

昆明市寻甸县“一县一业”牛羊全产业链开发项目

"One County, One Industry" Cattle and Goat Whole Industry Chain Development Project  
in Xundian County, Kunming City

项目概述 Project Overview	1. 项目名称 Project name	昆明市寻甸县“一县一业”牛羊全产业链开发项目 "One County, One Industry" Cattle and Goat Whole Industry Chain Development Project in Xundian County, Kunming City
	2. 所属产业 Industry	第一产业—农、林、牧、渔业 Primary industry-agriculture, forestry, animal husbandry, fishery 第二产业—制造业-食品制造业 Secondary industry-manufacturing-food manufacturing 第三产业—文化创意业 Tertiary Industry—Cultural and Creative Industry
	3. 建设地点 Construction site	昆明市寻甸县境内 Within Xundian County, Kunming City
	4. 建设内容 Construction content	<p>寻甸县凭借自然资源优势，大力发展“一条牛”“一只羊”，牛羊产业基础扎实、成效显著，2019年，寻甸县成功申报成为云南省“一县一业”肉牛产业示范县，获得省级专项资金补助和各类政策扶持。寻甸县按照“一县一业”肉牛产业示范县创建实施方案，依托羊街大牲畜交易市场作为产业链中游核心节点，对外招商引资，扩大上游养殖规模，提升中游交易、加工数量，扩充下游销售渠道，三产融合，辐射周边县市，全面提升牛羊产业发展现状，为全省牛羊产业发展做出示范效应、带动效应。</p> <p>Xundian County is vigorously developing "one cattle" and "one goat" by virtue of its natural resource advantages. The cattle and goat industry has a solid foundation and remarkable results. In 2019, Xundian County successfully declared to become a “one county, one industry” beef cattle industry demonstration county in Yunnan Province, and received provincial-level special fund subsidies and various policy supports. In accordance with the “one county, one industry” beef cattle industry demonstration county creation implementation plan, relying on the Yangjie large livestock trading market as the core node in the middle of the industry chain, Xundian County attracts foreign investment, expands the scale of upstream breeding, increases the number of transactions and processing in the middle, and expands downstream sales channels. With the integration of the "Agricultural Production" + "Agricultural Product Processing Industry" + "Agricultural Product Market Service Industry", it will radiate the surrounding counties and cities, comprehensively</p>

		<p>improve the development status of the cattle and goat industry, and create a demonstration effect and a driving effect for the development of the cattle and goat industry in the province.</p> <p>重点建设：牧草种植合作社、牛羊养殖合作社、牛羊交易市场扩大、牛羊屠宰厂、品牌食品加工厂、文旅开发等</p> <p>Construction focus: pasture planting cooperatives, cattle and goat breeding cooperatives, cattle and goat trading market expansion, cattle and goat abattoirs, brand food processing plants, cultural tourism development, etc.</p>
项目实施背景 Project Background	1. 建设依据 Construction basis	<p>1.2019 年 8 月 30 日，《云南省人民政府办公厅关于公布云南省“一县一业”示范县和特色县名单的通知》公布，寻甸县列为我省两个肉牛产业示范县之一。《通知》要求省财政每年分别给予 20 个示范县 3000 万元支持,连续支持 3 年。</p> <p>On August 30, 2019, the "Notice of the General Office of the People's Government of Yunnan Province on Announcement of the List of "One County, One Industry" Demonstration Counties and Featured Counties in Yunnan Province" was announced, Xundian County was listed as one of the two beef cattle industry demonstration counties in our province . The "Notice" required the provincial finance to give 30 million yuan to 20 demonstration counties each year for three consecutive years.</p> <p>2. 发展牛羊产业符合省、市、县重点产业发展导向</p> <p>Development of cattle and goat industry is in line with the development orientation of key industries of the province, city and county.</p>
	3. 产业政策 Industrial policies	<p>《云南省支持肉牛产业加快发展若干措施》</p> <p>"Several Measures to Support the Accelerating Development of the Beef Cattle Industry in Yunnan Province"</p> <p>《云南省培育绿色食品产业龙头企业鼓励投资办法（试行）》</p> <p>"Measures for Encouraging Investment in Cultivating Leading Enterprises in the Green Food Industry in Yunnan Province (for Trial Implementation)"</p>
项目建设方案 Project Construction Plan	1. 建设周期 Construction period	<p>3 年</p> <p>3 years</p>
	2. 投资强度 Investment intensity	<p>1. 投资估算：3 亿元</p> <p>Investment estimate: 300 million yuan</p> <p>2. 筹措方式：企业自筹</p> <p>Raising method: enterprise self-raised</p>
	3. 项目业态	牛羊养殖、屠宰、交易、生产。

