

Beijing Xing Nong Tian Li Agricultural Machinery Service Cooperative

北京兴农天力 农机服务专业合作社



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1. Introduction 基本情况



founded
in 2008

income increase
of 5,000
households

5 provinces and
municipalities
9 districts or
counties
30 townships
135 villages

Concentrated
landholding,
Large-scale
operation

**Xing Nong Tian Li
Cooperative**

400 facility
greenhouses

312 member
households

500 mu of
flowers and
fruit trees

281 units of
farm
machines

over 30,000
mu of crops

Business Scope 业务范围



farm machinery
service

农机服务

custom hiring
农机作业

supply of
machine parts
配件销售

Machine
maintenance
农机维修



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Business Scope 业务范围



种植

farming

crops

粮食种植

flowers and
fruit trees

花卉果树

facility
greenhouses

设施大棚

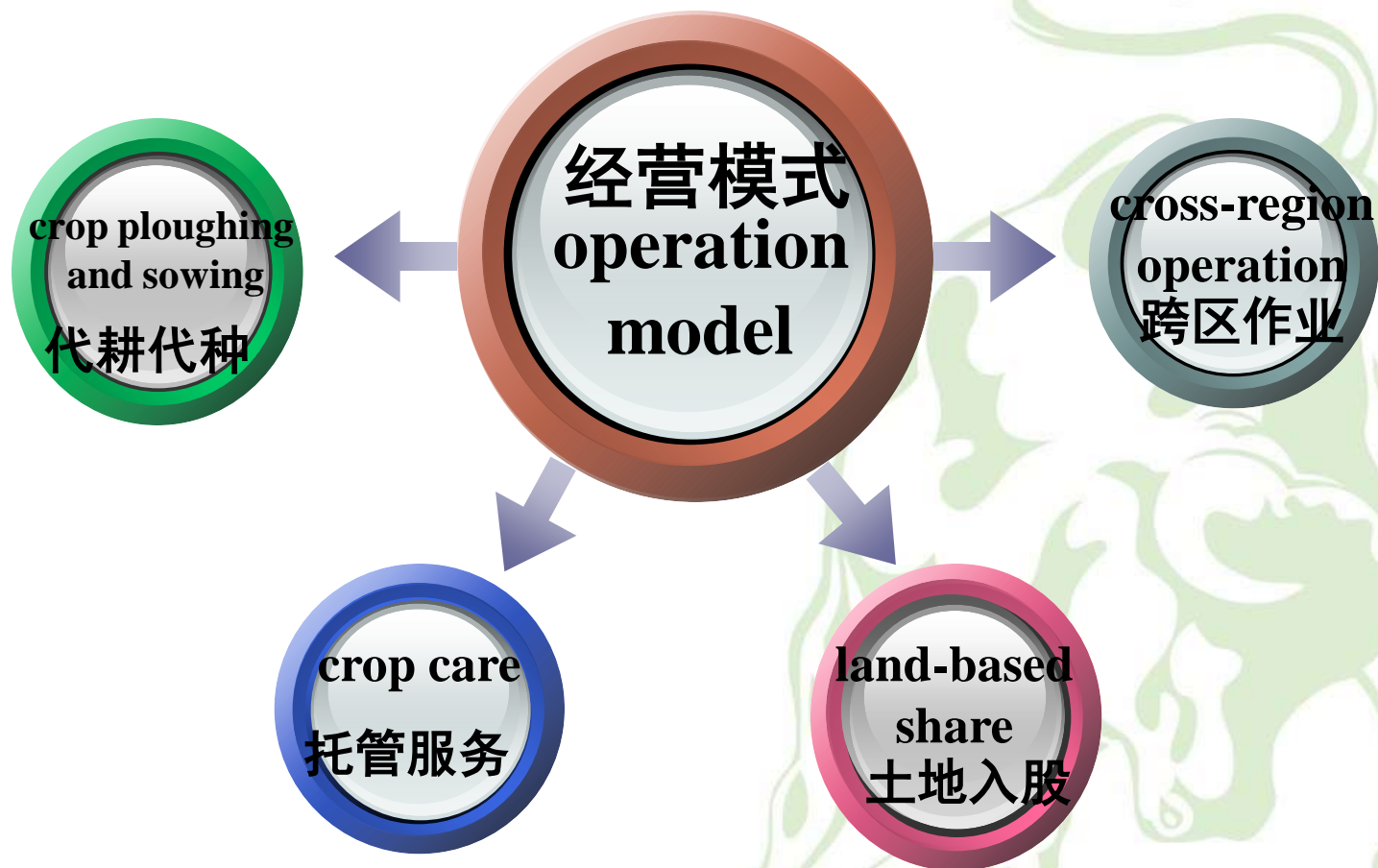
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Farm Machinery 农业机械



