

Original Article

# Research on the Development Mode and Implementation Path of Agricultural Industrialization from the Perspective of the Whole Industry Chain

Wang Shufeng<sup>1</sup> & Zhao Jiaqi<sup>2</sup>

College of Economics and Management, Heilongjiang Bayi Agricultural University,  
Bayi Agricultural University Community., No. 5 Xinyang Road, Saertu District, Daqing City, Heilongjiang Province,  
China.

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**Abstract** - In view of the harsh reality of excessive pursuit of output and reduction of labor costs in agricultural production, which endangers food safety, the consumer demand and safety of agricultural products should run through the objective needs of various industrial chains in the development of agricultural industrialization, using deductive reasoning, judgment analysis, etc. Methods, based on the introduction of relevant domestic and foreign research literature, explained the innovative meaning of the entire agricultural industry chain, analyzed the composition and status of the development elements of the entire agricultural industrialization chain, and constructed the agricultural industrialization upgrade development model of the entire industry chain. It has explored the implementation path of agricultural industrialization upgrade development from the perspective of the entire industry chain.

**Keywords** - The whole industry chain; The development of agricultural industrialization; One-stop closed processing.

Taking the development of agricultural industrialization from a high starting point and ensuring the safety of agricultural industrialization upgrades and upgrades as the guiding ideology, actively explore the construction of a rural industrialization upgrade model and implementation path suitable for the economic transformation and development of Daqing City, and strive to explore the small rural urbanization The construction is dependent on the industrialization of modern agriculture, the primary, secondary and tertiary industries in rural areas are simultaneously developed, and the integrated development of trade, industry and agriculture, with leading enterprises as the starting point to drive upstream and downstream industrial alliances, and implement safety tracking and monitoring of the entire production process from the field to the workshop to the table The whole

industry chain operation model of the region truly realizes the desire of regional agricultural industrialization to upgrade and upgrade, and strives to upgrade and upgrade agricultural industrialization, seek to supplement the new force of urban industrial economy during economic transformation, and cultivate new regional economic growth poles and tax sources. The growth point provides a valuable scientific reference for the government to formulate industrial economic development plans.

## I. LITERATURE REVIEW

The agricultural industry chain was first proposed by the German scholar Mighell.RL (1963). He believed that the movement of agricultural products from raw material production, processing, storage, and transportation to sales is a "vertical coordination" information link process and introduced the concept of "urban agriculture" In agricultural economics, the theoretical research of agricultural industrialization has been greatly expanded. Subsequently, the academic community proposed the concept of agricultural integration and its organizational form and promoted the research on the organization of the agricultural industry chain<sup>[1]</sup>; following Clarence Harrison & Gael Kramer in 1994, the agricultural industrialization in the United States was summarized as "vertical collaboration" and "vertical collaboration." After the operation mode of agricultural industry chains such as "integration" and "cooperative," Gordon Butland (2014) proposed the application prospects of the whole industry chain in broiler and other breeding industries. He believed that the breeding, slaughter, and processing of broiler chickens directly affect the interests and safety of consumers. Demand<sup>[2]</sup>; domestic scholar Dr. Fu Guohua (1996) first proposed the agricultural industry chain in a scientific research project in 1993, and it has since become more and more perfect. It is believed that various agricultural departments focus on the production,



processing, storage, and transportation of raw materials from a certain "first product.", Sales formation chain movement<sup>[3]</sup>; Zhang Kejun and Zhang Zemei believe that (2015) the modern agricultural industry system is the main body of the production, operation, market, technology, education, and service of various agricultural products with strong correlation effects through the division of labor. Establish a horizontal functional industrial system and a vertical industrial chain system<sup>[4]</sup>; Duan Xiuping et al. (2016) believe that the modern agricultural, industrial system is a collection of industries such as food security, raw material supply, resource development, ecological protection, economic development, cultural heritage, and market services. The integrated system is a multi-level and compound industrial system, including three parts: agricultural product industry system, multi-functional industry system, modern agricultural support industry system, or industry, processing, investment, equipment, technology, quality, organization. A macro operation system integrating, circulation, and services<sup>[5]</sup>; Gai Chunyu (2016) believes that the main task of the construction of a modern agricultural industry system is to establish a reasonable and effective agricultural industry aggregation mechanism and promote the production and processing of advantageous agricultural products to advantageous regions. Agglomeration<sup>[6]</sup>; Wang Fujun et al. (2017) believe that the current regional distribution of the modern agricultural, industrial system is not significantly different, and the overall situation is relatively balanced.<sup>[7]</sup>