	设计 Project format design	Cattle and goat breeding, slaughtering, trading and production.
项目优势 Project Advantages	<p>1. 产业基础扎实 Solid industrial foundation</p> <p>寻甸是国家级畜牧大县、牛羊重点基地县，全县已建立 8 个肉牛标准化示范基地，2019 年，寻甸县肉牛存栏 18 万头，牛肉产量达 1.4 万吨，肉牛产业农业产值达 14.5 亿元，实现加工产值 9.6 亿元。寻甸羊街镇的大型畜产品综合交易市场是西南地区最大的牛产品交易市场，年交易额达 45 亿元。肉牛产业已发展成为寻甸的重要支柱产业之一，“寻甸牛干巴”被列入国家地理标志保护和昆明市非物质文化遗产保护名录。</p> <p>Xundian is a national-level animal husbandry county and a key cattle and goat base county. 8 beef cattle standardization demonstration bases have been established in the county. In 2019, Xundian County had 180,000 beef cattle, the beef output reached 14,000 tons, the agricultural output value of the beef cattle industry reached 1.45 billion yuan, and the processing output value was 960 million yuan. The large-scale livestock product comprehensive trading market in Yangjie Town of Xundian is the largest cattle product trading market in Southwest China, with an annual transaction volume of 4.5 billion yuan. The beef cattle industry has developed into one of the important pillar industries of Xundian. "Xundian Beef Jerky" has been included in the National Geographical Indication Protection and Kunming Intangible Cultural Heritage Protection List.</p> <p>2. 肉牛品种优良 Excellent beef cattle breeds</p> <p>寻甸县广泛推广云岭牛、独龙牛、短角牛，进一步填补了国内生产高档“雪花牛肉”品种的空白。全县建有肉牛冻精改良点 32 个，实现了肉牛良种全覆盖。截至 2018 年推广云岭牛冻精约 1 万剂，占冻精改良数 50% 以上，云岭牛群体得到进一步扩大。省种羊繁育推广中心在寻甸建成短角牛育种基地后，进一步补齐了全县种业的短板。</p> <p>Xundian County has extensively promoted Yunling cattle, Dulong cattle, and short-horn cattle, further filling the gap in the domestic production of high-end "snow beef" varieties. There are 32 beef cattle frozen semen improvement points in the county, realizing the full coverage of beef cattle breeds. As of 2018, about 10,000 doses of Yunling cattle frozen semen have been promoted, accounting for more than 50% of the improved frozen semen, and the Yunling cattle population has been further expanded. The Provincial Goat Breeding Promotion Center has built a shorthorn cattle breeding base in Xundian, which further complements the shortcomings of the county's breeding industry.</p> <p>3. 饲草资源丰富 Rich forage resources</p> <p>寻甸有万亩以上坝子 5 个，千亩以上河谷槽坝 10 个。天然草原面积 287.8 万亩，有可供饲用植物 560 余种，人工草场 18.8 万亩，300 亩以上连片人工草场 199 片。秸秆饲料资源丰富，年产秸秆 2.5 亿公斤，青绿饲料 6 亿公斤。为加快畜牧业发展，引进构树产业，在全县推广构树种植，预计 2020 年发展种植面积达 10000 亩以上，每年将提供优质饲料 3 万吨以上，为肉</p>	

