

제4발표논문(영어본)

The Accomplishment and Vision of Chinas Green Food

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I. The Accomplishment of Chinas Green Food

From the 90s of 20th century, international society initiated the sustainable development. Chinese people began to have well-off living standard and agriculture also began to become of high-quality and of high efficiency. Under this circumstance, China initiated Green Food.

Chinas green food limits and prohibits the usage of chemicals and other poisonous production materials by practicing standard rules from planting, breeding to processing. The all-through quality control, which is called from earth to dining table, protects environment, guarantees food security and realizes sustainable agricultural development.

With the process of Chinas reform policy and industrial construction, green food industry achieved quick development in ten years. The success can be summarized in five points :

- 1) Initiated a concept. Safe, high-quality, nutritious and poison-free food is the abbreviation of green food. This concept contains the essence of green food industry : Protect environment, guarantee food safety, promote health and realize sustainable development. After 10 years popularization, at the present moment, the concept of green food and the essence of the industry have been well accepted by Chinese people, which form social foundation for the further development of the industry.
- 2) Established a practical model. After exploration, we have learned from experience

of relevant industries in the international society and studied Chinas special situation and established developmental and managerial models based on the principle of using technical standards as foundation, using quality certification as formality and using symbol management as method. The popularization of this model will not only promote the sustainable agriculture, but also guarantee food quality and consuming safety.

- 3) Developed a number of products. By the end of year 2000, China had 964 businesses in the field of agriculture and food-processing and 1831 kinds of products with green food trademark. The total output of green food in kind had reached more than 10 million tons. At the present moment, the corporations in the field of green food development has increased to more than 1,100 and the products with green food trademark has reached 2000, in which A level green food are 1952 kinds and AA Level green food (organic food) 48. Products include cereals, oil, fruit, vegetables, meat, aquatic products, diary products, wine and drinks, etc, 30% of which are natural products and 70% of which are processed products. In addition, in order to guarantee product quality and to guide farmer and businesses to use safe production material, we have developed 40 kinds of green production materials and offer technical service.
- 4) Generated some economical returns. By the end of year 2000, the sales of green food had reached 40,000,000,000RMB, in which more than US\$200,000,000 came from export. More than 80% of businesses have got certainly economical returns by developing green food. At the same time, industrialization also solved the problem of employment in some areas. Green Food Development also achieved good bio-returns. In year 2000, the development of China green food has protected the bio-environment of more than 320 million hectares of farmland, grassland and waters, and created conditions to develop sustainable agriculture in many areas.

The development of green food has put extensive influence on China. The consuming concept it supported, the production method it required and the brand it established have been well welcomed by farmers, food producers and consumers. The development of green food in China also attracted attention and recognition from international organizations like IFOAM, UN ESCAP, and FAO. In 1998, UN ESCAP recommended the practice model of Chinas green food to developing countries in Asia-Pacific area. The International Symposium of Suburban Green Food Production, which was co-

organized by FAO and China Ministry of Agriculture, has just closed in Beijing. This Symposium is to summarize and popularize the developmental and managerial experience and technique of Chinas green food.

Here I want to take this opportunity to introduce one of the important projects to you. The project is Asia-Pacific Organic Agriculture and Green Food Information Network, which got support from UN ESCAP and was implemented by China Green Food Association. The major function of the network is to exchange technical information in the development of sustainable agriculture and to solve problems in technique, policy, standard and trading in developing sustainable agriculture. The project of Asia-Pacific Organic Agriculture and Green Food Information Network started in the March of year 2000 and the symposium was held from 7th of November to 15th of November, 2000, in Kuming, Yunan province of China. 15 participants from 9 countries participated in this meeting. At the present moment, China Green Food Association is preparing the project of Workshop-cum-field Training on Green Food and Sustainable Agriculture, which will be held in Xian of China in the March of 2002. I want to take this opportunity to welcome everybody here to participate this meeting to promote our communication and corporation.

II. Chinas Experience in Developing Green Food

China is a developing country with a huge size of population and broad region. Resources, level of economic development and living standard are quite different. How to organize dispersed food producers and farmers to develop green food together, enlarge the developing scale and satisfy peoples demand for green food is a challenging subject. In ten years, we studied Chinas special situation, exploited actively and got two important lessons :

- 1) We distinguished green food as Level A and Level AA according to Chinas resources, environmental conditions and agricultures developing level. Green food of Level AA is produced according to organic standard strictly. In the process of production and processing, the food is totally free of chemical fertilizers, pesticide, veterinary medicine, growing regulator, additives, additives in forage and other substance harmful to environment and human beings. A Level green food is

permitted to add limited amount of and limited kinds of safe chemical compound at required spot. Both A Level green food and AA Level green food is free of gene technology. In order to push the development of products, we focused on building standards.

We studied the standards for producing and processing organic food of IFOAM, the #2092/91 standard of organic production of European Union and Codexs standard of organic production, investigated Chinas special situation, set up the standards for environment, fertilizer, pesticide, veterinary medicine, growing regulator, additives, additives in forage and other production materials, regulations of green food production and rules of AA Level green food certification, and realized the all-through quality control called from earth to dining table.