Since the introduction of the entire agricultural industry chain by COFCO in 2009, it has gradually aroused academic discussions. Ning Gaoning (2009) believes that the entire agricultural industry chain is an open system for upstream and downstream enterprises of agricultural enterprises<sup>[8]</sup>; well-known scholar Huang Zuhui (2011) clearly reveals that the entire industry chain is important for the development and upgrading of agricultural industrialization driven by leading enterprises. The business model and the construction of an ecological full-industry chain business model are crucial to the development of leading agricultural enterprises<sup>[9]</sup>. Li Yi (2016) advocates adopting a corporate management model, using unified planting standards, parent brands, and prices, establishing a settlement platform based on the transaction volume of production units and subsidizing preferential prices for settlement to farmers, forming a closed platform strategy between enterprises and farmers<sup>[10]</sup>; Others, such as He Yunpeng (2014), Wang Li (2018), etc., believe that the complete chain of vertical links within the agricultural system constitutes the entire industrial chain. This is actually an extension of the supply chain to the industrial chain. However, the entire industrial chain should be the optimal choice for the development and upgrading of rural industrialization, and it is the general consensus of the academic circles<sup>[11][12]</sup>. Jin Fuzi and Su Yanhua (2019) believe that the entire agricultural industry chain is a model of the regional division of labor and industrial cooperation in agriculture, and it is also an important path for the integrated development of single-sector agricultural

production to multi-industrial sectors<sup>[13]</sup>. Han Xiyan et al. (2020) believe that compared with leading enterprises with stronger restraint mechanisms, small farmers are willing to join farmer cooperatives to realize their integration into modern agricultural development. It can be seen that small farmers do not agree with the development model of order agriculture of leading enterprises<sup>[14]</sup>. This also reflects a certain extent that the driving function of the leading enterprises in the entire industry chain needs to be further enhanced, and the implementation of industry standards and standards needs to fully consider the interests of farmers.

In summary, foreign countries proposed that the development of agricultural industrialization and the implementation of industrial chain management were earlier, and scholars generally paid attention to the joint operation industrial chain modeled by the agricultural sector; domestically, the concept of the agricultural industrial chain was proposed late, but the research ideas and ideas are very rich, especially Focus on multiple joint operation models such as "Enterprise + Farmers" led by leading enterprises, and implement industrial chain business models based on regional and characteristic products. There are many documents and insights; the agricultural industry chain business model has been proposed for more than ten years, and its concept is understood, And understanding is not yet unified, and there is confusion with the meaning of the traditional industrial chain. Therefore, in applied research, there is often guidance for companies to blindly follow a single agricultural sector, a single product, or a "first" around multiple sectors to carry out short industrial chain operations between upstream and downstream. This is a theoretical misunderstanding that needs to be corrected, and it also provides ample space for exploration. Many important achievements and viewpoints of predecessors will have important inspiration and reference value for this research.

## II. CONSTRUCTION OF THE AGRICULTURAL INDUSTRIALIZATION DEVELOPMENT MODEL OF THE ENTIRE INDUSTRY CHAIN

### A. The meaning of The Whole Agricultural Industry Chain

From the perspective of industrial economics, based on certain technical and economic connections between various industrial sectors, and based on the specific logical relationship and time-space layout relationship formed by supply and demand activities, objectively form a value chain, enterprise chain, supply chain, and space chain controlled by the upper and lower interactions. The four-dimensional chain-like relationship is called the "industrial chain." The entire industrial chain is a new concept based on the concept of industrial chain expansion. It is based on consumer security or is based on the technical and economic relationships of consumer security needs and objectively formed all the chain-like relationships. It is embodied in the agricultural industry, specifically referring to consumer-oriented, starting from

