

RESEARCH ON ANIMAL HUSBANDRY ECONOMY ASSISTING RURAL REVITALIZATION

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Abstract: With the accelerated pace of reform and opening up, China's animal husbandry industry has made great achievements. The development of animal husbandry can not only promote the basic life of the people, The improvement of quality can also drive domestic employment, especially the employment of farmers, improve their income levels, and make our country's economy progress. one step growth. animal husbandry The improvement can enhance the development of rural secondary and tertiary industries and is an important pillar industry for rural revitalization. However, China's animal husbandry industry is also currently facing short industrial chains and resource constraints. constraints, low production efficiency, information asymmetry, environmental protection and other issues. This article draws on the experience of developed countries in the animal husbandry industry and combines the development characteristics of our country to propose the following The following suggestions: It is necessary to distinguish the production characteristics of different livestock breeds and establish the direction of large-scale development; to establish cooperative economic organizations for animal husbandry with Chinese characteristics ; leading enterprises to drive agricultural production household development, deepening the development of industrial integration; and extending the livestock industry chain, thereby making China's livestock economy more efficient and helping rural revitalization.

Keywords: Animal husbandry; Rural revitalization; Industrial integration; Industrial chain

1. INTRODUCTION

With the acceleration of my country's reform and opening up, rural economic development focusing on agriculture and animal husbandry has Rapid development, 2018 The No. 1 document of the Central Committee of the Communist Party of China made "2050 "Achieve Comprehensive Rural Revitalization" development plan, By then, domestic rural areas will surely show a new look, that is, a new era of "strong agriculture, beautiful countryside, and prosperous farmers". scene.

From the perspective of economic development, in what ways will animal husbandry contribute to rural revitalization? Although now The development of animal husbandry has made great achievements in this stage, but we must also face the challenges in the development process of animal husbandry. Various problems have arisen. Have domestic demands for food quality and safety been met? Livestock product supply sources Is the quality of the head safe? Is the pace of industrial transformation continuing to advance? African swine fever affects livestock industry Have the obstacles to security development been resolved? These problems are huge challenges currently facing the livestock industry.

2. THE DEVELOPMENT STATUS OF CHINA'S ANIMAL HUSBANDRY AND ITS POSITION IN THE RURAL ECONOMY

Since the Third Plenary Session of the Eleventh Central Committee of the Communist Party of China, the implementation of the household responsibility system has fully stimulated the enthusiasm for animal husbandry. industry vitality. The total domestic production of livestock products increased rapidly, for example, in 1980 domestic livestock production Product output is 1205 million tons, and by 2020 The annual output of pig, beef, mutton and poultry in my country totaled 7639 Thousands of tons. 2020 The annual national pork production reaches 4113 10,000 tons, 2020 The annual poultry slaughter volume reached 155. 700 million, 2020 The number of beef cattle slaughtered nationwide reached 4565 in 2018 10,000 head, sheep slaughter volume reached 31,941 Ten thousand. The output of poultry, egg products and meat products has ranked among the top in the world for several consecutive years. by 2020 Year 12 At the end of the month, there were nearly 70% of livestock and poultry farms have been scaled up Chemical reform, the comprehensive utilization rate of livestock and poultry manure reached 76% , breeding The environment is further improved.

my country's animal husbandry is moving towards health, safety and environmental protection. development, specifically reflected in the gradual optimization of production structure, animal husbandry The proportion of the total economy is increasing year by year, and the scientific and technological content has increased significantly. The large-scale breeding industry has expanded rapidly, and industrial operations have achieved remarkable results. Show progress etc.

For a country, its degree of agricultural development is often reflected in the total output value of its domestic livestock industry in the total agricultural output value. proportion, that is, the higher the proportion, the greater the degree of agricultural development. high. At present, the proportion of the total output value of animal husbandry in developed

countries is usually between 40% ~ Within 50%. The domestic animal husbandry industry accounts for far Below this value, it indicates that the development of domestic animal husbandry is in line with international advanced There is still a large gap between the levels of. Revitalizing rural animal husbandry is not Only the overall sustainable development of rural agriculture can be achieved, and In order to promote the development of related industries, extend the production chain of agricultural products and promote Enter rural economic development. According to the China Animal Husbandry Statistical Yearbook data, sorted out 1988 year to 2020 China’s livestock products production Quantity change chart, see Figure 1.

