



洪珠农机  
HONGZHU  
NONGJI

# 扶贫攻坚，洪珠农机在行动

Poverty alleviation, Hongzhu in action

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Post: General Manager

## 公司介绍 Introduction:

- ▶ 青岛洪珠农业机械有限公司“助力马铃薯主粮化，主推马铃薯全程机械化”，是国内专业的马铃薯机械生产企业，国内市场占有率达**70%**以上，公司始建于**1999**年，注册资本**5000**万元，拥有占地**82**亩的科研生产基地“洪珠现代农业装备”基地，总投资**3**亿人民币，职工**220**余人，其中高中级专业技术人员**50**人。
- ▶ Qingdao Hongzhu Agricultural Machinery Co., Ltd. is a professional potato machinery production enterprise in China, The domestic market share is more than 70%. It was founded in 1999 with a registered capital of 50 million yuan. It has a scientific research and production base "Hongzhu modern agricultural equipment" base covering an area of 82 mu, with a total investment of 300 million yuan and more than 220 employees, Among them, there are 50 senior and intermediate professional technicians.

## 企业主营 Main business:



马铃薯播种机  
Potato Planter



马铃薯上土机  
Potato Soil loader



马铃薯杀秧机  
Seedling killing Machine



马铃薯收获机  
Potato Harvester

# 扶贫方法：

## Poverty alleviation measures:

- ▶ 技术提升：根据不同贫困地区的不同情况，研发新技术，制作新装备。

Improve technology: according to the different conditions of different poor areas, developed new technology and new equipment.

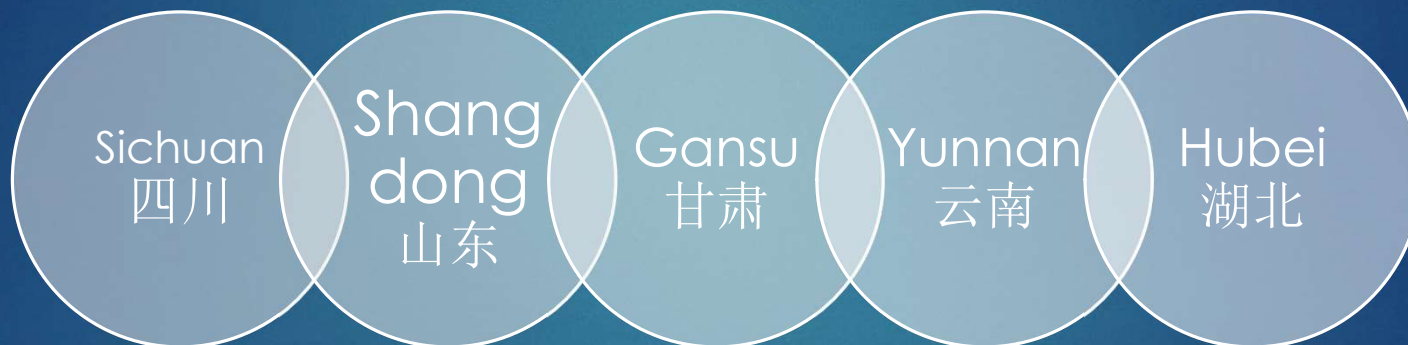
- ▶ 捐赠与培训：捐赠农机，建设农机教学基地，推广农机化技术。

Donation and training: donated agricultural machineries, established teaching base for local agricultural machinery training courses. popularize agricultural mechanization technology

- ▶ 广泛合作：与当地政府、科研单位合作，共同助力减贫。

Extensive cooperation: cooperate with local governments and scientific research institutions to jointly help reduce poverty.

# 典型案例 Our classic cases:



2017



## 四川省凉山州昭觉县

### 背景

#### Background:

马铃薯是昭觉县的主要农作物。  
Potato is the main crop in Zhaojue County.

种植面积有23万亩。  
The planting area is 230000 mu.

### 困境

#### Dilemma:

雨季导致**土壤粘度变高**，马铃薯与土壤分离困难，机收效果较差。  
The rainy season leads to higher soil viscosity, difficult separation between potato and soil, and poor mechanical harvest effect.

### 措施

#### Measures:

根据当地的土壤性质和气候条件进行**设备研发**。  
Develop new equipment according to local soil properties and climatic conditions

捐赠农机，并建立当地农机手培训班的**教学基地**。  
Donate agricultural machinery and establish a teaching base for local agricultural machinery training courses.

### 成效

#### Effect:

马铃薯的**明薯率**大幅提升。  
The obvious potato rate of equipment potato increased significantly

2019



捐赠了马铃薯播种机、上土机、杀秧机、收获机各1台，合计4万余元。

A potato planter, a soil loader, a seedling killing machine and a harvester were donated, totaling more than 40000 yuan

2019

### 背景

主要种植作物为小麦、玉米、花生。

### Background:

The main crops are wheat, corn and peanut.

### 困境

年轻劳动力流失，主要劳动力为50岁以上的老年人。

### Dilemma:

The young labor force is lost, and the main labor force is the elderly over the age of 50

人均年收入不超过3000元。

The per capita annual income does not exceed 3000 yuan,

### 措施

无偿捐赠4台机器，并帮助农民对机器进入作业地块全程调试。

### Measures:

Donate 4 machines free of charge, and Help farmers debug the whole process of the machine entering the operation plot.