the source of the industrial chain, through planting and purchasing, trade and logistics, food and feed raw materials processing, breeding, and slaughter, food processing, distribution and logistics, branding In every link of promotion and food sales, food safety can be traced to form a safe, nutritious and healthy food supply process [15]. It can be seen that the whole industry chain can be said to be an objective extension and expansion of the industry chain to the consumer chain, and it can also be seen as the demand orientation of consumer safety needs to be fully considered in each industry chain to ensure that consumer safety needs are integrated into the docking control relationship of each industry chain. Form. It can be seen that the entire industrial chain is a standard for whether the industrial chain can withstand the test of consumer demand, and it is an industrial chain with upgraded quality.

### ***B. The Composition and Status of the Development Elements of the Entire Industrial Chain of Agricultural Industrialization***

Draw lessons from the experience of domestic and foreign agricultural industry chain models, summarize the successful practices of COFCO Group Co., Ltd. ("COFCO," English name COFCO) in the entire agricultural industry chain, and combine the regional "agriculture, rural areas, and farmers" and the foundation of community construction, agricultural resources and environmental advantages, and geography Location and transportation conditions, investment promotion policies, etc., building leading enterprises as the core, integration of primary, secondary and tertiary industries as the chain, integration of trade, industry, and agriculture as the pillars, joint development of planting, breeding, sales, and tourism. The whole process of safety technology monitoring from processing, sales, to distribution. As a result, close integration of "industrial chain + supply chain + consumption chain" is formed where leading enterprises to lead regional industries, the industry promotes community enterprises, enterprises connect upstream and downstream markets, and industrial and agricultural production leads to modern services and agriculture where food safety runs through industrialization. The whole industry chain system. In this way, the elements of the entire industrial chain in the development of agricultural industrialization should fully cover crop planting and procurement, trade and logistics, food and feed raw materials processing, breeding and slaughtering, food processing, distribution and logistics, brand promotion, and food sales. Thus, a unique development model of agricultural industrialization in the region is formed.

The foundation of the entire industry chain is consumer demand, and the core is food safety assurance. For this reason, it is required to take the upstream in the process of agricultural industrialization, namely crop planting and animal breeding, as the source of consumption quality control, to control the key points of scientific technology such as pollution-free and nontoxic addition in the processing and production links in the middle stream, and to prevent damage in the logistics and sales links Anti-expiration and anti-corrosion is the control goal, and the purpose is to strengthen the "three new" and improve the quality of innovative technology research and development, and the whole process to integrate product quality and food safety ideas; finally, through the use of agricultural waste and industrial residues as raw materials to strengthen agriculture The secondary development and utilization of biomass resources, the production of bio-organic fertilizers and nutritious feeds, and the overall upgrade of agricultural industrialization. As shown in Fig .1.

The agricultural industrialization of the entire industry chain requires market consumer demand as the core orientation and the upstream link to agricultural production safety, including the double guarantee of food and livestock production quantity and quality. The most important thing is that the minimum standard for quality and safety is non-toxic, harmless, and no residue Effect; the downstream links the food quality and safety of agricultural product processing, including food processing and production safety chain, sales safety chain, logistics supply safety chain, etc. Based on the above security considerations, the agricultural industry value chain, enterprise chain, supply and demand chain, and space chain are all locked in the entire process of agricultural industrialization operation, forming a whole agricultural industry chain based on consumer demand.

In recent years, many local governments have paid special attention to the construction of agricultural industrialization. For example, they have issued policies requiring station A to "one village, one industry," "one village, one product," or establish agricultural product processing parks. However, due to the formation of a "vacuum" in propaganda and utilization in the district, county, and municipal governments and the emergence of consumption "broken bands," there has been no market scale effect. As a result, it became a loose and sporadic industrial block, and the inter-regional and inter-industry chains failed to form. The development of agricultural industrialization lacks an endogenous driving force and is stagnant, even sluggish, and the prospects are bleak.