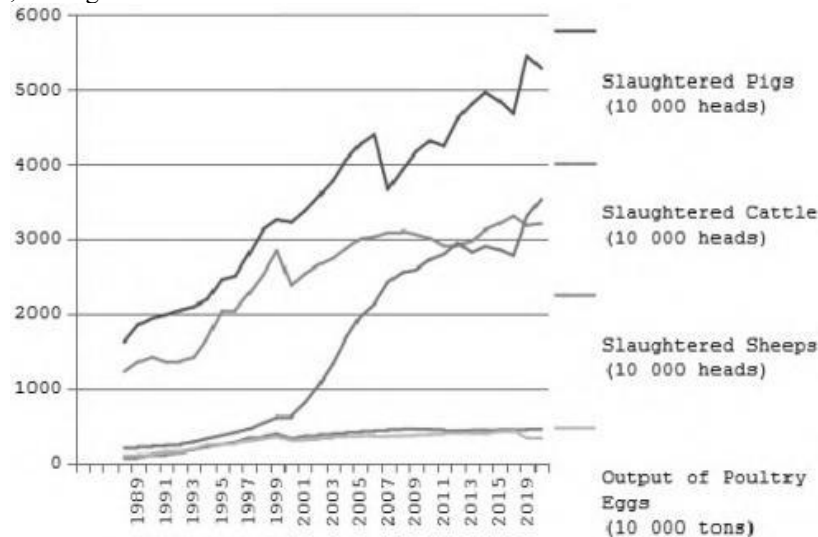


Fig. 1 1988 ~ 2020 Annual changes in China’s livestock product output

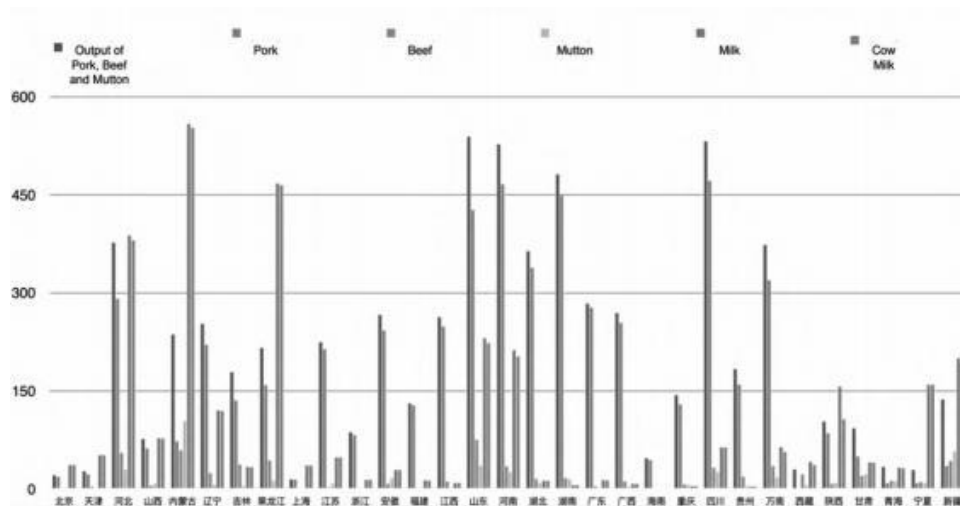


Fig. 2 2020 Annual output of livestock products in various provinces and cities across the country

D 1 You can see that since 1988 year to 2020 year i The domestic pig slaughter volume and sheep slaughter volume are increasing rapidly, while The increase in cattle slaughter volume, egg production, and dairy product production Relatively stable.

Based on the data from the China Animal Husbandry Statistical Yearbook, the entire Livestock product output map of various provinces and cities in the country (Figure 2).

It can be seen from Figure 2 that 2020 In Shandong Province, pigs, cattle and sheep Ranked first in total meat production provinces, followed by Sichuan Province, which produces The province with the third largest total is Henan Province, followed by Inner Mongolia, Heilongjiang, and Henan Province. Northern Province is a major milk production province in my country.

Animal husbandry has gradually developed from a sideline business for farmers' families to A pillar industry of the agricultural economy. With the rural revitalization strategy With further implementation, animal husbandry will surely become a prosperous rural industry. leading industries, link industries, enriching industries and green industries.