	<p>牛养殖提供了优质的饲草饲料。同时，全县各族群众均有丰富的肉牛养殖经验，为肉牛产业发展奠定坚实基础。</p> <p>Xundian has 5 basins over 10,000 mu and 10 canyon basins over 1,000 mu. The natural grassland covers an area of 2.878 million mu, with more than 560 species of forage plants, 188,000 mu of artificial grassland, and 199 contiguous artificial grasslands of more than 300 mu. Straw forage is rich in resources, with an annual output of 250 million kilograms of straw and 600 million kilograms of green forage. In order to accelerate the development of animal husbandry, the Broussonetia papyrifera industry promoted by the Poverty Alleviation Office of the State Council is introduced and the planting of Broussonetia papyrifera is promoted throughout the county. It is estimated that in 2020, the development planting area will reach more than 10,000 mu, and more than 30,000 tons of high-quality forage will be provided each year, providing high-quality forage for beef cattle breeding. At the same time, people of all ethnic groups in the county have rich experience in beef cattle breeding, laying a solid foundation for the development of the beef cattle industry.</p> <p>4. 饲养供水充足</p> <p><b>Adequate feeding water supply</b></p> <p>寻甸县境内水资源丰富，江河、沟渠纵横，湖泊、水库、坝塘、滩涂星罗棋布，多年平均水资源量 16.69 亿立方米，地下水资源量 4.47 亿立方米。水资源能够满足大规模肉牛肉羊养殖所需。</p> <p>Xundian County is rich in water resources, with rivers, ditches, lakes, reservoirs, dam ponds, and tidal beaches scattered all over the country. The average annual water resources are 1.669 billion cubic meters and the underground water resources are 447 million cubic meters. Water resources can meet the needs of large-scale meat cattle and meat goat breeding.</p> <p>5. 用地成本较低</p> <p><b>Low land cost</b></p> <p>寻甸县土地资源较为丰富，其国土面积 3588 平方公里，居昆明市第二；耕地总面积 155.7 万亩，居昆明市第一；天然草场 287.9 万亩，人工草场 18.8 万亩。寻甸县位列昆明市地区第三板块，征地补偿处于最低档次。投资者可根据相应建设内容，在寻甸县境内选择适宜区域开展建设。</p> <p>Xundian County is rich in land resources, with a land area of 3588 square kilometers, ranking second in Kunming City. Total arable land area is 1.557 million mu, ranking first in Kunming. 2.879 million mu of natural grassland and 188,000 mu of artificial grassland. Xundian County ranks the third sector in Kunming City, its compensation for land acquisition is at the lowest level. Investors can choose suitable areas to carry out construction in Xundian County according to the corresponding construction content.</p> <p>6. 对外交通便利</p> <p><b>Convenient external transportation</b></p> <p>寻甸地处省会、毗邻滇中、两城（昆明和曲靖）节点、辐射滇东、内联外通，是滇中地区东北之要冲，是云南省及昆明市通往川、黔、渝及中原内陆的交通要塞，是云南省南北大通道上的必经节点，紧邻昆明主城区、曲靖市中心，是现代新昆明经济圈重要交通枢纽。渝昆高速、杭瑞高速、213</p>
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<p>国道、320 国道、贵昆铁路等贯通穿境，随着滇中环线武倘寻、寻沾、功东等高速公路的建成通车，在现有 6 个高速出口基础上将新增 9 个高速出口；即将开工建设的渝昆高铁也在寻甸县城设站。境内有 9 条高速公路与周边区县互联互通，构成了纵横交错，四通八达的交通网络，为肉牛产业发展奠定了良好基础。</p> <p>Xundian is located in the provincial capital, adjacent to the central part of Yunnan, the node of the two cities (Kunming and Qujing), radiating to the east of Yunnan, and connecting inside and outside, it is the key to the northeast of central Yunnan. It is the transportation fortress that connects Yunnan Province and Kunming City to Sichuan, Guizhou, Chongqing and the inland of the Central Plains, the only node on the North-South Great Passage in Yunnan Province. It is close to the main city of Kunming and the center of Qujing, and is an important transportation hub in the modern new Kunming economic circle. Chongqing-Kunming Expressway, Hangzhou-Ruili Expressway, National Highway 213, National Highway 320, Guiyang-Kunming Railway pass through Xundian. With the completion of the Wuding-Tangding-Xundian, Xundian-Zhanyi, Gongshan-Dongchuan and other expressways on the Central Yunnan Ring Road, 9 new expressway exits will be added to the existing 6 expressway exits. The Chongqing-Kunming high-speed railway, which is about to start construction, will also set up a station in Xundian County. There are 9 expressways in Xundian interconnected with surrounding districts and counties, forming a crisscross and extending transportation network, laying a good foundation for the development of the beef cattle industry.</p>		
项目资源 Project Resources	地块属性、现状及出让成本 Land nature, current status and transfer cost	项目用地包含有建设用地，征用、流转土地及农林用地。 Project land includes construction land, requisitioned and transferred land, and agricultural and forestry land.
	原料供应成本 Raw material supply cost	建设所需大宗建材为商品混凝土、水泥、钢筋、空心砖、沙、石等，当地建材市场上相关物资均有采购来源，完全可以满足需求。 The bulk of building materials needed for construction are commercial concrete, cement, steel bars, hollow bricks, sand, stone, etc. Sources of purchase of related materials are available in the local building materials market, which can fully meet the demand.
	生产运营成本 Production and operation	工业用水约 4.5 元/吨，工业用电约 0.3—0.55 元/度。 Industrial water is about 4.5 yuan/ton, and industrial electricity is about 0.3-0.55 yuan/kWh.