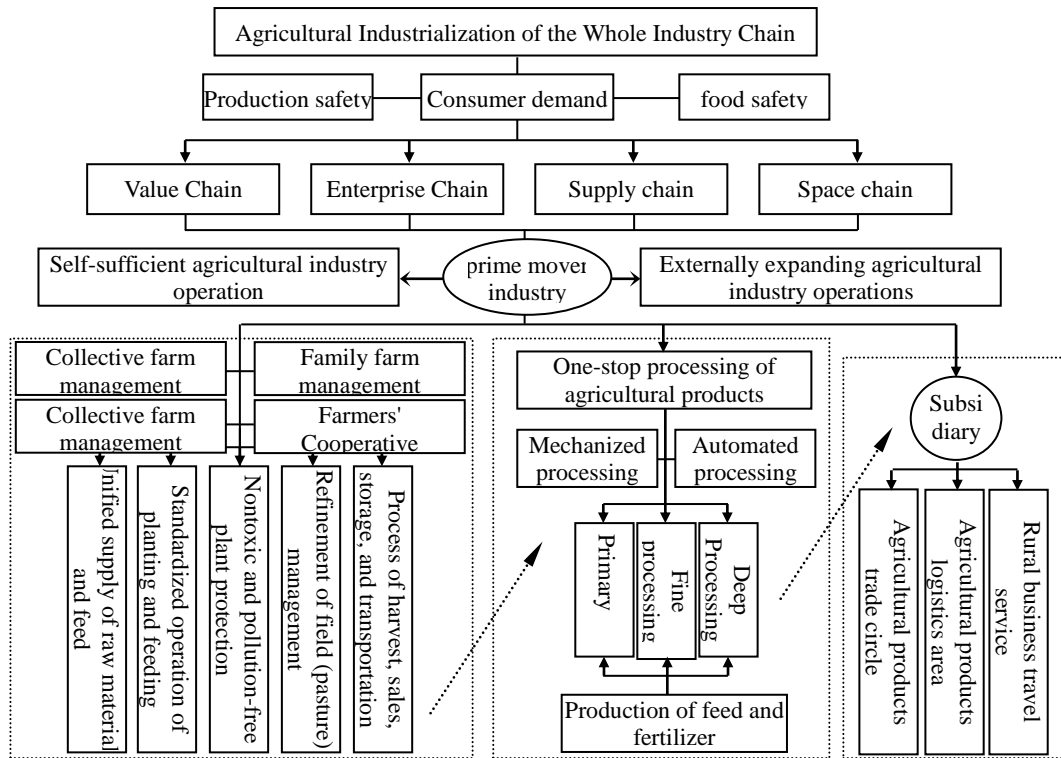


Fig. 1 Framework of The Agricultural Industrialization Development Model of The Whole Industry Chain

Therefore, it is advocated to adopt collective management or farmer cooperative management in agricultural production and to prohibit the selection of genetically modified varieties and the application of pesticides and fertilizers to ensure the quality of primary agricultural products and ensure the safety of raw materials for processing of agricultural products by means of unified purchase and distribution of raw materials and standardized operations. Processing or intensive processing must ensure that the natural nutrients of the "original brand" are not damaged, do not mix any non-nutritive fillers, and strictly control the entry of harmful additives into the food industry process. In addition, the logistics link management of agricultural products storage, sorting, packaging, transportation, loading, and unloading should be strengthened, and products of festering, decayed, damaged, and infectious bacteria should be strictly prohibited from entering the circulation so that agricultural products can become safe food for the common people.

It should be emphasized that the resource endowments of each agricultural region are different, and the objective conditions and influencing factors of its industrialization development are different. The basic contribution of the agricultural industry is grain and food. The objective standard for testing consumer safety is not the relatively abstract national standard or enterprise standard, but whether the production enterprise canteen consumes it, whether the local public consumes and agrees. Processing enterprises can produce for their own use, the canteens of the local party and government agencies and institutions can eat with great fanfare, and the supermarkets and supermarkets in the region are fully on sale and have a reputation for consumers. It will be able to

drive the consumer market in the surrounding regions and expand to the national and even global consumer markets. It can be seen that the agricultural industrialization of the entire industrial chain should be a development model of regional closed operation and then gradually spreading to the outside. It is a strategic thinking model of strengthening and strengthening internally, and then gradually expanding and expanding. This kind of agricultural product processing, marketing, and consumption chain is constantly torn by any external factors, and the entire industrial chain is strong and solid.

