

稻米价值链：关键环节、提升与发展

Rice Value Chain(RVC): Key Links, Promotion and Development

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Part 1

稻米价值链的构成

Composition of RVC



稻米价值链的内涵 *The Connotation of RVC*

稻米价值链：是农户和厂商在稻米的种植、收获、储藏、运输、加工和销售等环节中，通过生产要素的投入和配置来实现收益增加的价值形成和价值分配体系。

RVC is a value formation and value distribution system in which farmers and manufacturers increase their profits through the input and allocation of production factors in rice planting, harvesting, storage, transportation, processing and sales.

按照政府是否建立稻米储备：可以划分出两条不同的稻米价值链。

We can divide RVC into two different types according to whether the government establishes rice reserves or not,



稻米价值链 (全产业) *RVC (Whole Industry)*

农户的价值链

Farmers' value chain

- 水稻的种植和收获 Paddy planting and harvesting
- 稻谷的储藏、运输和销售 Storage, transportation and sale of rice in the husk

稻谷中间商的价值链

VC of rice in the husk middleman

- 稻谷的收购、储藏、运输和批发
- Purchase, storage, transportation and wholesale of rice in the husk

稻谷加工商的价值链

VC of rice in the husk processors

- 稻谷的批量购买、储藏和加工
- Bulk purchase, storage and processing of rice in the husk
- 大米的储藏、运输和批发 Storage, transportation and wholesale of rice

大米中间商的价值链

VC of rice middleman

- 大米的批量购买 (经销)、储藏、运输和批发
- Bulk purchase (distribution), storage, transportation and wholesale of rice

大米零售商的价值链

VC of rice retailers

- 大米的批量购买、储藏、零售
- Bulk purchase, storage and retail of rice



稻米价值链 (全产业+政府储备) *RVC (Whole Industry & Government Reserves)*

农户的价值链

Farmers' value chain

- 水稻的种植和收获 Paddy planting and harvesting
- 稻谷的储藏、运输和销售 Storage, transportation and sale of rice in the husk

稻谷中间商的价值链

VC of rice in the husk middleman

- 稻谷的收购、储藏、运输和批发 Purchase, storage, transportation and wholesale of rice in the husk
- **政府对稻谷进行储备：收购、储藏、运输和批发 Government reserves : acquisition, storage, transportation and wholesale**

稻谷加工商的价值链

VC of rice in the husk processors

- 稻谷的批量购买、储藏和加工 Bulk purchase, storage and processing of rice in the husk
- 大米的储藏、运输和批发 Storage, transportation and wholesale of rice
- **政府对大米进行协议储备：与加工商签订协议 Government reserves by agreement: signing agreement with processors**

大米中间商的价值链

VC of rice middleman

- 大米的批量购买（经销）、储藏、运输和批发 Bulk purchase (distribution), storage, transportation and wholesale of rice
- **政府对大米进行直接储备：收购、储藏、运输和批发 Direct government reserves : acquisition, storage, transportation and wholesale**