2. Operation Model 经营模式



Ploughing and planting for farmers



代耕代种

- the most basic form of our operation
- 最基本的作业形式
- We offer whatever service that farmers need
- 农户需要什么服务我们就提供什么服务



Crop care service 托管服务



- one-stop service 全程服务
- farmers only need to make plans for crop growing and wait for harvest 农户拟定种植计划
- the from ploughing, planting, managing, plant protection, applying pesticides and harvesting are done by the cooperative 从耕、种、管、植保打药到收，全部由合作社来做
- harvests are owned by farmers 收的成品归农户所有

Land-based shares 土地入股



- Farmers are transformed from “small land owners” that plow and plant by themselves to “shareholders” who draw dividends 农民由原来的自耕自种的“小地主”，转变为收取红利的“股东”
- don't have to care about production and operation 不再参与农业生产与经营
- rent 6,300 mu (420 ha) of land from over 1,000 farmer
- land transfer could bring about 1,200 RMB per mu to farmers 流转了6300亩土地，农民每年享受1200元/亩的收益
- facilitate the transfer of rural surplus labor, provided employment over 100 farmers 促进农户转移就业，为100多位农民在合作社安排了就业

Land-based shares 土地入股



- unified agricultural materials, machinery operation, management, plant protection, harvest, sales and branding
统一农资、统一农机作业、统一管理、统一植保、统一收获、统一销售、统一品牌
- growing high-yield and new varieties and carrying out large-scale machinery operation
种植高产新品种和实施大规模机械化作业
- 6,300 mu (420 ha) of land was managed by 1,000 farmer households before
土地流转前，6300亩地需要1000个农户兼业经营
- now land management only needs 65 Cooperative members, with a per capita average of 100 mu (6.67 ha)
合作社经营仅需65个社员来负责，人均管理100亩

Cross-region operation 跨区作业



- a latitude spread of 50 degrees, the growth period of crops are distinctly different 中国南北纬度跨度近50度，农作物生长周期有显著差异
- making use of the time difference 合作社利用不同地区农机作业的时间差异
- organize machinery operation in different regions 组织跨区作业
- Each year, the cross-region operation lasts around 2 months 每年跨区作业的时间在2个月左右



Year-end Bonus Awarding 入股分红



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3. Experience 经验



- favorable government policies**
国家政策扶持
- large-scale operation to raise benefits**
规模经营、提升效益
- enhance training to improve capacity**
强化培训、提升素质
- cooperate with universities for complementarity**
与高校合作、优势互补
- innovate in development and take bold actions**
创新发展、勇于行动

Favorable Government Policies



国家政策

- subsidy on farm machinery purchase 农机补贴
- subsidy on seeds 种子补贴
- subsidy on fertilizers 肥料补贴
- subsidy on pesticides 农药补贴
- some free greenhouse plant protection tools 免费发放部分大棚植保材料
- subsidy on the interest payment of some loans 部分贷款贴息
- tax exemption for cooperatives 合作社免税
- technology guidance 提供技术指导

Large-large-scale operation 规模经营



- rural households were working in individual family units. A household with 8 mu of land needs to put in long-term labor to earn about 10,000 RMB in a normal year
- 原先一家一户的农民自己种植，一户约8亩地，需要一个长期的劳动力，正常的年份一年收入约10000元
- After adopting large-large-scale operation, productivity has been greatly improved and surplus labor could be shifted to the secondary and tertiary industries
- 规模经营后，不断种植效率提高了，而且能把劳动力解放出来从二、三产业，农民增加了收入

