

Analysis on the Way of Promoting Accurate Poverty Alleviation in Tobacco Leaves Growing in Yunnan Province

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Abstract—Yunnan is an agricultural province, whose task of poverty alleviation is arduous. The cultivation of tobacco leaves is an important source of farmers' income in most areas and has gradually become an important means for farmers to get rid of poverty and become rich. Based on the situation in Yunnan province, this paper introduced the current situation of tobacco leaves planting in Yunnan province, analyzed existing problems, and put forward the path of getting out of poverty accurately by the way of tobacco leaves planting. It aimed to play the positive role of tobacco leaves as a cash crop, promoted farmers to increase income effectively, and win the fight against poverty with high quality.

Keywords—Tobacco leaves; Accurate Poverty Alleviation; Yunnan Province

I. INTRODUCTION

The report of 19th National Congress of the Party clearly put forward the strategy of rural revitalization and winning the battle against poverty. Yunnan is agricultural province, and the primary industry accounts for about 14% of regional GDP. By the end of 2018, there were still 1.18 million rural poor people in Yunnan, accounting for 13.1% of the total number of poor people in the country. There were 40 poverty-stricken counties in the province, ranking first in the country. Tobacco is a "Double-edged Sword". Yunnan is a major province for tobacco cultivation, and Yunnan tobacco leaves is the "Leader" in the country, which is determined by its unique climate and soil conditions. "Chinese Tobacco Planting Division Report" divides Yunnan tobacco cultivation into four tobacco areas such as plateau flue-cured tobacco smoke area, Sichuan-Yunnan plateau mountain flue-cured tobacco smoke area, Western Yunnan mountainous flue-cured tobacco smoke area, and southern Yunnan mountain valley smoke area. Tobacco cultivation is an important source of income for local farmers, but there are also various risks and problems in the process of planting. Therefore, based on the actual situation in Yunnan, this article aims to play the positive role of tobacco leaves as a cash crop, promote farmers to increase income, and help

accurate poverty alleviation.

II. LITERATURE REVIEW

In recent years, Chinese scholars' research on tobacco leaves cultivation has mainly included: Sun Fushan et al. (2002) analyzed the grade structure and quality evaluation indicators of tobacco leaves and the problems existing in tobacco leaves acquisition. Zhang Yong(2006) studied tobacco leaves production and acquisition in China through Partial Least Square (PLS) method and Structural Equation Model (SEM) and Game Theory, and sought scientific acquisition pricing methods to mobilize tobacco farmers' production enthusiasm. Wang Xianjun (2007) believed that market-oriented reform of tobacco leaves should be carried out through the study of tobacco leaves purchase prices and elasticity and tobacco tax. Tang Bin (2008) studied the tobacco leaves purchase management system in Zhaotong City of Yunnan Province and tried to promote it. Chen Baosen (2012) studied tobacco leaves production costs, tobacco tax, and income of tobacco farmers using survey data from Liangshan Prefecture and Fuxin City of Sichuan Province, and analyzed the circulation competitiveness of ZA tobacco companies using the principal component method. He Yupeng (2013) discussed the "Win-Win" model of modern tobacco agriculture in Yunnan Province. Wang Jiayi (2015) based on the continuous deepening of rural industrial structure in Anhui province, where large professional households and family farms were gradually replacing traditional farmers as the most active productive forces in agriculture and rural economic development. The development of agricultural production could not be separated from the support of finance. Due to the lack of effective collateral, the problem of "Difficult and Expensive Financing" still existed in the development of agricultural production by new agricultural operators. Jiao Changquan (2018) analyzed the basic situation of tobacco farmers in Enshi City of Hubei Province, and proposed that tobacco leaves production has achieved a "Double Density" of capital and labor, forming a "New Agriculture" and shaping a group of "New Farmers". It was of great significance to the

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social transformation of villages. Li Shuchen et al. (2018) proposed a specialized cooperative land transfer operation model that used "Party branch + Cooperative + Farmers" as a carrier to utilize the benefits of large-scale planting fully. Shen Shen (2018) took A city of Yunnan Province as an example, analyzed the current situation and existing problems in tobacco leaves production, and believed that it was necessary to deepen the structural reform of tobacco leaves supply, promoted structural adjustment of tobacco leaves and tobacco tax reform, improved tobacco leaves infrastructure. It emphasized the supporting role of technology and human capital to ensure the health and stability of tobacco leaves market.

