

Note: Key data/information in this sample page are hidden, while in the report they are not.

Government support on agriculture

- With the fast economic development, Zhejiang enjoys increasing government revenue, which enables local governments to raise their inputs in agriculture. In 2011, the total receipt of governments in Zhejiang reached RMB344.1 billion, ranking No. 5 among all the provinces in China. Its expenditure was RMB416.2 billion, and the input in agriculture was RMB138.7 billion.
- Governments at each level in Zhejiang have their own financial subsidy towards modern agriculture and water-saving irrigation. The amount of financial subsidy depends on the revenue of each government.

Subsidy budget on agriculture of local government in Zhejiang, 2013

Local government	Subsidy budget	Subsidy ratio
Rui'an County, Wenzhou City	XXXX	XXXX
Wenzhou City	XXXX	XXXX
Yueqing City, Wenzhou City	XXXX	N/A
Yinzhou District, Ningbo City	N/A	XXXX

Source: CCM

Irrigation situation in Wenzhou & Ningbo

- **XXXX Village, Yueqing City, Wenzhou City**
 - ✓ Major crops: Watermelon, muskmelon, Chinese cabbage in facilities; various leaf vegetables and radish in open-fields
 - ✓ Water resources: XXXX
 - ✓ Planting scale: XXXX ha for each family
 - ✓ Farmers: local farmers in Yueqing City, operated by family and not hiring labor
 - ✓ Usage mode of farmlands: renting
 - ✓ Irrigation method: XXXX

- **XXXX, Shanglin Village, Yueqing City, Wenzhou City**
 - ✓ Major crops: Tomato, eggplant, cucumber and cabbage in facilities
 - ✓ Water resources: XXXX
 - ✓ Planting scale: XXXX ha for each family
 - ✓ Farmers: XXXX
 - ✓ Usage mode of farmlands: XXXX
 - ✓ Irrigation method: XXXX



Application of micro irrigation products

- **Micro spray hose**
Micro spray hose is mainly applied on XXXX.
- **Drip hose**
Drip hose is mainly applied on XXXX.
- **Micro-sprinkler**
Micro-sprinkler is mainly applied on XXXX.

Micro spray hose for water melon planting



Micro-sprinkler for strawberry planting



Drip hose for strawberry planting



Farmers' opinions on micro irrigation products

■ Advantages of drip hose

✓ XXXX

"XXXX" is the most frequently mentioned reason when farmers were asked why they used drip hose. ...

Mr. Chen, a water melon grower in Yueqing City said that ...

✓ XXXX

"XXXX" is another frequently mentioned word. When compared with XXXX, drip irrigation makes fertilizers better applied, directly go to the roots of plants and absorbed by them. Thanks to the rich water resources in Zhejiang, some fields don't need extra irrigation through drip hose, which is mainly used for top dressing.

Mr. Chen, a water melon grower in Yueqing City: "Drip hose"

Miss Wang, a strawberry grower in Yongjia County: "We didn't use drip hose to irrigate, but for ..."

Specification & application

- **Specification:** N35, N45, N50, N65, N70, N80
- **Hole:** Single hole, double holes, three holes, five holes
- **Hole arrangement:** parallel line, oblique line
- **Crop application**

Planting	Crop	Application
Facility	Water melon	XXXX
	XXXX	N45
	Medicative herbs	XXXX
Open-field	XXXX	Micro spray hose of N65/drip hose of N45
	Corn	XXXX five holes
	XXXX	N65 three holes
	Leaf vegetables	XXXX



Consumption structure

- XXXX, especially..., are the major consumption markets of micro spray hose, accounting for 50% of the total.
- XXXX, especially ..., is also an important consumption market of micro spray hose, which takes up about 25% of the total consumption in Zhejiang...
- The consumption of micro spray hose on...
- Some edible fungi like agaric and mushroom, and medicative herbs like dendrobium nobile are also parts of the market of micro spray hose in Zhejiang.

Consumption share of micro spray hose in Zhejiang, 2012



Source: CCM

Micro spray hose agencies' opinions on end-users

- **End-users' purchasing habits**

Farmers buy micro spray irrigation hose to plant ...

- **End-users' application crops**

Producers are ...

- **Irrigation products' life time and end-users' application habits**

The life time of micro spray irrigation hose is around XXXX years. Because of the requirement of crop rotation, farmers ...