

Research and Analysis on Development Path of High Quality Laying Hen Industry

Yanhong Li

Shanxi Agricultural University Shanxi Taigu 030801

Abstract: After more than 30 years of experience and practice, the development of many industries in China is more stable than in the first ten and twenty years. The Chinese layer industry, even in the daily-use layer market, has several companies whose annual sales have exceeded 1 billion yuan. However, the efficiency of laying hens breeding in my country is still at a low level in 2021. The main reason is that there are many breeding entities, and the price control and anti-risk ability are poor. Therefore, changes in market prices will greatly affect the stock of laying hens. This has a certain impact on the supply, quality and egg price of laying hens. In response to this, this article first puts forward the main points of China's high-quality laying hen industry layout (quantity to variety, breeding base), and secondly, from improving the interest linkage mechanism and policy support system, accelerating the standardized development of the laying hen industry; accelerating the improvement of the laying hen industry chain and promoting the industry Transformation and upgrading, enhancing competitive advantages; increasing scientific and technological innovation, solving various problems in the laying hen industry, etc., put forward the development path of the high-quality laying hen industry for reference.

Keywords: High quality laying hens; Industrial development; Measures

Fund Project:

1 Shanxi Agricultural University "special" and "excellent" agricultural high-quality development science and technology support project: Shanxi "special" and "excellent" agricultural informatization and industrial economy (project number: TYGC-59)

2 Luliang City key research and development project: astragalus, jujube powder collaboration to improve black chicken production performance and product added value research and development (2021NYGG-2-35)

3 Shanxi Province colleges and universities teaching reform innovation project: the new era background of animal husbandry economic management interdisciplinary integration research (project number: J20220235)

Introduction:

At present, my country's consumption structure has appeared obvious differentiation. With the continuous growth of middle and high-income groups, new demand space has emerged. With the emergence of small and medium-sized non-caged organic breeding systems, the cultivation of high-quality laying hens and new varieties of laying hens puts forward higher requirements, which requires forward-looking research in breeding.

1. China's high-quality layer industry layout points.

1.1 Seems to be stable and changing, from quantity to variety.

Advanced technology and the products developed by this technology mainly flow to the markets of developed countries. Industrial civilization has lasted for more than 200 years, and the provenance of commercial laying hens and other animals is still there. However, China's new progress in layer breeding in recent years has become the focus of world attention. In the world, only domestic breeds have a higher market share than imported breeds. More than 90% of China's layer breeds are imported from abroad, and the Japanese poultry industry, which imports more, has been paying attention to this issue and has been calling for the cultivation of local layer hens. However, up to now, the proportion of local layer hens in the domestic market is relatively low.

1.2 The layout of the breeding base gathers in Beijing, and the parent generation field is all over the country

At present, China has formed a market share dominated by breeding enterprises and introduction enterprises. Take the ranking of egg breeder companies as an example. Yukou Poultry Company, Huayu Agricultural Science Company occupies 55% of the market share in the national egg breeder market, while the rest of the egg companies account for about 15%. By 2020, the average price of eggs for the two generations will be 17.87 yuan, an increase of 110.48% over the same period last year. Relevant data show that by 2019, 89,800 foreign breeders have been introduced. The current price of one-day-old ancestral chicken in China is 35-40 US dollars, about 245-280 yuan. For the same variety, there are differences in the price of seedlings in different countries, and the supply of seedlings is related to the technical level of the introduced enterprises^[1].

2. High-quality layer industry development path

2.1 And improve the interest linkage mechanism and policy support system to accelerate the standardized development of the layer industry

According to the actual development of the layer industry, according to its own characteristics, take targeted measures to establish a sound interest linkage mechanism, develop the model of “leading professional cooperatives and farmers”, and form a model of clear division of labor, benefit sharing, and coordinated development. Specifically, leading enterprises are responsible for breeding, demonstration, processing, and research and development of new products, egg sales cooperatives are responsible for organization and technical training, and farmers are responsible for production. At the same time, in order to create a good environment for enterprises in terms of land, taxation, and processing, the grassroots government needs to play its own responsibilities and provide basic services and policy support for enterprises. For example, set up industrial development funds in major egg-producing provinces to carry out demonstration projects for layer production; strengthen pollution control of small-scale laying hens, establish and improve long-term environmental protection mechanisms, and implement organic fertilizer subsidy policies. At the policy level, it is necessary to implement policy subsidies for organic fertilizers in accordance with the requirements of farmers, and give policy incentives to fertilizer production enterprises in accordance with their processing capacity; strengthen insurance and financial subsidies for laying hens^[2].