3. FOCUS ON THE DEVELOPMENT OF CHINA’S ANIMAL HUSBANDRY INDUSTRY

3.1 Development Status of my Country's Poultry and Egg Industry

Most of China's laying hen breeders are located in rural areas. Breeding farms are mainly concentrated in the corn belt of North China, especially in Shandong, Henan and other places. The development of the egg industry has contributed to the optimization of the livestock economic structure. play a huge role. As China's dominant industry, egg production in 2020 was 3467 million tons, nearly 42% of the world's of eggs produced in China. my country is a big country in producing poultry and eggs. The production of poultry and eggs The cost is lower than other countries, but the cost advantage alone is far from If it is not enough, the ultimate benefit is the development goal of the poultry and egg industry. The reason for the low efficiency of my country's poultry and egg industry is attributed to the single product processing ratio Reasons such as low sample rate and insufficient deep processing level. with developed countries in the world Compared with this data, the average product rate of each household is 20%, my country's processing The rate of finished products is only about 6%, which has greatly hindered the development of my country's laying hen industry.

3.2 Current Situation of Pig Industry

China is a major pig breeding country, accounting for nearly 50% of the world's of pigs are produced in China, and since 1980, pork production has been close to 4. 3% average growth rate skyrocketing. From a supply perspective Analysis shows that in 1980, domestic pork production accounted for 1% of total meat production. 94% , but arrived 2020 The proportion of pork in the year dropped to 63%. This reflects the increasingly diversified domestic meat industry structure. Industrial quality continues to improve. From the analysis of pork consumption, as far as The proportion of pork consumption in total national meat sales is gradually declining dropped, but still ranks first in meat consumption the throne, accounting for about 60% of national consumption.

By analyzing the cost structure of pig raising, it can be found that its feed costs, Piglet costs and labor costs account for a larger proportion, accounting for a total of More than 85% of total cost. Frequent swine diseases and meat quality and safety incidents have stimulated pork consumers to pursue a higher pursuit of the product itself and its source. Rising feed costs, lax supervision, etc. Problems are constantly exposed. This series of problems has a great impact on rural pigs. It is both an opportunity and a challenge for the industry.

3.3 Current Development Status of Cattle and Sheep Raising Industries

Since 1980 Beef production started at 9. 3% annual increase The growth rate has increased rapidly, and the number of beef cattle raised and meat production in my country have has been at the forefront of the world, and at the same time, milk production has also continued to Continue to grow. But some problems are gradually emerging, such as short supply of meat Problems such as shortage, high price of beef cattle, low quality of beef, etc. because of me my country has a large population base, and its per capita beef output is the same as that of developed countries. There is a certain gap between the families. 2011 Years from now, my country's beef prices will The price has been rising, which has put great pressure on fattening farms and slaughterhouses. force. Imported beef still accounts for my country's beef consumption one Most The main beef importing countries are Australia and other grassland livestock countries. A country with relatively developed animal husbandry.

The development of the beef cattle industry needs to move towards breed diversification, raising Developing in the direction of precision, the future beef industry will For the purpose of preparation work before cooking and convenience for consumers, we insist on green sustainable development. Branding is the inevitable path for the future beef cattle industry On the way, beef cattle farmers need to establish brand awareness and move towards production. Only by developing in the direction of industrialization and intensification can we survive the fierce competition in the future. stand out from the competition.

The mutton sheep industry plays an important role in my country's animal husbandry. position, its production scale has also increased from 20 Century 80 The years begin rapidly expansion, production capacity has been greatly increased, among which the average annual growth rate of mutton production The growth rate reaches 6. 6% , Mutton production and the number of mutton sheep are also increasing day by day. Due to its strong adaptability and complex feeding habits, China's mutton sheep are distributed in all provinces across the country. However, due to the The resource endowments and environmental conditions of provinces are different, and the output of mutton There are large differences in distribution.

Two indicators to measure the level of mutton output are slaughter rate and Carcass weight, under the same breeding scale, the above two indicators increased High, indicating that mutton production is increasing. In the past ten years, with the national The domestically improved breeding project has received great attention and the supporting technology for large-scale breeding has With the continuous standardization of technology and the increasing scientific level of breeding, domestic The slaughter rate and carcass weight of mutton sheep have increased significantly.

Promoting the fine breeding project will improve the quality of breeding sheep and promote good breeding. supply plays a vital role. Varieties in our country In the context of continuous advancement of improvement work, Boer goat hybrid improvement The pace of quality improvement will be accelerated, and farmers' conscious purchase of high-quality varieties will provide Provide subsidies to further accelerate the construction of improved breeding bases.

According to the resource endowment of the region and the characteristics of mutton sheep breeds, the The special buildings include Altay sheep, small-tailed Han sheep, Hu sheep, Shaannan goats, A professional mutton production area with horse-headed goats as the main body. Adjust the structure of planting and breeding, promote the combination

of planting and breeding, and improve animal husbandry Ecological benefits of the industry and pasture production and service functions.