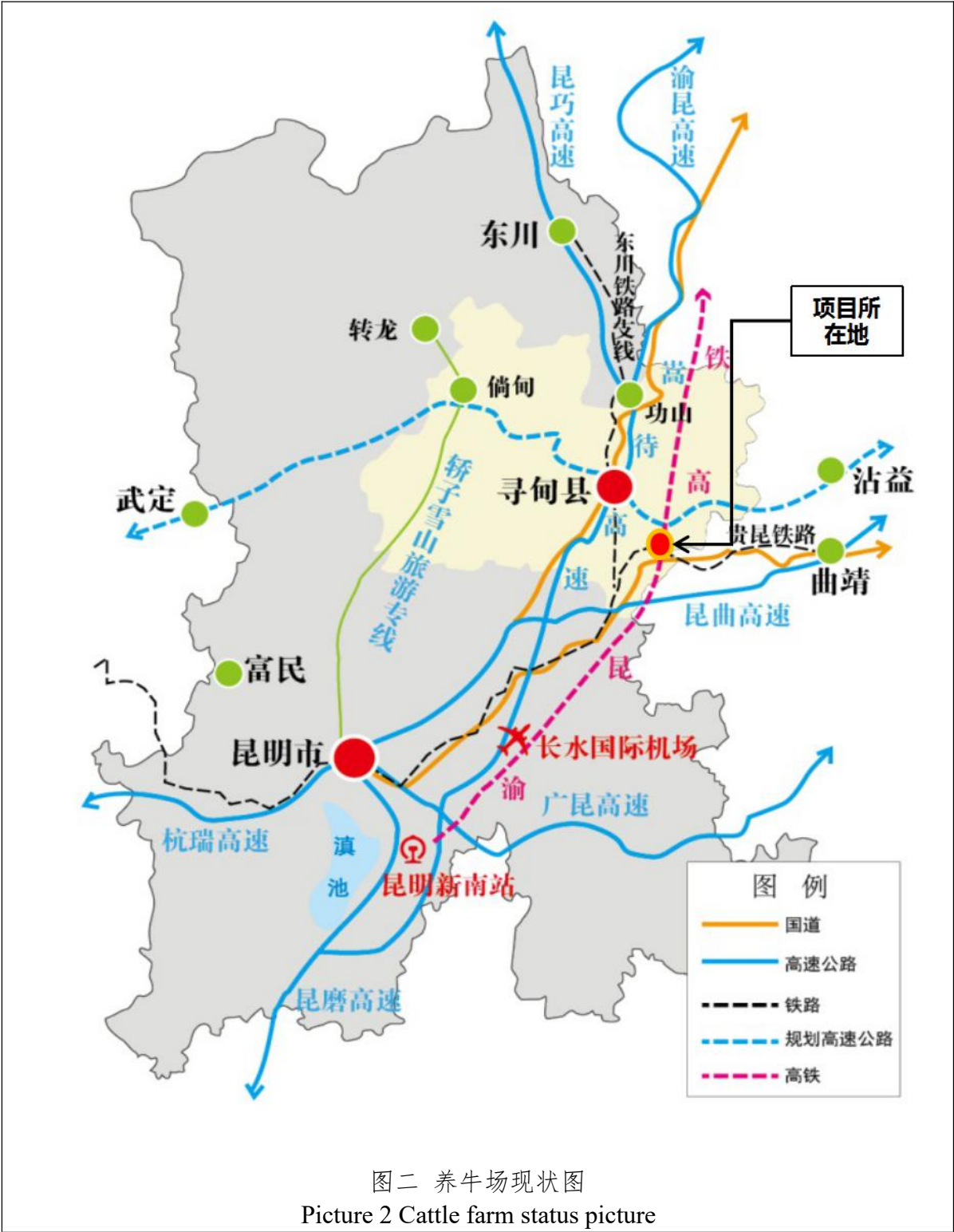
	cost	
	用工成本 Labor cost	按照行业平均水平执行。 According to the industry average level.
项目配套条件 Project Supporting Conditions	1. 项目产业配套情况 Project industry supporting situation	<p>寻甸是国家级畜牧大县、牛羊重点基地县，全县已建立 8 个肉牛标准化示范基地，2019 年，寻甸县肉牛存栏 18 万头，牛肉产量达 1.4 万吨，肉牛产业农业产值达 14.5 亿元，实现加工产值 9.6 亿元。寻甸羊街镇的大型畜产品综合交易市场是西南地区最大的牛产品交易市场，年交易额达 45 亿元。肉牛产业已发展成为寻甸的重要支柱产业之一，“寻甸牛干巴”被列入国家地理标志保护和昆明市非物质文化遗产保护名录。</p> <p>Xundian is a national-level animal husbandry county and a key cattle and goat base county. 8 beef cattle standardization demonstration bases have been established in the county. In 2019, Xundian County had 180,000 beef cattle, the beef output reached 14,000 tons, the agricultural output value of the beef cattle industry reached 1.45 billion yuan, and the processing output value was 960 million yuan. The large-scale livestock product comprehensive trading market in Yangjie Town of Xundian is the largest cattle product trading market in Southwest China, with an annual transaction volume of 4.5 billion yuan. The beef cattle industry has developed into one of the important pillar industries of Xundian. "Xundian Beef Jerky" has been included in the National Geographical Indication Protection and Kunming Intangible Cultural Heritage Protection List.</p>
	2. 项目前期准备情况 (根据实有条件填写) Preliminary preparation of the project (to be filled in according to actual conditions)	<p>寻甸县已成功申报云南省“一县一业”肉牛产业示范县，获得省财政连续 3 年专项资金支持，以出具示范县创建实施方案。</p> <p>Xundian County has successfully applied for the "One County, One Industry" beef cattle industry demonstration county in Yunnan Province, has received special financial support from the provincial finance for three consecutive years, and has issued an implementation plan for the establishment of the demonstration county.</p>
项目政策保障	营商环境优化	寻甸县加快改革创新，加速优化营商环境。推进“放管服”改革，实行“六证合一”。

