

# 农业科技企业在 技术推广体系中的地位与作用

The role and function of agriculture  
technology company on agriculture extension

Zhao Yarong

Beijing DBN Technology Group co., Ltd)

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## 1. 中国农业技术推广体系

Agriculture technology extension system of China

## 2. 大北农集团技术服务推广体系简介

Introduction to technical service and extension system of  
DBN Group

## 3. 企业技术服务推广的效果

Effect of Agriculture company on technical service and  
extension

## 4. 农业高科技企业在中国农业技术推广体系中的作用

Role and function of Agriculture Technology Company on  
Agriculture Extension system in China

# 1 中国农业技术推广体系

## Agriculture technical extension system in China

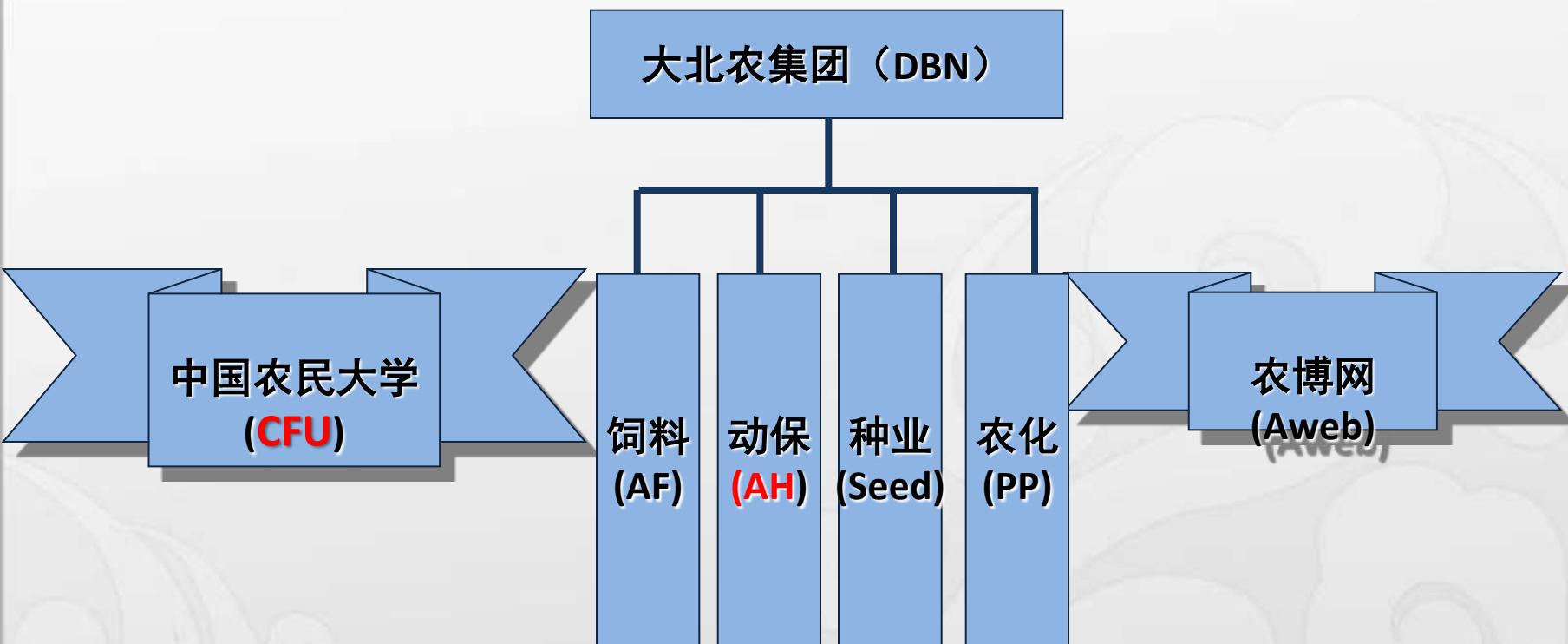


- ① 以政府为主导的农业技术推广体系  
Government system
- ② 以农村专业技术协会等为主的推广体系  
Rural Professional Association system
- ③ 农业企业型技术推广组织  
Enterprise promotional system
- ④ 农业教育、科研型技术推广体系  
Educational and R&D system