### III. THE DEVELOPMENT PATH OF AGRICULTURAL INDUSTRIALIZATION IN THE WHOLE INDUSTRY CHAIN

#### A. The Logical Chain of Agricultural Industrialization For the Entire Industry Chain

The upgrade and development of agricultural industrialization is a collection of business activities from the supply side of agricultural production to the end of the consumption side of agricultural products. It includes the supply of raw materials and modern agricultural equipment, the increase in the proportion of agricultural products processing and trade, the transformation of industrial direction, The core competitiveness of quality improvement, agricultural science and technology, and agricultural product industry research and development upgrades various production factors. Therefore, it is necessary to focus on the production ideas of consumer safety requirements and organically connect the various links of agricultural industrialization development to form a logical chain of agricultural industrialization upgrade development for the entire industrial chain.

Preparatory work path: industrialization development status investigation → agricultural characteristic resource division classification → industrial structure design → location layout → planning → infrastructure improvement and upgrading → research and formulation of investment incentives and investment promotion policies.

The path of agricultural industrialization supply chain construction: release investment promotion information → investment promotion of agricultural product deep processing enterprises → construction and operation of leading enterprises → contract guidance by grassroots government leaders + relevant policy guidance of the municipal party committee and rural government logistics and other modern agricultural service system investment and operation, supply chain System formation.

The path to building the agricultural industrialization chain: financial service expansion → leading enterprise support → rural industrial business circle (business travel, modern service, life service), and industrial chain formation.

The implementation path of the entire agricultural industry chain: primary agricultural product planting and raising safety monitoring guidance ← leading enterprise food production standards → sales and distribution food safety standards implementation tracking, the entire industry chain system in the agricultural field has been formed, and agricultural industrialization has basically been upgraded.

## **B. Implementation Path of Agricultural Production Supply Chain**

### **a) Preferred seeds.**

Implement an optimized Chinese-funded exclusive supply to prevent the flooding of genetically modified varieties and dressing seeds in agricultural production areas. Give full play to the crop and plant protection and other related professional advantages of agricultural colleges and universities in the region, build a platform for in-depth integration of schools and cities, so that farmer cooperatives, seed distributors, and farmers can directly connect with colleges and universities, and hire seed teachers to guide selection and application; agricultural colleges and universities should cooperate with Local agricultural departments and academies of agricultural sciences cooperate closely to strengthen the cultivation and introduction of crop seeds suitable for local soil, climate, and other conditions, and promote seed cultivation teachers of colleges and universities to step out of the laboratory and enter the field, and cultivate new varieties according to local conditions and climate conditions. If necessary, a seed selection and breeding monitoring organization based on university experts can be added to help agricultural producers to select seeds.

### **b) Promote organic fertilizer and reduce the amount of chemical fertilizer.**

At the beginning of China's agricultural reform and opening up, the biggest action was the full application of chemical fertilizers to field crops, and the production technology of agriculture entirely relying on organic fertilizer has become history. The practice has proved that chemical fertilizers can save labor productivity, increase yield, and crop resistance to diseases and insect pests. But at the same time, it also exposes harmful effects such as damage to the ecological environment, decline in food quality, decline in population, and increase in diseases. As a country with a large population, food production safety is a basic strategy based on the "sacred needle of the sea," but food safety derived from food quality and nutrition is a major strategy for maintaining the health of the people and the continuation of the nation for generations. Therefore, we must start from the source and control the application of chemical fertilizers to fully restore organic and biological fertilizers, improve the quality of primary agricultural products, and ensure the "original brand" consumption of agricultural products and the safety of processed foods.