<b>Project Policies Guarantee</b>	Business environment optimization	<p>Xundian County is speeding up reform and innovation and optimizing the business environment. Promoting the reform of "Decentralization, Management and Service" and implementing the "Six Certificates In One".</p> <p>寻甸县实行县级领导挂钩联系重大项目和重点企业制度,对重点招商引资项目“一企一策”“一事一议”,积极为外商投资发展提供高效、务实的软环境。</p> <p>Xundian County is implementing a system of county-level leaders linking major projects and key enterprises, and “One Enterprise, One Policy” and “One Mater, One Discution”for key investment promotion projects, actively providing an efficient and pragmatic soft environment for foreign investment and development.</p>
	政府公信力保障 Government credibility guarantee	<p>寻甸县成立以县委书记、县长为组长,县级副职领导为副组长,相关乡镇、部门、企业、金融机构主要负责人为成员的寻甸县“一县一业”示范创建工作领导小组和工作专班,定期、不定期召开专题会议,研究解决产业发展中关键性、制约性问题,确保项目顺利推进。充分扮演好“管理者”“服务者”“引导者”的角色。领导小组严格考核机制,把创建目标纳入督查考核,围绕目标任务,以项目为抓手,强化协调配合,抓重点、抓试点、抓示范,营造产业发展良好氛围。</p> <p>Xundian County has established a leading group and special work groups for the "One County, One Industry" Demonstration Establishment in Xundian County, county party committee secretary and county magistrate as team leaders, county-level deputy leaders as the deputy team leaders, and the main persons in charge of relevant townships, departments, enterprises, and financial institutions as members. Special meetings are held regularly and irregularly to study and solve key and restrictive issues in the development of the industry to ensure the smooth progress of the project. They fully play the role of "manager", "server" and "guide". Leading groups strictly evaluate the mechanism, incorporate the creation goals into the supervision and evaluation, focus on the goals and tasks, take the project as the starting point, strengthen coordination and cooperation, focus on the key points, the pilots, and the demonstrations to create a good atmosphere for industrial development.</p>
	省/市/区县/园区等企业投资可享受的各级财税优惠政策 Enterprise investment can enjoy	<p>寻甸县制定《肉牛产业发展规划(2018—2020)》《云岭牛产业发展实施意见》,自2018年起,市、县每年各补助600万元,连续补助3年,每年打造标准化示范场20个以上,为产业发展和乡村振兴奠定基础;制定《农业产业扶贫实施细则》,每年投入160万元对产业扶贫和巩固脱贫有帮带的肉牛养殖企业(合作社、家庭农场、大户)给予5至10万元奖补,提高企业发展积极性和内生动力;</p> <p>Xundian County formulated the "Beef Cattle Industry Development Plan (2018-2020)" and "Yunling Cattle Industry Development Implementation</p>