4 DAIRY INDUSTRY DEVELOPMENT STATUS

Liquid milk is the main dairy product in my country, and liquid milk is one of the The most sold dairy product in the country, easy to drink, low processing cost, Low energy consumption. With the improvement of living standards, people are interested in dairy products The requirements are getting higher and higher. With strong support from the state, Liquid The dairy industry has been stabilized in terms of production scale and development model. certain development. 2021 The China Animal Husbandry and Veterinary Yearbook shows that, 2020 China's milk production is 3529. 6 million tons, milk production The amount is 3440. 1 Thousands of tons.

In order to improve the development level of China's liquid milk industry, shrink narrow the gap with developed countries and realize the modernization of the liquid milk industry To achieve the goal, the state strongly supports the development of the dairy industry and subsidizes the construction of dairy cows. standardized farm , actively promote the construction of milk source bases. Actively change Improve the basics of water and electricity transportation, harmless treatment of excrement, sanitation and epidemic prevention facility.

In terms of breeding cattle, artificial insemination and embryo transfer are used and other biological propagation technologies to speed up the cultivation of improved seeds. Purchase at the same time Farmers with improved dairy breeds will be subsidized to a certain extent to enhance Its enthusiasm for breeding improved seeds. Construction process of milk source base , measuring dairy cow performance to improve dairy farm management level. Improve feed structure and expand special feed crops for dairy cows area, improve nutritional levels, and give full play to the production performance of dairy cows, Increase production, reduce feed costs, and improve economic efficiency.

Strengthen policy support for cold chain system construction and rational planning And configure logistics bases, distribution centers, distribution centers and terminal distribution delivery outlets and increase investment in circulation infrastructure to promote the cold chain system Unify the construction of liquid milk cycle and focus on strengthening domestic key Construction of cold storage in liquid milk production areas. Comprehensive use of more advanced technology technologies, such as Internet technology, to improve the comprehensive use of cold chain facilities The utilization rate radiates outward from cities and gradually covers rural areas.

5 DEVELOPMENT STATUS OF SPECIAL ECONOMIC ANIMAL INDUSTRY

Sichuan and Shandong in China are the main areas where meat rabbit breeding is concentrated. Rex rabbit breeding is mainly concentrated in Shandong, Hebei, Henan, and central and northern Shanxi. The development of fur rabbit breeding in Shandong, Zhejiang, Jiangsu, Anhui and other places is relatively mature. The rabbit breeding industry in northwest regions such as Shaanxi, Gansu, Inner Mongolia , and Xinjiang has developed rapidly in recent years.

As of 2020 Domestic rabbit population at the end of the year 1. 09 100 million Only, put out 3. 32 100 million rabbit meat production: 48. 8 10,000 tons. Head At present, the production model of China's rabbit breeding industry is mainly factory-based. production model, accounting for 50% of the national rabbit industry above. The second is the cooperative organization production model, such as setting up a rabbit breeding specialization Industry associations and cooperatives, etc., the breeding scale of rabbit breeding cooperatives accounts for 30% to 40% of China's rabbit industry. account for the smallest proportion The example is a family-based breeding model, the scale is generally With hundreds of rabbits raised in this model, the number of rabbits produced in this model accounts for 1% of the total number of rabbits in the country. 10% ~ 20% of the industry.

The level of development of rabbit products is far from enough. Rabbit fur is an ingredient for processing wool and cashmere. The real price of rabbit fur is The value of rabbit hair has not been fully realized. In recent years, rabbit fur production in the domestic market has The promotion of the product has achieved certain results, but compared with cashmere products There is still a big gap between products. Because combed rabbit hair products have It has similar properties to cashmere products, so it is favored by customers. The online sales of some rabbit fur products, such as rabbit fur socks and scarves, are relatively optimistic. In addition, deeply processed pre-made dishes and ready-to-eat rabbit meat and rabbit head products are rich in taste and convenient to eat, and have huge future prospects.

The fur rabbit industry in the future will definitely follow the path of high-quality development. Strengthening breed selection and expanding the proportion of improved breeds are key to increasing wool yield and The optimal solution for rabbit hair quality. Encourage large-scale breeding farms to expand rabbit fur production The production proportion of improved breeds, and farmers are monitored through breeding cooperatives Provide professional training on improved breeding and provide breeding rabbit distribution for family farmers Service fundamentally improves the quality of rabbit products. focus on meat Rabbit breeding and processing, strengthening the breeding of fine meat rabbits, and improving rabbit meat quality.