### **c) Strengthen the management of crop fields and animal feeding**

Strengthen the research, promotion and application of new technological achievements such as crop protection and animal feeding technology, crop pest control and nutritious livestock and poultry feeding, strictly implement agricultural standardization operations and deep-soaking and deep ploughing, and severely crack down on the use of herbicides fenpyrazone and seed coating agents Such as highly toxic and high-residue pesticides, from among the representatives of the two committees, they mobilized elite forces to set up an agricultural safety inspection team to comprehensively inspect the production and manufacture of pesticides and veterinary drugs in all districts and counties, and severely punish the illegal production enterprises and related persons in charge in accordance with the law; The "access system" qualification standards for feed and veterinary drugs follow the practices of the Beidahuang Agricultural Reclamation Group and implement a unified purchase and distribution system for raw materials and feed; strictly control the private sale of pesticides and veterinary drugs. To ensure the safety of the supply market of raw materials and materials, prohibit external illegal pesticides and veterinary drugs from entering the local market.

## **C. One-stop Closed Processing of Agricultural Products**

In the economic development zones and industrial parks of all districts and counties, plan agricultural product processing areas, use investment promotion policies and financial and tax support policies to promote the large-scale production of agricultural products, establish independent control and joint operations for enterprises registered in agricultural product processing areas. The method of combining supervision; for processing

enterprises and handicraft workshops scattered in townships (towns) and villages (towns), strict industrial and commercial registration or registration is implemented, fixed operations are implemented, and production process commitments are signed and issued to the society, and any enterprise is committed to producing agricultural products. Do not add any preservatives and auxiliary materials with anti-corrosion function as a reference standard for quality inspection of its commercial products. For all enterprises stationed in the park, the production and processing allow the combination of traditional crafts and modern equipment, but the additives that increase taste buds must comply with national standards and corporate standards and must be marked on the packaging; small businesses and handicraft workshops must be strictly managed and controlled, and all registered for operation, The scope of sales is limited to a fixed community, and the quality and hygiene standards are higher than the national standards. If there is no approved enterprise standard, it shall be canceled and banned in accordance with illegal operations. All businesses and merchants that violate laws and regulations, such as adding chemical industry raw materials to the production of pasta products, slaughtering livestock and poultry, injecting water and glue, etc., are included in the jurisdiction of the criminal law. All foods produced and processed through industrial processes will be tried first locally. Party and government agencies, institutions, and enterprises in the region will eat first in canteens, restaurants, and restaurants and will be widely recognized and recognized before they can be promoted and sold in foreign markets.

#### **D. Develop Circular Agricultural Economy.**

Development and utilization of agricultural biomass resources. For crops and animal breeding wastes, agricultural products processing surplus auxiliary materials, residues, and wastes, etc., fertilizer or feed companies are established in the park to process mixed feed and compound feed. Only additives are allowed to promote animal taste buds and regulate Functional gastrointestinal experiments and other trace elements; fertilizer production focuses on fermented organic fertilizers and bio-organic fertilizers. Ensure the safety of breeding production.

The upgrading and upgrading of agricultural industrialization is an important channel for the coordinated development of urban and rural dual economy in the transformation and development of urban economy, the integration of the three major industries, and the supplement and improvement of urban economic functions. It can be regarded as the upgrading and upgrading of the economic transformation and development of resource-based cities; The construction of the agricultural industry chain can accelerate the process of urban-rural integration. The development of agricultural industrialization and the development of rural urbanization are in the same line and promote each other, reflecting the city's new rural construction results and the great achievements of modern agricultural development; the entire agricultural industry chain is a functional expansion

of the traditional industrial chain And structural extension, on the basis of ensuring the core position of leading enterprises in the development of agricultural industrialization, and giving them food safety control functions in the upstream and downstream industrial chains, which can maximize the health and sustainable development of agricultural industrialization; Upgrading and upgrading of agricultural industrialization should be based on the "software" support provided by active policy incentives and guidance and the "hardware" improvement of rural public infrastructure. To this end, the government should increase these hardware and software investments to provide support for the development of agricultural industrialization and upgrading and to obtain financial returns from the cultivation of new economic growth poles and rural tax sources. The upgrading and upgrading of agricultural industrialization should have regional selectivity. Remote and backward towns should speed up the development and construction of public infrastructure and other facilities to promote the gradual transformation of their single-breeding production structure to meet the diversified needs of the development of agricultural industrialization; the foundation for industrial development is solid, In towns and towns with the superior environment, priority will be given to upgrading and upgrading, to develop leading enterprises in fine processing and deep processing of agricultural products, and to strengthen the development of rural business travel and specialty products.

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