

# Designing and Practicing of Organic Manor

— a case study in Yuxi of China

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# Background

Hongta Group has finding proper region for high quality organic tobacco plantation since 2011. There are 266 ha organic tobacco in the whole in Yunnan province now. Yuxi Manor, which occupies less than a twentieth of organic area, is the typical representative for organic manor designing and practicing.

Temperature :17°C

Rainfall : 900 mm

Forest coverage: 86%

Crops: tobacco, rice, fruit trees, vegetables.



# Main problems

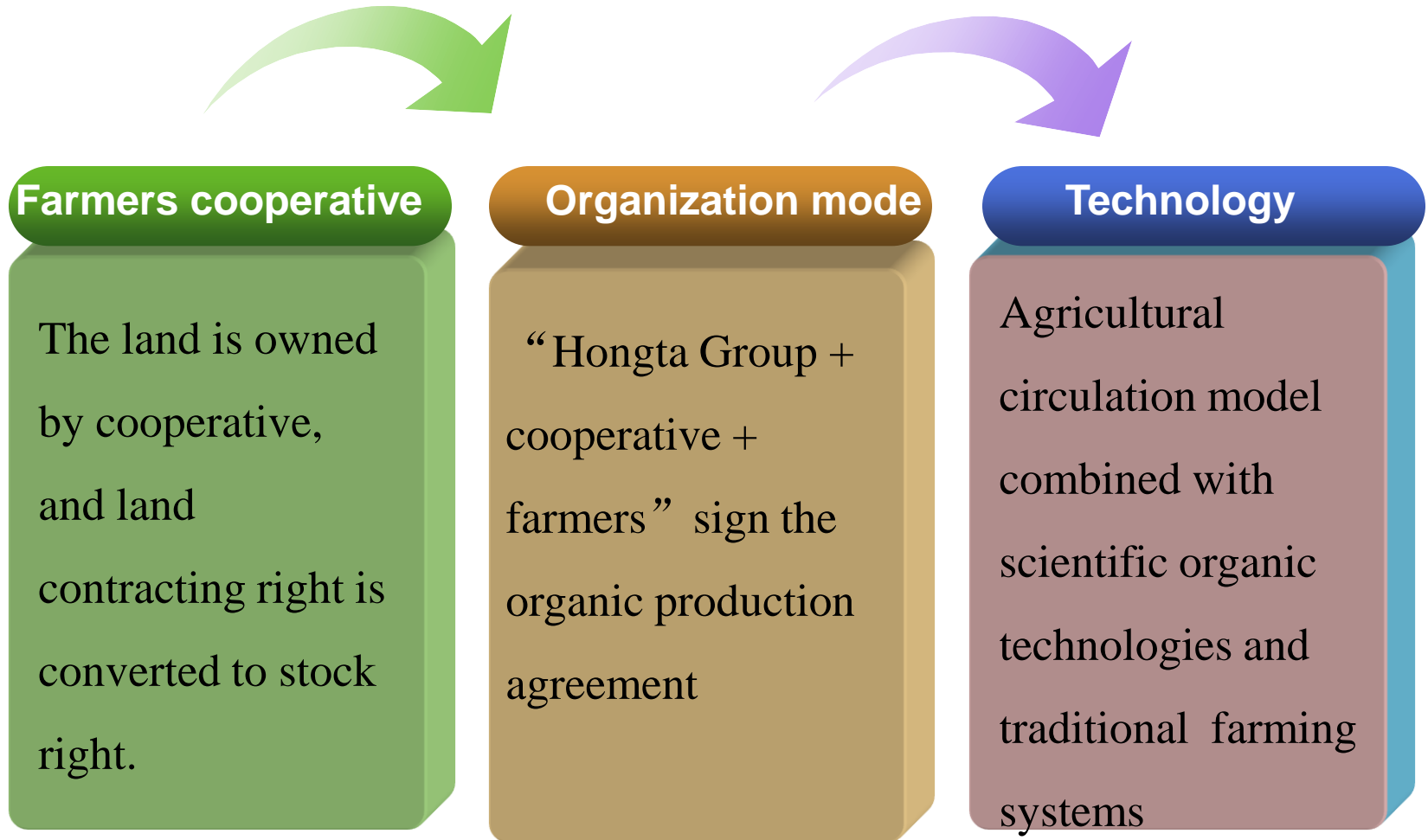


Extremely scattered  
smallholder field  
property is  
disadvantageous to  
organization