As a major breeding province in the country, the special breeding industry is gradually It has become one of the endogenous driving forces for the economic development of animal husbandry in Shandong Province. The special economic animal industry roughly covers rabbits, minks, raccoon dogs, foxes, pets, sika deer , red deer, reindeer, rare birds, etc.

Rare poultry is a special kind of economic poultry, which is different from Traditional poultry such as chickens and ducks are characterized by their strong edible properties and nutritional value. It has high medicinal value and beautiful appearance, and is suitable for ornamental breeding, family or free-range breeding.

It can be seen from statistical data that there are at least two rare birds in the country. Billions. Deer breeding in China is developing rapidly, especially in high-end The field of high-quality sika deer and velvet antler production has shown its prominence, and sika deer has a new Breeding has attracted international attention. Currently, artificially domesticated plum bossom deer and horse Lu has through shape It's done one Certainly regulation mold. root according to 2021 According to annual statistics, the current domestic deer population is 200 Ten thousand head, the annual sales revenue of this industry is approximately 26 billion yuan, and the deer breeding industry A complete industrial chain has been formed.

5.1 Policy Support Related to Rural Animal Husbandry Development

At present, the government has successively launched a number of measures to promote the development of animal husbandry. system, specifically as follows: First, invest financial funds to subsidize and help Assist in the construction of standardized scale breeding plants, thereby promoting production facilities Improvement; the second is related subsidies for female livestock; the third is the transfer of pigs rewards; the fourth is the construction of a good breeding system for animal husbandry; the fifth is to carry out animal husbandry resource conservation farm projects; the sixth is to promote the supplementation of excellent livestock and poultry varieties. Adhere to policies to improve the production quality of livestock products; seventh, pay attention to large-scale Biogas project construction; eighth is the construction of epidemic prevention system and epidemic prevention work subsidy. A number of policy supports have increased the income of livestock production and farmers Increased income has played a great role in promoting rural animal husbandry in the future. Provide a good environment for industry development.

At the same time, in order to promote the ecological health and sustainability of animal husbandry, the state A series of policies have been developed to regulate. like" Livestock and poultry scale Regulations on Breeding Pollution Control", " The relevant provisions of the New Protection Law on site selection for breeding and slaughtering and 2016 The " Ten Soil Articles" issued by the State Council in 2017 clearly stipulated pollution prevention and control, etc. to promote rural reconstruction. Establishing environmental protection modern animal husbandry industry. 2020 year, "country" Opinions of the General Office of the State Council on Promoting the High-quality Development of Animal Husbandry "Opinion" was promulgated, emphasizing the need to promote the cyclic development of agriculture and animal husbandry and strengthen the pastoral coordinator. 2021 In 2016, the Ministry of Agriculture and Rural Affairs formulated the " fourteen The fifth "National Animal Husbandry and Veterinary Industry Development Plan" is based on the animal husbandry industry Based on reality, in accordance with the requirements of optimizing regional layout and product structure Demand, for pigs, poultry, dairy livestock, beef and sheep, specialty livestock and poultry, feed Six key industries, including grassland, have refined and clarified the regional layout, promoted the construction of a modern breeding system, and promoted the green cycle of animal husbandry. develop.

6. THE ROLE OF CHINA'S ANIMAL HUSBANDRY IN RURAL ECONOMY AND PROBLEMS AND CHALLENGES FACED BY DEVELOPMENT

6.1 Objective Environment for the Development of Rural Animal Husbandry

With the rapid development of animal husbandry, especially after joining the WTO After the World Trade Organization, my country's livestock industry has undergone earth-shaking changes The change. The main favorable factors include a relatively relaxed development environment. Consumers are more willing to consume safe, high-quality, and branded livestock products, and are increasingly showing diversified consumption patterns. Consumption upgrade push Animal husbandry industry upgrade, safe, healthy and distinctive livestock products Products have become the direction of current market development. Animal husbandry development space Larger; animal husbandry is more suitable for farmer family management; my country's animal husbandry Rich resources, etc. But there are also disadvantages: the processing industry lag, the quality of livestock products is not high; the product structure is unreasonable, the production The convergence phenomenon is serious; comprehensive scientific and technological strength is not strong, production management is poor Not high level.

Due to the asymmetry of production and marketing, the marketization of rural animal husbandry. The sales level is not high, and the supply elasticity is weaker than that of large enterprises. The potential has not been fully utilized, but the profits have been lower. Problems such as low production efficiency. Coupled with the imperfect product deep processing system, the product conversion efficiency is low.

