacity and technical level, and promote Lanzhou lily industry towards deep processing and fine Processing direction, so as to improve the quality of Lanzhou lily goods. Lanzhou lily cultivation, should pay attention to the breeding of the ball, and actively carry out research and improvement, through the scientific and technological strength to ensure the continuous optimization of Lanzhou lily product quality; in processing, to increase the Lanzhou lily series of product development, improve lily deep processing technology , The introduction of high value-added, to meet market demand for new products to promote the further development of Lanzhou lily industry chain; in storage, to actively develop nitrogen-conditioning conditioning production line, and strive to Lanzhou lily shelf life extended to 180 to 200 days or even Longer, so that Lanzhou lily's sales period can be extended. And play Lanzhou research institutes focus on the advantages of scientific and technological personnel, the organization of scientific and technological strength research lily deep processing technology, carry out scientific and technological research, according to market needs to develop marketable new products, and further enrich Lanzhou lily processed product varieties, the formation of high technological content Vacuum packaging lily, lily dry, lily powder, lily juice and lily health products such as diversified pattern, improve product quality, create Lanzhou lily brand processing products to meet the needs of consumers perennial consumption lily.

#### 4.4 Increase government support efforts

The government should implement the Lanzhou lily brand strategy into Lanzhou lily industry development master plan, the use of legal, economic, administrative means to adjust and implement; cultivate and improve the market system, improve the lily industry regulations, regulate the market order; actively organize lily scientific and technological projects and research , The development of science and technology service team, to strengthen the technical training of farmers, and for the development of other small and medium enterprises to provide practical and effective management of the development of small and medium-sized enterprises, the development of small and medium-sized enterprises Service; emphasis on the lily leading enterprises in the policy tilt, to give credit, tax and other aspects of the concessions; regulation to support lily industry development of capital flows, so that limited funds to serve the strategic objectives. Law enforcement and judicial departments at all levels should work closely with the full use of the legal protection of the origin of the legal weapons, fake Lanzhou lily behavior to be resolutely crack down on Lanzhou lily stand out to create a good market environment. The state should be developed and improved as soon as possible to protect the healthy growth of the brand laws and regulations, the brand cultivation and protection into the legal track. Government departments should strengthen the law enforcement efforts to eradicate unfair competition. Only in this way can we create a fair competition in the market order for the survival and development of Lanzhou lily to create good conditions.

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