### 成效

种植面积扩大，产量提升，人均收入提升至11200元，助力兴农。

### Effect:

The planting area was expanded, the output was increased, and the per capita income was increased to 11200 yuan, helping to revitalize agriculture.

2020



## 山东省刁家丘村



无偿捐赠4台机器，并对机器进入作业地块全程帮扶、调试。 Donate 4 machines free of charge, and help and debug the whole process of entering the operation plot.

2020

情况

澜沧县冬季马铃薯种植面积10000多亩。

Background:

The potato planting area in Lancang County in winter is more than 10000 mu.

困境

种植一亩地需要8个人工，人工费用在800元。

Dilemma:

Planting one mu of land requires 8 labor, and the labor cost is 800 yuan.

措施

捐赠整套马铃薯生产全程机械化装备。

Measures:

Donate a complete set of mechanized equipment for potato production.

效果

增加了外出务工回村发展青壮年的信心。It has increased the confidence of migrant workers to return to the village and develop young adults.

Effect:

机械化作业费用在40元/亩，作业效率60亩/天。The mechanized operation cost is 40 yuan / mu and the operation efficiency is 60 mu / day.

2021

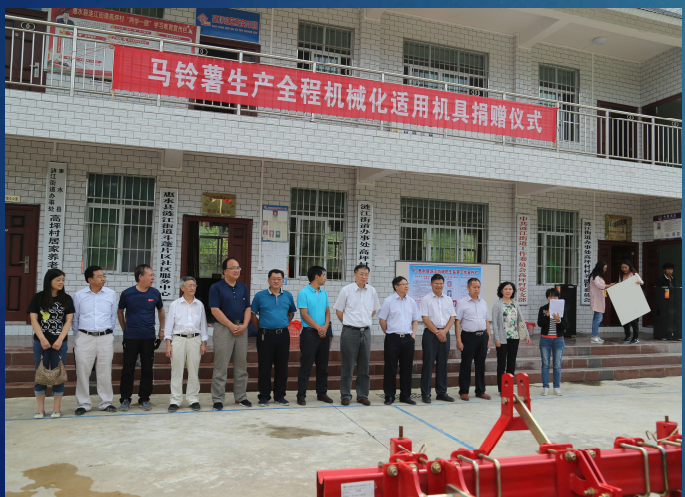


## 澜沧县文东佤族乡



中国工程院、中国农业大学与青岛洪珠共同捐赠了马铃薯播种机、上土机、杀秧机、收获机各1台，合计4万余元。

The Chinese Academy of engineering, China Agricultural University and Qingdao Hongzhu jointly donated one potato planter, soil loader, seedling killing machine and harvester, totaling more than 40000 yuan.



贵州惠水县高坪村  
Gaoping Village, Huishui County, Guizhou



甘肃省陇南市  
Longnan City, Gansu Province



湖北省恩施州  
Enshi Prefecture, Hubei Province



洪珠农机累计捐赠农机：超过 **60** 套，价值超过 **70** 万元

Donated agricultural machinery more than 60 sets. with a value of more than 700,000 yuan.

青岛洪珠农业机械有限公司推动乡村振兴和技术脱贫方面的事迹三次荣登中央电视台，先后被主流媒体纷纷报道。为马铃薯种植户带来了机械化作业的红利，大大带动了贫困区农户的经济发展。

The deeds of Qingdao Hongzhu Agricultural Machinery Co., Ltd. in promoting rural revitalization and technological poverty alleviation have been listed on CCTV three times and have been reported by mainstream media one after another. It has brought the bonus of mechanized operation to potato growers and greatly promoted the economic development of farmers in poor areas.

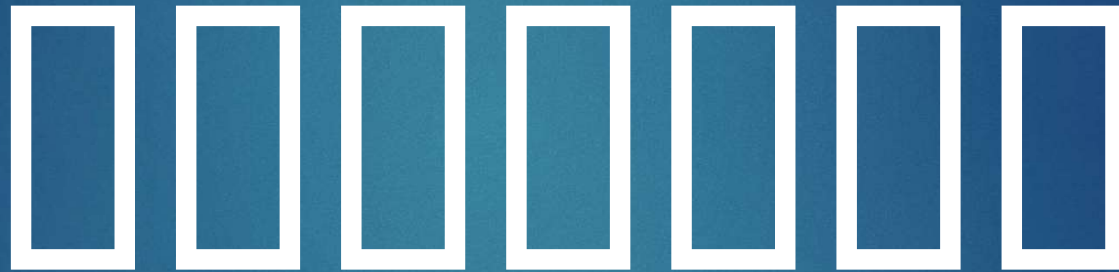
## 未来

农作物耕种收的综合机械化率在2019年已经达到了70%，但是马铃薯的种植和收获的机械化率不到30%，是我们必须要突破的。The comprehensive mechanization rate of crop cultivation and harvest has reached 70% in 2019, but the mechanization rate of potato planting and harvest is less than 30%, which we must break through.

下一步我们会继续深入重点贫困地区，在捐赠农机具的同时，把重点放在培养农机手和培育农机合作社上面，通过技术带动当地人民脱贫致富。In the next step, we will continue to go deep into key poor areas. While donating agricultural machines and tools, we will focus on cultivating agricultural machinery workers and Agricultural Machinery Cooperatives, and drive the local people out of poverty and become rich through technology.



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