To sum up, the relevant research mainly focuses on tobacco leaves cultivation and acquisition, which is lack of research on the path of tobacco leaves cultivation to promote accurate poverty alleviation. Therefore, this paper took Yunnan tobacco leaves cultivation as the research object, and gave full play to its positive role in the precise poverty alleviation, wined the fight against poverty, and strived for the early realization of a well-off society.

III. CURRENT STATUS OF TOBACCO LEAVES CULTIVATION IN YUNNAN PROVINCE

In 2018, tobacco production of Yunnan Province accounted for about 45% of the country's total, accounted for about 20% of the world's total, accounted for more than 40% of the country's famous cigarette recipes, and accounted for more than 80 % of the cloud cigarette brand recipes. It provided raw material guarantee for the health and stability of tobacco industry in China. Under the overall tone of tobacco control, the scale of tobacco cultivation in Yunnan province was reduced from 7.878 million Mu to 5.909 million Mu in 2013, and 15.955 million tons of flue-cured tobacco was acquired. The acquisition plan was reduced by 489,000 tons year-on-year, the income of tobacco farmers was still reached 23.45 billion Yuan, and tobacco farmers average tobacco income of 36,000 Yuan. The income of tobacco farmers has been increased greatly, and farmers' enthusiasm for planting has also been aroused.

A. Supporting Local Economy and Achieving Quality and Efficiency Gains

In 2018, the added value created by the Yunnan tobacco industry (including planting, production, sales, etc.) was approximately 116.3 billion Yuan, accounting for 6.46% of the province's GDP. Among them, the tobacco tax enjoyed by local governments mainly includes 25% value-added tax, tobacco tax, and 40% enterprise income tax. Tobacco industry has always been the most profitable industry in Yunnan province, which was an important source of local fiscal revenue. As a traditional advantageous industry, tobacco industry has driven the development of related industries such as machinery manufacturing, printing, logistics and transportation. At the same time, it has also achieved diversified development in finance, securities, and other fields, and has played an important supporting role in the industrial development of the province.

B. Adhere to Green Development and Reduce Negative Impact

The key to high-quality development is to adhere to green development. In the tobacco leaves cultivation process, the first manifestation is the selection of organic tobacco leaves, such as organic tobacco leaves in Yuxi Manor and ecological tobacco leaves in Puer New Tobacco Area, which ensures green from the raw material link. Secondly, we have carried out zero growth in the use of agricultural fertilizers, and promoted the use of agricultural fertilizers and organic fertilizers to reduce soil pollution. Then, we will improve irrigation equipment, focus on promoting drip irrigation and other technologies, and develop water-saving agriculture. Finally, we will establish a green control system, exercise strict control over pesticides, and increase the use of physical and biological control technologies. In tobacco leaves baking, the gradual use of biomass fuels instead of coal for baking has both saved costs and reduced carbon dioxide and sulfur dioxide emissions.

C. Promoting the Increase of Farmers' Income and Helping Them Fight against Poverty

In 2018, Yunnan Tobacco created a tobacco production organization model of "Cooperatives as carriers, professional tobacco farmers as the main body, and professional services as the support", improved professional services of the entire industrial chain, combined the construction of tobacco infrastructure with the improvement of rural production conditions, and increased tobacco farmers' income. Counterpart help work through the "Fund + Project + Intellectual Support" form, based on tobacco leaves cultivation, adopt the "1 + N" poverty alleviation method, support a variety of industries to jointly promote local economic development. For example, Yuanjiang County has a total of 5,603 households and 23,236 people in the tobacco industry since 2014 and the flue-cured tobacco cultivation in Pingda Township. Longling County has become a "Land Bank" dreamed by local farmers. Zhangtingyong, a hanging well villager of Guangnan County, changed from the poor household to tobacco expert. In 2018, the net income reached more than 30,000 Yuan.