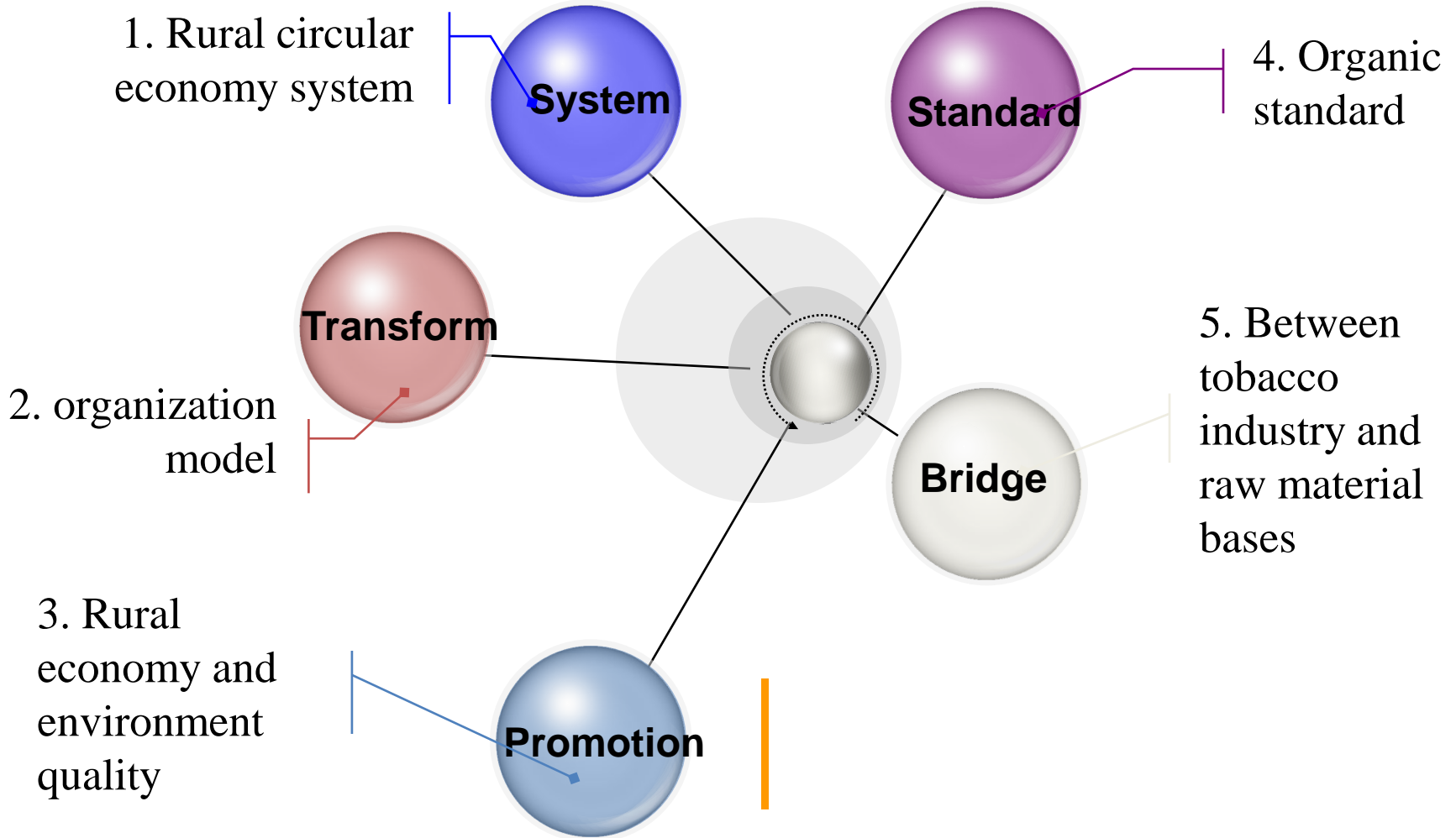
Low educational  
level.  
Lacking of advanced  
agricultural  
technology.