2.2 Accelerate the improvement of the laying hen industry chain, promote industrial transformation and upgrading, and enhance competitive advantage

Based on the current era in our country, we should vigorously promote and improve the laying hen industry chain to improve the agglomeration of laying hens and the competitiveness of enterprises. The details are as follows. One is to solve the technical problems of egg products. Improve the technical system and standards in the aspects of rapid eggshell cleaning, high-flow cleaning, precise detection of crack sonar, intelligent sorting, continuous egg beating liquid, and high-viscosity egg liquid transportation. The second is to strengthen the construction of weak links in the industrial chain. At present, there is still a part of domestic high-quality laying hens that need to be introduced. To continue to vigorously promote the perspective of social services, it is necessary to concentrate a special brood breeding system. The third is to adjust the additional industrial chain of the feed industry. Gradually solve the problem of relying on the import of feed for laying hens such as corn and soybean meal, promote forage plants in non-agricultural areas, and form a feed combination mode of a full green chain (ornamental, green, feeding).

2.3 Intensify Scientific and Technological Innovation to Solve Various Problems in Laying Hen Industry

In view of the difficult problems of my country's layer industry in the past, such as breeding, disease prevention, processing, etc., we should also pay attention to the following points when promoting the development of the industry, and then achieve the effect of rectifying the difficult problems and promoting the pace of development. The first is to strengthen scientific and technological investment to solve the key and common technologies in the production of laying hens, including: healthy breeding, egg processing, egg nutritional quality characteristics, raw material safety and control, etc. The second is to promote the mechanization and intelligence of the infrastructure of the breeding industry, promote the digital layer breeding platform, and gradually realize the automatic and standard system of the breeding process. Third, while strengthening the healthy breeding technology of laying hens, strengthen the prevention and control of poultry environment and diseases to improve the production quality of laying hens .

2.4 And Innovate the Production Organization Model of Laying Hens to Release Structural Combination Effect

With the diversification of the layer industry and the release of the combination effect of the industrial structure, the deep integration

of the “three industries” has been promoted. First, it is necessary to innovate the mode of production and operation, organically combine the leading enterprises of laying hens, professional cooperatives and small farmers, so as to form a large-scale and integrated industrial operation state. The second is to promote layer companies to share resources, complement each other’s advantages, and learn from each other through innovative production cooperation methods, and use concentrated advantages to promote resources to the development of industries and industries. Third, through the introduction of share cooperation, return of profits, guaranteed dividends and other forms to achieve the optimal allocation of industrial chain income.

2.5 Construction of Laying Hen Industry Logistics Trade Park to Promote International Industrial Exchange and Trade Liberalization

At present, in order to promote the sustainable development of high-quality laying hens, it is necessary to clarify the opening strategy proposed by our country, and build parks such as exchange transactions, logistics, display, academic research, and popular science education for laying hens and egg products. The scope of these parks needs to include feed, egg breeding, technology display, trading, wholesale, etc., and clarify the service system in related industries, as well as the exhibition and sales of various foreign products, and then promote the high-quality layer industry to form a development model of international exchanges and trade liberalization .

2.6 Promote Egg Safety and Certification, Strengthen Brand Building and Cultural Promotion of Laying Hen Industry

Actively ensure the safety of egg foods, strengthen the certification of egg production methods, breeding methods, and preferential breeding content. In this process, it can accelerate the realization of the brand building effect of my country’s high-quality laying hen industry, and deeply understand the needs of consumers. Explore its potential, in terms of quality control, category innovation, strategic upgrade, digital technology empowerment, all-round marketing communication, brand value collaborative innovation, etc., to form brand strength and give full play to brand advantages, and then promote the high-quality development of the layer industry.

Concluding remarks

Based on the analysis of the development trend of high-quality laying hens, it can be seen that the stock of laying hens in my country and the follow-up development path are good. After effective measures are taken, the stock of laying hens in my country can be continuously increased to ensure stable egg price volatility and egg supply and demand The relationship is relatively balanced. It is expected that by 2023, the number of laying hens in my country will increase slightly. With the decline in the number of laying hen farms (households) and the increase in the average number of households, the production plan, output, and sales are more stable and balanced. Looking forward to 2023, my country’s egg quality and price as well as the relationship between supply and demand will tend to be stable. state.

References:

- [1] Wang Chunxiao. High Efficiency Breeding of Laying Hens and Production Technology of High Quality Eggs [J]. Veterinary Guide, 2021(19):77-78.
- [2]Pan Shuqin. Two Key Points for Breeding High Quality Laying Hens [J]. Foreign Animal Husbandry (Pig and Poultry),2021,41(4):88-89.

About the Author:

Yanhong Li (1980-), female, Han, graduate student (master’s degree), associate professor, research direction is animal husbandry economic management