6.2 Resource and Environmental Constraints

Taking the grassland as an example, from the beginning of the century to the present, only one hundred years Over time, my country's grassland line has been pushed north by 200 kilometers, Inner Mongolia Although the per capita cultivated land area in Gu, Xinjiang and other places is large, the per capita There is meat but not much. The pasture resources are mainly used to develop oasis agriculture. industry, herdsmen do not receive sufficient benefits from policy regulation, and the area of pastures The accumulation is getting less and less. There are also deficiencies in feed

resources: corn cultivation It is the main feed ingredient in my country. Under the conditions of large population and small land, The supply of high-quality corn is seriously insufficient, and the dependence on imports large; animal protein feed fishmeal has been dependent on imports status; my country's protein feed is also insufficient, and soybean imports Up to 8233 million tons. The soybean market is greatly affected by other countries. The supply situation directly affects the development of the animal husbandry industry.

6.3 Lower Production Efficiency

First, most farmers have relatively backward ideas and livestock For most farmers, animal husbandry is just for satisfaction or solution. daily needs, rather than for economic purposes; second, in recent years Most of the rural areas are highly educated and have a strong understanding of science, technology and culture. The young and middle-aged labor force who are sensitive to touch basically choose to work in cities In other occupations, most of the labor force in rural areas is the elderly, weak, sick and disabled, and there is no support for them. The number of households breeding poultry and livestock is increasing year by year; third, science and technology The technical level is insufficient and the production efficiency is low. At the same time, the ability to resist diseases is Poor ability, most people lack relevant knowledge of disease prevention and and biosecurity awareness, which not only brings significant The losses will also affect the livestock breeding of surrounding farmers.

6.4 Information Asymmetry

Due to the imperfect market and the shortage of thousands of farmers, In the free-range form, many people don't know what to produce and can only buy it through the price. Blindly following the rise and fall of prices, lack of ability to analyze information , lack of guidance and suggestions. Among relatively large risks, More and more farmers are adopting a wait-and-see attitude, choosing to breed less or even Not raising them has accelerated the shrinkage of household animal husbandry.

6.5 Environmental Protection and Hygiene are not Up To Standard

Due to the solidification of concepts, rural residents still rely on economic efficiency to Benefits are the main priority, environmental protection awareness is relatively weak, and the handling of pollutants is Insufficient investment funds for management. A large amount of livestock and poultry manure and other organic fertilizer accumulation Pressure, lack of application outlets, waste of livestock and poultry manure, and random stacking problems Serious problem. From a management perspective, the treatment of pollutants There are no relatively clear regulations, even in the large-scale breeding process In China, there are still big problems in the treatment of excreta. Livestock and poultry manure The harmless treatment rate is low, and the environmental pollution problem of rural animal husbandry remains exists.

6.6 Food Safety Issues Need to be Resolved

A series of food poisoning problems caused by excessive drugs have become increasingly serious, such as avian influenza virus in exported duck meat, drug residues The occurrence of incidents requires livestock industry-related producers to increase their awareness of The importance attached to food safety.

7. WAYS TO DEVELOP LIVESTOCK ECONOMY TO HELP RURAL REVITALIZATION

7.1 Learn from the Experience of Developed Countries in the Development of Animal Husbandry

The U.S. government and the federal Department of Agriculture attach great importance to good animal husbandry Seed development. Taking the most important beef cattle industry in the United States as an example, the beef cattle breeding system in the United States includes two parts: production and technical services.

. In terms of coordination, there are established beef cattle organizations working with each other. industry to exert its influence. Coupled with the policy aspects of farm loans loan plan, environmental protection support, disaster compensation, etc., to promote The beef cattle industry has developed rapidly. Contract farming can effectively guarantee Information communication channels between enterprises and farmers to avoid blindness on the part of farmers Project production and obtain stable breeding income. Animal husbandry is highly valued in Australia, and the government has One of the means of protection for animal husbandry is to strengthen the construction of pastures and reasonably Carrying animals. Australia is known for its green, pollution-free food famous world. The production process of livestock products has gone through the use of strict Quality control and safety inspection links. Meat production license The application process is very strict and the production process must be strictly followed Food safety regulations, monitoring production, storage, sales, export and other links throughout the process.

7.2 Optimize the Layout and Structure of Animal Husbandry

7.2.1 Pig production

With the number of live pigs remaining unchanged, through improved breeding Breeding and production technology to improve pork production and quality.