High labour force  
input with low  
agricultural net  
profit weakens  
farmers' enthusiasm

# Strategies



# Targets



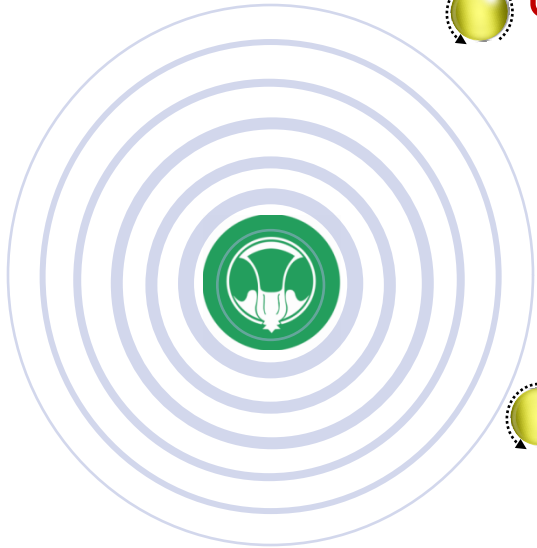


Vice director's wages are connected with the corresponding group economic benefits respectively.

The cooperative leaves the financial affairs in the agricultural economic station's hand, and establishes working hours files for farmers.

More work obtains more payment.

The internal control system (ICS) retains all the farmers' farming files, and checks up on their organic production every year.



# Main contents on ICS

- Director
- ICS coordinator
- inner inspector
- Field adviser
- farmers

- Purchase, transport and storage procedure
- Certification body inspection

ICS distribution, improvement and updating

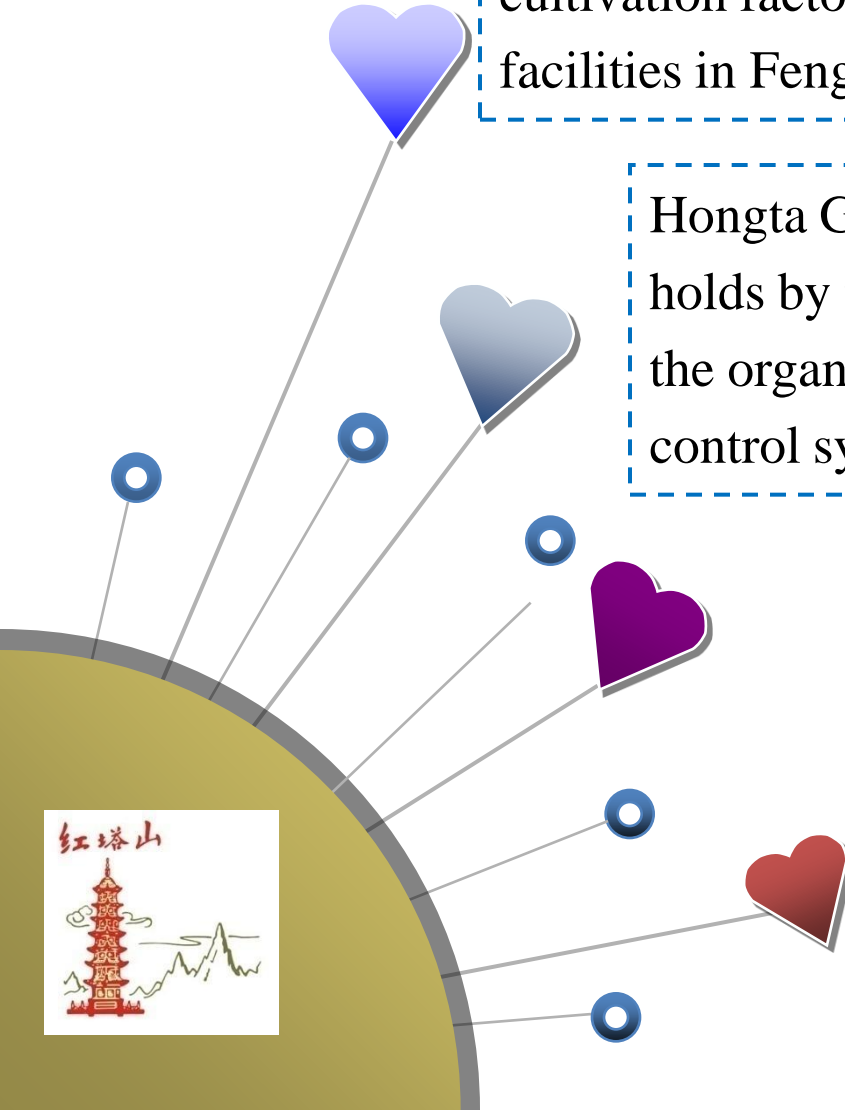
Institutional framework

Organic training

Supplementary procedure

- It is very important that all smallholders are clear about the policy and procedure of ICS.
- Constructing open-eyed file manage system is necessary.