- 2) Foster the market and promote the product development by market requirement. We realized that every kind of food will be tested by market after all. It has to enter market to realize its value and show its special features and advantages. In order to promote the development of green food in China, besides the support from the government, we have to foster the market to guide consumption. From what we have done, I think experience in four aspects may give your reference : a) Trade shows and exhibitions are good opportunities to propagate products, popularize knowledge and promote sales. In ten years, we have held green food exhibitions in five biggest cities of China and got satisfying result ; b) Try to provide information of market, technology and regulations to businesses and farmers and try to promote the corporation between businesses and farmers ; c) Focus on developing the market effect of leading corporations and products of famous brands. d) Try to enhance International Corporation. Building foundations of export is a good method to enlarge the international market for green food. The construction of market will promote the development of products and the increase of product output will also create good conditions for market construction.

III. The Positive Effects of Developing Green Food in China

More than ten years practice and exploration made people realize the meaning and positive effects of developing this industry.

1. From Social Aspect

First, Chinas developing green food shows Chinese governments attitude towards peoples health and environment protection. China is a developing country and agriculture is the foundation for economic and social development. When government is trying to solve the problem of agricultural products supply, it is also trying to enhance farmers and businesses food quality concept and environment protection concept by guiding and pushing the development of green food. The improvement of green food will satisfy peoples demand for food of high-quality.

Second, the model of developing green food, studying Chinas special situation and practicing sustainable agriculture realized the combination of protecting agricultural bio-environment and increasing agricultural economic returns.

Third, the development of green food and the influence from the industry play the leading role not only in green enterprise and green industry related to environment protection, but also in related fields and professions. To sum up, to certain extent, green food turns the common wish of human beings –green production and consuming concept, and sustainable development to common action of the society.

2. From Industrial Aspect

China green food is suitable to the strategic changes in agricultural development and the changes of domestic and international markets. It makes beneficial exploration and initiation to the running and management of agriculture and food production industry. At the same time, it showed positive effects on increasing the quality of agriculture and food industry of China. To be more specific, the development of green food has following benefits: On the one hand, we practiced all-through quality control and agricultural product quality certification by practicing standard production and technical service. We also explored effective method to protect agricultural bio-environment and guarantee the quality of production process and quality under current production level; on the other hand, we established famous brand for agricultural products, explored effective method to push agricultural industrialization and fostered the new consuming concept for agricultural products by unified and standard trademark management.

3. From policy aspect

Chinas agriculture has entered a developing stage and is facing the double restrictions

from resources and market, and challenges from structural adjustment, income generation and entering WTO. To develop green food will do good to the protection of basic conditions of agricultural production, do good to increasing the quality of agricultural products, do good to agricultural industrialization and do good to breaking the technical barriers in international trade for agricultural products. At the present moment, to develop green food will have practical meaning for Chinas agricultural strategic adjustment, increasing farmers income, promoting western development and meeting challenges from WTO.

IV. Vision of the Development of Chinas Green Food

Though the scale of green food is still small compared to all the agricultural products and food output, the industry has showed broad potential after ten years development.

Chinese governments attention to the quality of agricultural products and safety of consumption will be beneficial to the development of green food. In order to satisfy peoples demand of high-quality food, China is taking actions to enhance the construction of agricultural bio-environment, popularize the usage of safe production materials, improve the quality control of agricultural products and markets of agricultural products, guarantee the production of agricultural products and consumption poison-free and protect peoples health. Green food, as one important part of high-quality and safe agricultural products, will certainly get more attention and continue to play the leading role in improving the quality of Chinas agricultural products.

The quick development of Chinas economy and rapid increase of peoples income brought up the changes in markets of agricultural products and made the high-quality and safe green food welcomed by more and more consumers. From 1990 to 1999, the average income of Chinese people increased from 904 RMB to 1571 RMB(counted on the level of 1990). The increase of income made great changes to the structure of food consumption. In these nine years, the number of green food increased from 127 to 1360(about nine times) and the output in kind increased from 350,000 tons to 11,000,000 tons(about 29 times). In international market, the market share for organic food is enlarging gradually. According to the research report from World Trade Center, in 1998, the sales of organic food in 11 developed countries, including America, Germany, England, France and etc, had reached US\$13,500,000,000. In 2000, the total scale of

market for organic food was about US\$20,000,000,000, and the increasing rate in ten years was 25~30%. The situation of international organic food market also creates conditions for the development of Chinas green food.

With green foods influence and recognition increases both in domestic and international area, the quality standard, certification management and market brand will be recognized by more and more businesses and farmers. Businesses and farmers motivation to develop green food is stronger and stronger. Many leading corporations and famous brands of China also joined the development of green food. In addition, with the development of western area, the construction of agricultural bio-environment and the development of green food will also accelerate in western area. At present moment, the number of green food in western area has occupied 26% of all, and the potential is great.

Chinas green food industry is a long-term, painstaking enterprise, but we have the confidence to develop this beneficial industry and make contribution to establish global green home.

Thank you very much!