大米零售商的价值链

VC of rice retailers

- 大米的批量购买、储藏、零售 Bulk purchase, storage and retail of rice





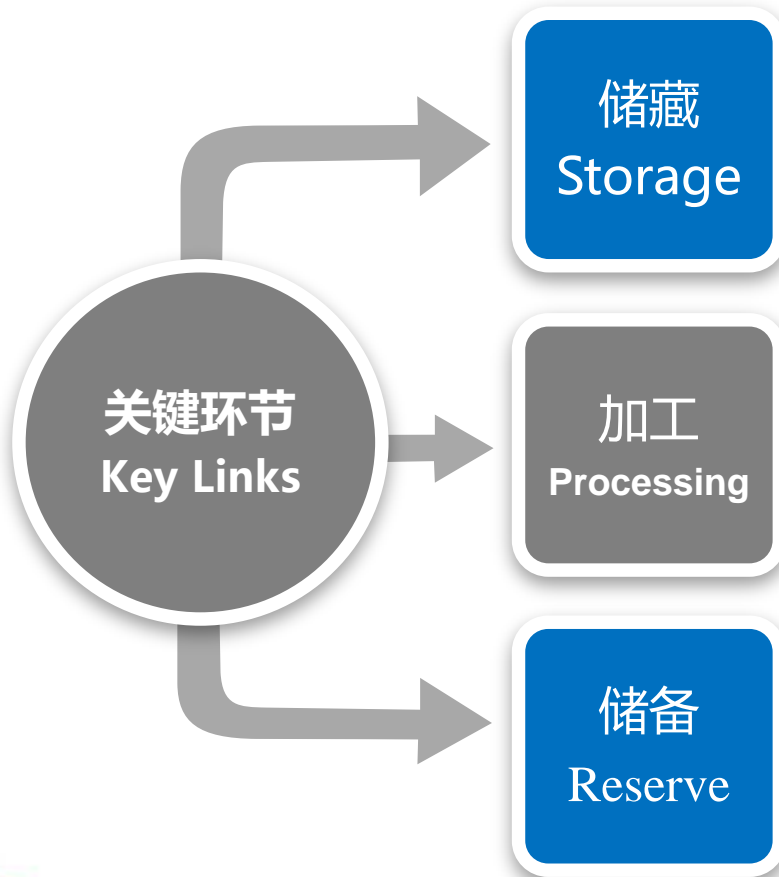
Part 2

稻米价值链的三个关键环节 Three Key Links of RVC



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稻米价值链的三个关键环节 *Three key links of RVC*



包括农户的稻谷储藏、稻谷中间商的稻谷储藏、加工商的稻谷和大米储藏、政府储备性质的稻谷和大米储藏、零售商的大米储藏。在储藏环节中，储藏的技术、设施与装备水平，储藏的成本与收益，都会对稻米产业中各个市场主体的价值链带来影响。

Including farmers' and middlemen's paddy storage, processors' paddy and rice storage, government reserves of paddy and rice storage, retailers' rice storage. In the process of storage, the storage technology, facilities and equipment level, as well as the cost and benefit of storage will have impacts on the value chain of each market player in the rice industry

稻谷加工的技术、设施与装备水平，以及加工的成本与收益，会对加工商的价值链带来直接影响，并从前向后向两个方向影响到稻米产业其他市场主体的价值链。

The technology, facilities and equipment level of paddy processing, as well as the cost and benefit of processing, will have a direct impact on the value chain of processors, they also affects the value chain of other market players in rice industry both from the front and the back directions.

政府储备的规模和财政投入会对稻米市场产生干预效应、挤出效应和替代效应，并对农户价值链、加工商价值链、中间商价值链带来影响。

The scale of government reserves and fiscal input will have an intervention effect, crowding out effect and substitution effect on the rice market, and will have an impact on the value chain of farmers, processors, and middlemen.



Part 3

稻米价值链提升的五大因素
Five Factors of RVC Promotion



稻米价值链提升的五大因素 *Five Factors of RVC Promotion*

□土地 *Land*

- ⑩ 土地市场 Land market
- ⑩ 土地租金 Land rent

□资本 *Capital*

- ⑩ 设施、装备 Facilities and equipment
- ⑩ 融资渠道、融资成本、现金流 Financing channel, financing cost, cash flow

□劳动力 *Labor*

- ⑩ 数量与质量 Quantity and quality
- ⑩ 人力资本投资与积累 Human capital investment and accumulation