The first is to speed up variety improvement and increase the risk of disease prevention. consciousness. At this stage, through the efforts of all walks of life, the African swine fever epidemic has been reduced Already initially under control. Prevention and control policies should be appropriately adjusted, Promote regional control based on the joint prevention and control system of the six southern provinces foundation, carry out regional purification planning for African swine fever, and build an African swine fever Purification area. Many large and medium-sized breeding companies have carried out genome selection Breeding plan revision and other preparations. for China's pig industry Make a high-level plan for sustainable and healthy development to provide China with Laying the foundation for the future of pig farming.

The second is to develop intensive processing of pork and strive to make breakthroughs in product exports. Meat processing in my country is still at its primary stage segment, with low technical content, and the development of deep processing is far inferior to that of developed countries. Focus on research on low-temperature environment control and segmentation packaging, preservation, Microbial fermentation, comprehensive utilization of livestock and poultry by-products and other technologies. although Although the Sino-US trade war is in full swing, it is not This can affect the enthusiasm for deep processing of pork exports. The destination expands to other regions, mainly developing export areas Concentrated in Sichuan Province, Henan Province, Shandong Province and other places. Give full play to regional advantages and develop appropriate-scale livestock breeding in the central and western regions according to local conditions. raise and improve the quality and safety of pork products. Eastern economy is developed The region is supported by good market prospects and integrates production and sales. Develop in the direction of industrialization, focus on developing intensive production, and continuously improve production levels.

7.2.2 Poultry production

(1) Egg poultry breeding

Accelerate the development of specialized varieties, improve production performance, and Focusing on the construction of breeding areas in major food production areas can, on the one hand, promote Returning poultry manure to the field reduces environmental pollution, and another On the other hand, being close to grain-producing areas is more conducive to obtaining feed at reasonable prices. material. The future development of the egg and poultry breeding industry is inseparable from brand building. It is recommended that poultry and egg production enterprises pay attention to and pay attention to the processing of poultry eggs. The exploration and practice of industrial technologies and methods have greatly enhanced the development of the industry. Ecological tourism and animal husbandry are becoming the development of modern rural animal husbandry. new model of development.

The third is to establish an animal husbandry cooperative economic group with Chinese characteristics organizations and strengthen the role of animal husbandry cooperative organizations. In relation to universities and departments While strengthening contact with research institutions, the government needs to strengthen guidance and provide Provide more policy support to improve farmers' risk resistance and analysis situational capabilities. Learn from relevant Australian bills and oppose the city's monopolistic behavior existing in the market, thereby improving the overall stability of the industry sex, attraction Even many people ginseng and livestock animal husbandry Industry born produce, help force Township village Revitalize.

The fourth is to improve the animal husbandry industry chain and learn from foreign advanced animal husbandry The animal husbandry production chain, in view of domestic demand for food safety, has increased Add a more detailed and systematic review model to minimize manpower intervention, using unified machine inspection and establishing a unified database; At the same time, strengthen the cooperation between animal husbandry-related enterprises, associations and rural farmers. Contact and enhance the awareness of enterprises and producers to join industry associations nature, weakening the government's direct management function over enterprises, encouraging individuals or enterprises to invest, and giving full play to the advantages of rural animal husbandry.

Improve the poultry and egg industry chain and strengthen poultry and egg brand development to strengthen the quality supervision of the production process of poultry and egg products. Protect the rights and interests of consumers to the greatest extent and promote the development of the poultry and egg industry Healthy and orderly development.

(2) Meat and poultry breeding

As a major broiler chicken breeding country, my country's chicken production is second only to in the United States. The broiler chicken breeding industry has also become a large-scale and One of the most intensive farming industries, small-scale farming and Individual farming still exists in rural areas. The future of broiler chicken farming The development focus of the industry is to strictly adhere to the Adhere to disease prevention standards and scientific and reasonable feeding and management, and the other In terms of accelerating the process of standardization construction of farms and high-quality small-scale meat chicken development. Diseases and drug residues in broiler chickens are plaguing breeding A major problem in the industry that must be paid great attention to. Broiler chicken breeding Enterprises should appropriately develop differentiation strategies and focus on the development of chicken products Deep processing, establishing own chicken brand and improving economic benefits. While consolidating and developing the domestic consumer market, we should also appropriately develop foreign oriented broiler industry. Give full play to my country's resource advantages and expand Breeding scale of laying ducks and laying geese. Vigorously develop ecological breeding models methods, such as three-dimensional breeding industry, to promote the sustainable development of poultry breeding in China.