来源于：西北农林科技大学孙联辉《中国农业技术推广运行机制研究》

*Ref: Research on operating mechanism of agriculture technology extension in China, Sun Lianhui, Northwest A&F University*

### ( 1 ) 组织架构(Organizational Structure)



## 2 大北农集团技术服务体系 TS and Extension System of DBN Group



### (2) 人员规模(Number)

	饲料(AF)	动保(AH)	种业 (Seed)	植保(PP)	农民大学 (CFU)	农博网 (Aweb)
技术服务 人数 (Number)	8000	500	500	400	150	50
总计 (Total)	<b>9600</b>					

# 强大的推广服务队伍 Professional technology extension team



9600 promotional staff

系统培训

吃苦耐劳的作风

完善的管理与激励体系



## 2 大北农集团技术服务体系 TS System of DBN Group



### ( 3 ) DBN Technology extension system



# 遍布全国的推广服务网络 Technology extension web all over China



>9600 staff in every corner of China market





#### (4) 技术服务主要内容(Contents)



### ( 5 ) 技术服务模式(Extension model)

以互联网为工具、培训为手段、服务为内容、产品为载体、推广服务人才为主体的无处不到、无时不在的全新知识型推广服务网络。

Comprehensive service and extension web based on local opinion-leaders and with powerful network, seminar, service, production, etc.

- 服务推广 ( TS )
- 实证推广 ( Case Demonstration )
- 培训推广 ( Training and Seminar )

# 服务推广模式 ( Extension model )

## 模式一：服务推广 (Service Extension)

- 提供以技术服务为主要内容的解决方案

Offer solutions and technologies aim at the problems in actual production to farmers and farms.

- 每年举办超过500场的技术推广会

Over 500 seminars each year.

- 月发行50万份的《知识创新农业》报刊

Give out over 500,000 copies paper of <Knowledge Innovation Agriculture> per month



## 模式二：实证推广(Demonstration Extension)

通过科学的方法与用户一起做大北农产品的饲养、种植和疫病防治实验，以此获取一线数据，同时指导科学喂养或种植，用实际表现取得用户信赖。

In order to obtain the reliance of the customers, we do trials on feeding , crop cultivation and disease controls together with customers to show the benefits. So, we can collect the first-hand data to guide more farmers join the operations.



# 服务推广模式 ( Extension model )



## 模式三：培训推广

视经销商为合作伙伴、用户为成长伙伴，进行全方位、大规模的培训，内容涵盖创业理念、管理技能、种养技术、互联网知识等。



# 大规模培训 Large-scale Training



**2000 business-partners seminars in BJ**

**18-20 Sep. 2011**



# 3 企业技术服务推广的效果

## Effect of Company TS and Extension



(1) 提高农民收入并且学习了直接、实用的技术，提高生活水平

Farmers could get more income and knowledge on:



➤ 提高母猪产仔数

Increase the litter size of sows

➤ 提高断奶仔猪日增重

More daily weight-gain

➤ 降低仔猪死亡率

Lower the death rate of piglets

➤ 控制好常发疫病

Normal Disease Control

➤ 农民学习到最适应种植的栽培技术

Most suitable cultivation technique

# 3 企业技术服务推广的效果

## Effect of Company TS and Extension

### (2) 提升了企业市场竞争力

## Increasing market- competitive forces

➤能及时获取农户需求，提升公司产品研发精确度

Obtain the farmers' requirements timely, promote the accuracy of R&D

➤提高农民对企业的忠诚度，稳定市场占有率

Promote farmers' loyalty index to company, increasing market share

➤增加销售收入

Increase sales volume





# 4 农业科技企业在我国技术推广体系中的作用

## The Company role on Chinese Agriculture Extension system



( 1 ) 快速传播了先进、实用的农业生产技术

**Fasting promoting advanced and practical agriculture technique.**

( 2 ) 建立了稳定持久的技术推广网络

**Establish stable technology-transfer network**

( 3 ) 能深入到农户 ( 农场 ) 第一线

**Supply face to face or directing service**

( 4 ) 解决农户在生产实践中的具体问题

**Solve practical and top-urgent problems on time**

谢谢！  
THANKS FOR YOUR  
ATTENTIONS!