□技术 *Technology*

- ⑩ 技术创新 Technology innovation
- ⑩ 技术应用 Technology application

□管理 *Management*

- ⑩ 商业模式 Business mode
- ⑩ 盈利模式 Profit mode
- ⑩ 管理水平 The management level



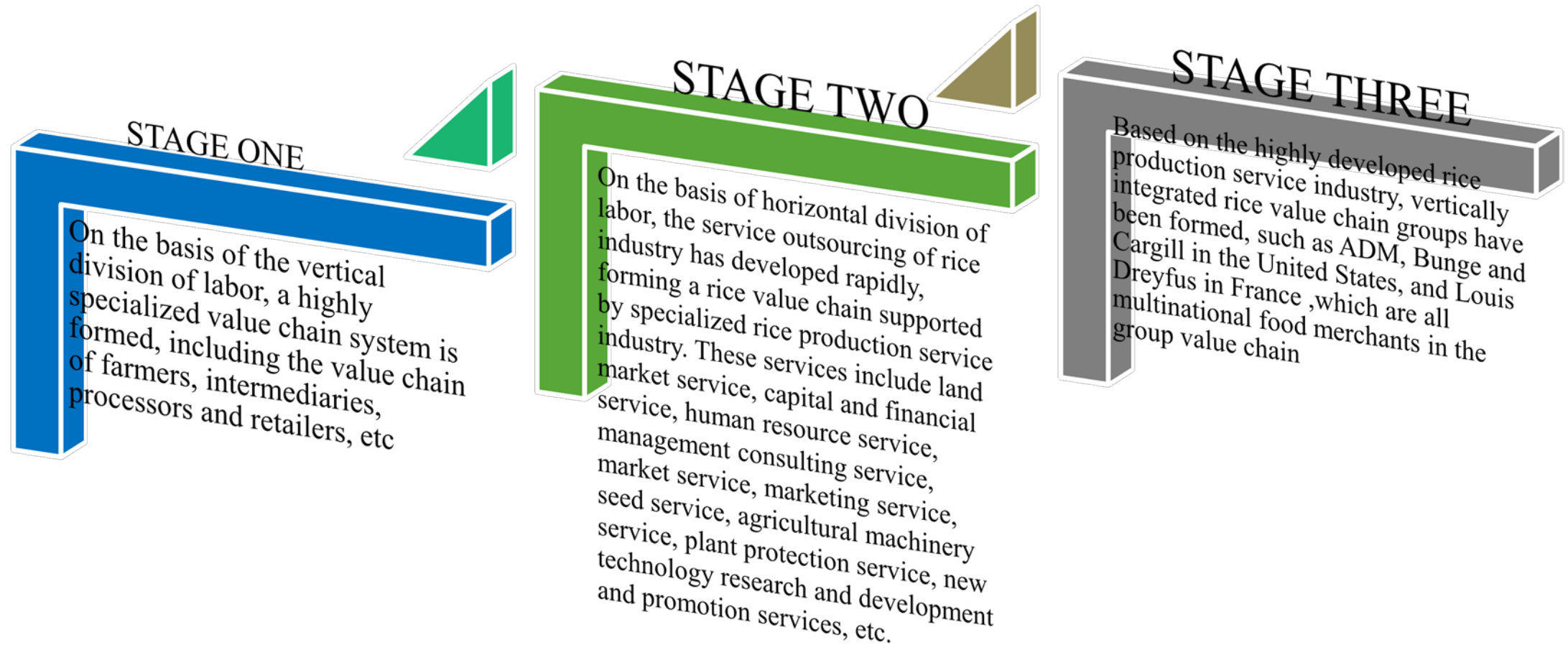


Part 4

稻米价值链发展的三个阶段
Three Stages of RVC Development



稻米价值链发展的三个阶段 *Three Stages of RVC Development*





Part 5

稻米价值链的发展目标

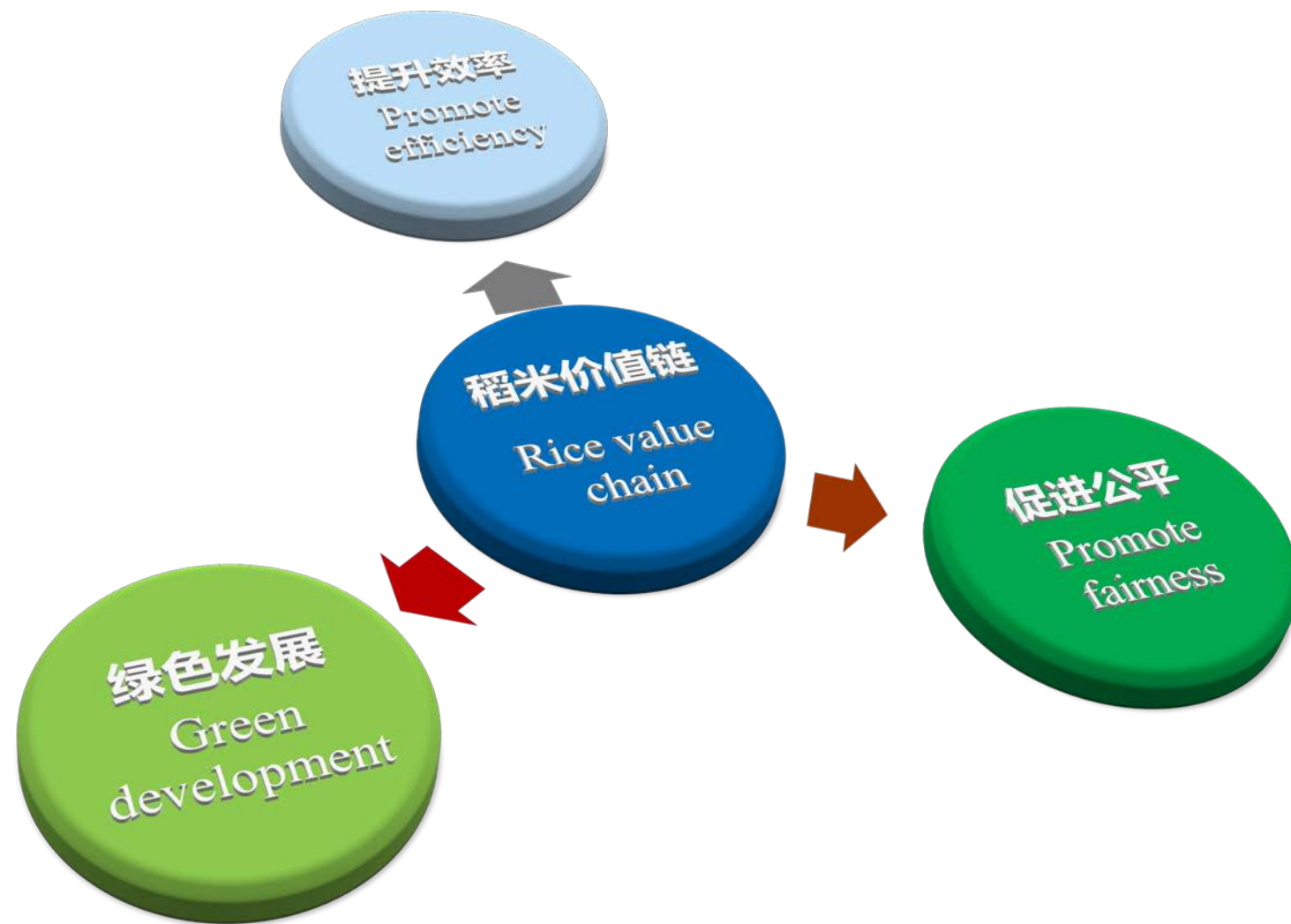
Development Goals of RVC



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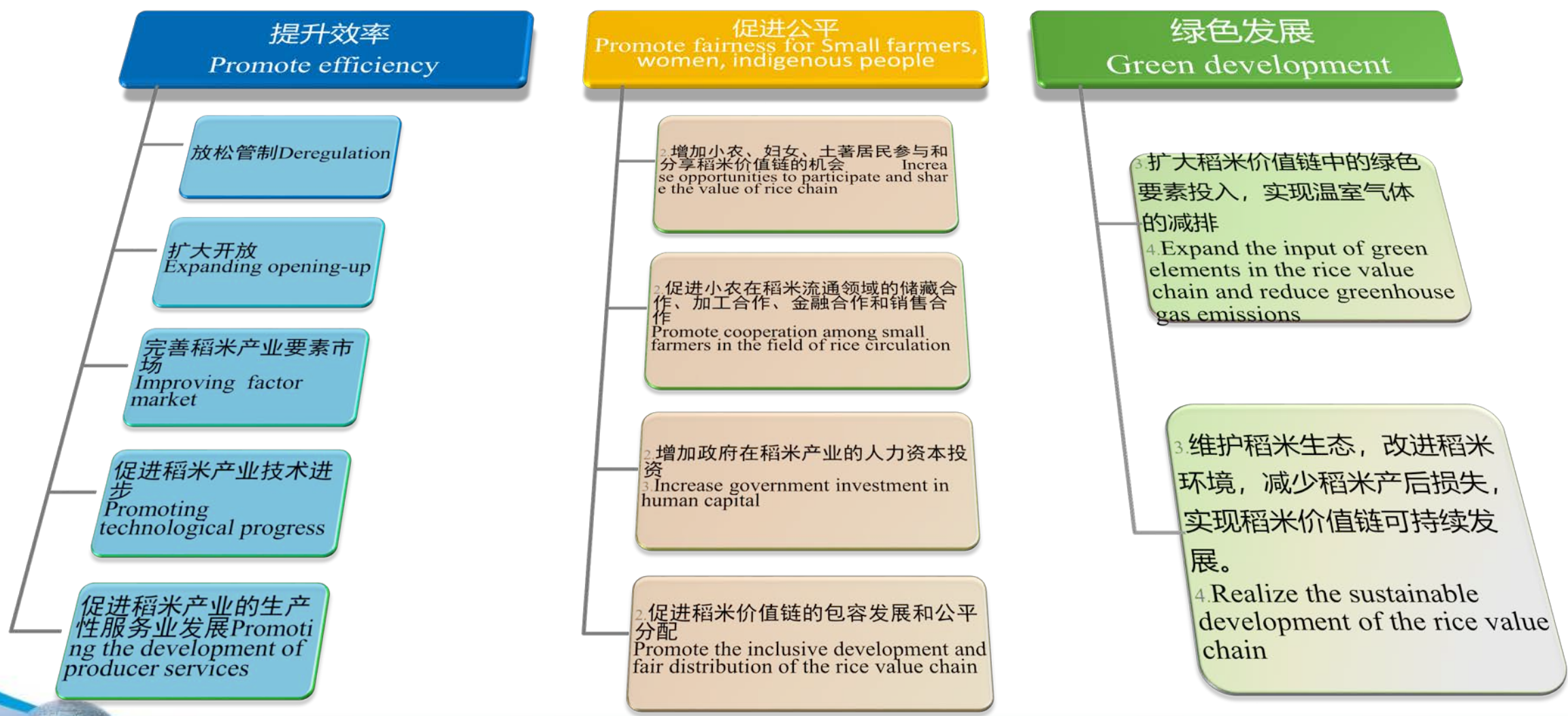
构建效率、公平、绿色的稻米价值链