7.2.3 Beef cattle and sheep production

The development of large-scale beef cattle breeding in China is relatively late, and some farms still maintain the traditional breeding model, resulting in the Products also have problems such as poor quality and unqualified hygiene

and epidemic prevention. The reform of beef cattle breeding industry focuses on accelerating breed improvement and expanding Production of high-end beef cattle. In rivers where beef cattle breeding is widely distributed, South China, Shandong, Hebei, Inner Mongolia and other places actively promote and improve " Three-way planting of food crops-economic crops-feed crops structure. Develop grain-to-feed projects in accordance with local conditions and build an agricultural and animal husbandry structure. Combined, planting and breeding interactive industrial model to achieve simultaneous development of grass and livestock. do As a new economic growth point for the development of my country's livestock industry, mutton sheep breeding The development speed of the industry should be further accelerated.

7.2.4 Special economic animal production

China's special economic animal industry is relatively mature in terms of species selection, breeding level, and operation mechanism. The further improvement of residents' living standards has provided a great opportunity for rabbits, The development of fur animals, rare birds and animals and health-care livestock products has brought new opportunities. The focus of development should be to closely integrate with the market needs, the principle of adapting measures to local conditions. Because of the living standards of modern society As the level of domestic pet ownership continues to increase, the number of pet owners is also increasing, which also provides a good opportunity for the development of the domestic pet industry. 2021 our country city town favor things (dog cat) disappear fee city field regulation mold reach to 2490 billion, 2017 ~ Return in 2021 combine increase long Rate for 16. 8%. In the next few years, the domestic pet industry will usher in new developments development prospects, the related pet industry has also gradually shifted to the industrial chain model. The development of pet economy should focus on production and market development as much as possible Synchronization.

7.2.5 Dairy industry

The development of China's dairy industry still faces insufficient international competitiveness of the industry. issues such as strong consumer confidence in domestic dairy products and imperfect interest linkage mechanisms in the industrial chain. After years of exploration, our country A quality and safety supervision system for the entire dairy industry chain has been established to implement implement a market access mechanism and launch a series of dairy product testing Indicators and supervision have been continuously strengthened to further promote dairy industry technology progress, enhance the competitiveness of China's dairy industry brands, and gradually resume consumption enhance investor confidence, improve the interest linkage mechanism of the dairy industry chain, and realize the A win-win situation for farmers and processing companies.

8. IMPROVE ANIMAL HUSBANDRY INDUSTRY POLICIES TO HELP RURAL REVITALIZATION

The animal husbandry industry has a short production cycle, low investment, and quick results. It has its own industrial advantages. Pigs, poultry, rabbits and other industries can be put into production in the same year and achieve results in the same year. Among them, the development of rural characteristic animal husbandry driven by relevant leading enterprises is the key to rural revitalization. Assure. In the past, the scale of animal husbandry in poor rural areas was small and scattered. The degree of industrial organization is low, and because it is far away from the city, production and the market are disconnected, making it difficult to form production scale and industrial advantages. And modern Animal husbandry is based on standardization, scale and informatization as its basic characteristics. levy, the industrial system is relatively complete, the production equipment is relatively advanced, the management system is relatively complete, the industrial chain is long, and it is closely integrated with the market. dense. Using modern animal husbandry to drive economic development in rural areas can Transform local resource advantages into economic and market advantages and product advantages. For example, Dong'e Ejiao Group has driven the donkey industry It has played an outstanding role and achieved remarkable results; New Hope Group has piloted the " 1 + 1 + 1 + N "Intensive pig breeding project, and upgraded the model on a pilot basis, achieving remarkable results. They have proved with practice that the livestock industry can play an important role in rural areas outstanding contributions in the revitalization process.

Animal husbandry can help rural revitalization through industrial policies. The body provides guidance from the following aspects:

The first is to distinguish the production characteristics of different livestock breeds and establish large-scale Direction of development. Pay attention to the improvement of livestock and poultry breeds. According to different regions in the country, Cultivate livestock and poultry breeds that are suitable for the environmental characteristics of the area and improve quality kind of competitiveness. On the basis of consolidating the feeding of thousands of households, Actively guide and support moderate-scale breeding and intensive breeding.

The second is to attach great importance to industrial integration, with the integration of animal husbandry and tourism Taking this as an example, while looking for new economic growth points, we can stimulate protection of the environment.

COMPETING INTERESTS

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