- ICS workers
- Organic farmers



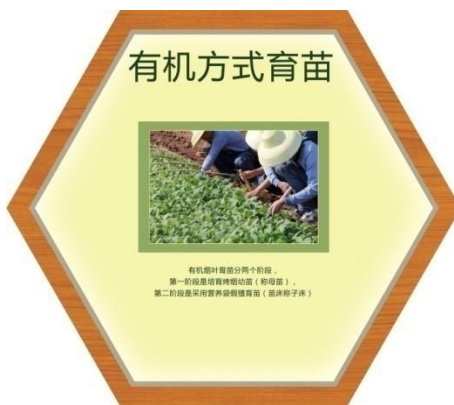
Hongta Group invests more than 1.5 million dollars to construct road and water channel, roast factory, seedlings cultivation factory, livestock bases and village clean facilities in Fengwo village.

Hongta Group organizes the organic production, holds by the organic certificate, and participates in the organization of organic production internal control system.

The integrated organic management centre is set up, which is responsible for the research and application of organic technology and farmer production quality control. Meanwhile, the center organizes organic training for farmers annually .







Organic seedling



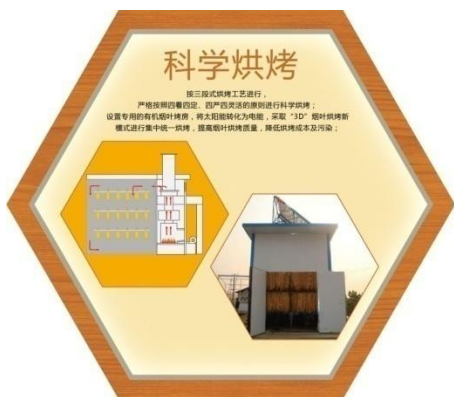
Scientific rotation



Soil fertilization



Biologic control



Scientific baking



Quality assessment



Environment assessment



Traceable system

# Circular agriculture mode

Organic pig breeding and biogas system are drawn into the organic production circle. The biogas is used for live energy, and the residue is for organic crops fertilization.

The green manure is intercropped in the orchard, the duck is lead into the organic rice, and the organic maize annually rotated of tobacco is for pig feed.



All villagers are the Yi nationality. Their forefathers invented the Yi calendar, which was also called “October Sun calendar” in the local. It’s amazing that this calendar puzzled the sun’s regression cycle out, which has been used to guide agricultural product for thousand years. Nowadays, the Yi calendar is still retained in organic production. Custom such as dance, song and sacrifice is also preserved.



# Exhibition centre

The exhibition center is an important tool for organic products, manor and enterprise culture show. The environmental ethics, organic culture, and the tobacco growing process from an organic seed to an organic leaf are displayed by the 3-D projector .





The centre is also a reception centre for tourists, and an assessment centre for tobacco specialists .

The Yi culture activities such as flower drum dance, dragon dance and folk songs are hold in the manor.



# Conclusion

□ Hongta Tobacco Group is the main force in the construction and development of Yuxi Manor. It's ample wealth, abundant production management experience, as well as the great social influence in the local area are key factors to the construction of success of Yuxi Organic Manor.

Combining with processing technique innovation, tobacco hazard ingredients from organic leaves cut down 30%, and the hazard index reaches to 6.0 (9.6). Owing to extensive advertising campaign of the Manor, many tourists visit here, the income of local farmers is improved, thus organic tobacco production spread rapidly around the Organic Manor.

# Conclusion

- ❑ Nowadays some big companies enter into the organic industry in China.
- ❑ Focus on the small Core Manor first, strengthen brand propagation, attract people's eyes, and then broaden the organic area gradually. Hongta's model is a salutary lesson.
- ❑ Smallholders certification is a difficult problem in China. The way of cooperative doing and ICS running is also an good example of solving the problem out.

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