Establishing an efficient, fair and green RVC



构建效率、公平、绿色的稻米价值链

Establishing an efficient, fair and green RVC



提升效率 Promote efficiency

放松管制
Deregulation

扩大开放
Expanding opening-up

完善稻米产业要素市场
Improving factor market

促进稻米产业技术进步
Promoting technological progress

促进稻米产业的生产性服务业发展
Promoting the development of producer services

促进公平 Promote fairness for Small farmers, women, indigenous people

2. 增加小农、妇女、土著居民参与和分享稻米价值链的机会
Increase opportunities to participate and share the value of rice chain

2. 促进小农在稻米流通领域的储藏合作、加工合作、金融合作和销售合作
Promote cooperation among small farmers in the field of rice circulation

2. 增加政府在稻米产业的人力资本投资
Increase government investment in human capital

2. 促进稻米价值链的包容发展和公平分配
Promote the inclusive development and fair distribution of the rice value chain

绿色发展 Green development

3. 扩大稻米价值链中的绿色要素投入，实现温室气体的减排
4. Expand the input of green elements in the rice value chain and reduce greenhouse gas emissions

3. 维护稻米生态，改进稻米环境，减少稻米产后损失，实现稻米价值链可持续发展。
4. Realize the sustainable development of the rice value chain



谢谢各位!

Thank you!

Welcome to Nanjing University of Finance & Economics.