Enhance training 强化培训



- Human resource is the most important resource. 人是第一资源
- increase employees' sense of ownership 增强员工的主人翁精神
- improve their general capacity, productivity and service quality 提高员工的综合素质，提高生产效率和服务水平
- more competitive on the market 能适应市场变化
- more adaptable to market changes 增强竞争优势



Cooperate with universities 高效合作



- improved technical capacity提升了技术能力
- provided a platform for the University through which their technologies could be applied in the industry.
- 给大学提供了技术平台，使得高校技术能有效落地





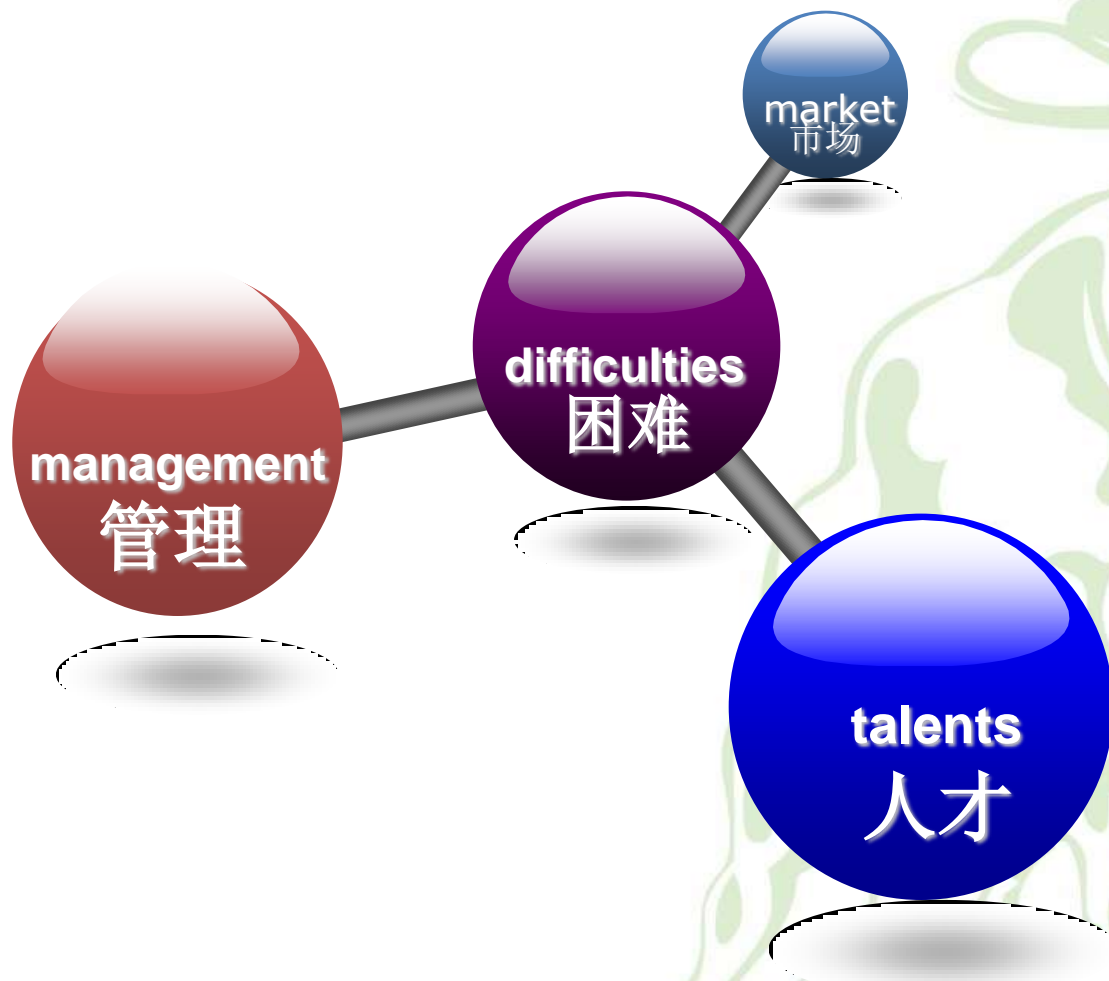
Keep innovating and take actions

创新付诸行动

- innovation of its operation model 经营模式创新
- innovation of its management model 管理模式创新
- technological innovation 技术创新



4. Difficulties 困难





Thank you!