	<p>preferential fiscal and taxation policies at all levels of province/city/district/county/park</p>	<p>Opinions". Since 2018, the city and county have each subsidized 6 million yuan each year for three consecutive years, building more than 20 standardized demonstration sites each year, laying the foundation for industrial development and rural revitalization. "Detailed Rules for the Implementation of Poverty Alleviation in the Agricultural Industry" was formulated. Each year, 1.6 million yuan will be invested to provide 50,000 to 100,000 yuan in bonuses to beef cattle breeding enterprises (cooperatives, family farms, large households) that help industrial poverty alleviation and consolidate poverty alleviation, so as to improve the enthusiasm and endogenous motivation of enterprises.</p> <p>寻甸县制定《推进构树产业发展实施方案》，大力推广构树种植，为肉牛产业提供优质的饲草饲料。在云南省首创实施肉牛等收益（收入）保险政策，县级每年投入 750 万元对产业扶贫和巩固脱贫有帮带的养殖企业（合作社、家庭农场、大户）提供保障，保险实现价格兜底和死亡赔付，县级财政承担 70% 保费，养殖企业（合作社、家庭农场、大户）承担 30% 保费，极大降低了产业发展风险。2017 年，中国农业银行昆明市分行已与寻甸县人民政府签订服务三农战略合作协议；2019 年 6 月，寻甸县人民政府又与寻甸农商行签订了战略合作协议，以 100 亿元贷款额度支持全县农业产业发展、巩固脱贫成效、实施乡村振兴等方面的信贷需求。</p> <p>Xundian County formulated the "Implementation Plan for Promoting the Development of the Broussonetia papyrifera Industry" to vigorously promote the planting of Broussonetia papyrifera to provide high-quality forage for the beef cattle industry. Xundian pioneered the implementation of beef cattle and other income (income) insurance policies in Yunnan Province. The county level invests 7.5 million yuan every year to provide guarantees for industrial poverty alleviation and consolidation of breeding enterprises (cooperatives, family farms, and large households) that are helpful for poverty alleviation. Insurance achieves the bottom line and death compensation. County-level finance bears 70% of insurance premiums, and breeding enterprises (cooperatives, family farms, large households) bear 30% of insurance premiums, which greatly reduces the risk of industrial development. In 2017, the Kunming Branch of the Agricultural Bank of China signed a strategic cooperation agreement to serve agriculture, rural areas and farmers with the People's Government of Xundian County. In June 2019, the People's Government of Xundian County and Xundian Rural Commercial Bank signed a strategic cooperation agreement to support the development of the county's agricultural industry with a loan line of 10 billion yuan, consolidate the effect of poverty alleviation, and implement credit demand for rural revitalization.</p>
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合作方式 <b>Cooperation Mode</b>	<p>与本地企业在资金、技术、渠道等方面展开合作，在现有基础上扩大养殖、屠宰、交易、生产等能力，集中力量共同打造寻甸县牛羊品牌</p> <p>To cooperate with local enterprises in terms of capital, technology, channels, etc., to expand the capabilities of breeding, slaughtering, trading, and production on the existing basis, and to concentrate efforts to jointly build the Xundian County cattle and goat brand.</p>
联系方式 <b>Contact Details</b>	<p>联系单位：寻甸县投资促进局</p> <p>Contact Unit: Bureau of Investment Promotion of Xundian County</p> <p>联系人：王顺萍</p> <p>Contact Person: Wang Shunping</p> <p>联系电话：13759125194</p> <p>Contact No.: 13759125194</p>
<p>项目配套图</p> <p>Project supporting pictures</p> <p>图一 项目交通区位图</p> <p>Picture 1 Project traffic location map</p>	





图三 云南国际肉牛交易中心规划图  
Picture 3 Planning of Yunnan International Beef Cattle Trading Center

云南国际肉牛交易中心概念性规划  
Conceptual planning of Yunnan international beef cattle trading center