IV. PROBLEMS IN TOBACCO LEAVES CULTIVATION IN YUNNAN PROVINCE

A. The Contradiction between Supply and Demand for Tobacco Leaves is Prominent

In terms of quantity, although Yunnan tobacco leaves has a quality advantage, due to the improvement of cigarette production technology and other reasons, the dependence and consumption of tobacco leaves in Yunnan province have been reduced, and it is now higher than the average price of imported tobacco leaves. Although protected by the National Tobacco Monopoly System from the impact of foreign tobacco leaves, it is not conducive to the steady increase of tobacco farmers. In addition, the loss of Yunnan tobacco fields is large, and the province plans to build 16.475 million Mu of basic tobacco fields. But the loss ratio has exceeded 36%. For quality, the proportion of high-quality tobacco leaves needs to be improved, especially tobacco leaves cultivation and baking techniques need to be further improved. The double

contradiction between the oversupply of middle and low tobacco leaves and the shortage of high-end tobacco leaves is prominent. The loss of basic tobacco fields is large, and the fragmentation of tobacco areas is common, affecting the health and stability of tobacco leaves market.

B. Higher Cost of Intermediate Link

Tobacco production is the most stringent part of the National Tobacco Monopoly System, including tobacco cultivation, baking, acquisition, and processing. The lack of flexibility and market competition in tobacco leaves cultivation and purchase is planned in accordance with the contract. Tobacco farmers face direct costs in terms of labor, fertilizers, equipment, and many transaction costs in the planting process. In the acquisition process, the level of tobacco leaves identified by the acquirers is extremely technical, and it is easy to produce the phenomenon of inaccurate classification and rent-seeking. In addition, the complexity and natural risk of tobacco leaves cultivation, as well as the long-term existence of tobacco tax, have brought a huge burden to tobacco farmers.

C. Inadequate Support for Human Capital

Tobacco leaves cultivation has changed from labor-intensive to technology-intensive. In particular, the demand for tobacco quality has continued to increase in recent years, and new requirements have been put forward for tobacco farmers and tobacco technicians. But at present, the tobacco research team is understaffed, especially the lack of high-tech talents, which hinders the improvement of technology and R&D. At the grass-roots level, there is a lack of both general staff and relevant technical personnel, and tobacco farmers are not receiving timely and effective training. The use of new technologies is limited. What is more serious is that the lack of incentives and supervision and restraint mechanisms has caused the phenomenon of "Big Pot Rice" in the tobacco system to occur frequently, resulting in inefficient work of some employees and reducing the enthusiasm of tobacco farmers to grow cigarettes.

V. YUNNAN TOBACCO LEAVES CULTIVATION TO PROMOTE ACCURATE POVERTY ALLEVIATION PATH

The task of poverty alleviation in Yunnan province is arduous. It is necessary to make use of the advantages of geographical climate and resources, bring into play the positive role of tobacco leaves as a cash crop, reduce its adverse effects, promote accurate poverty alleviation, and win the battle against poverty with high quality. The main path is:

A. Emphasize Technological Innovation and Strengthen its Application

We will deepen structural reform on the supply side of tobacco, which innovate tobacco leaves production methods, pay close attention to "Quantity Control, Quality Improvement and Efficiency", and build "Industry First Workshop" and "Chinese Cigarette Base" vigorously. Focusing on poverty eradication, rural revitalization strategies and the development of modern agriculture with plateau characteristics, we will continue to promote technological innovation in tobacco leaves

cultivation, optimize the structure of tobacco leaves varieties, and accelerate the construction of modern tobacco agriculture. We will continue to promote tobacco production in science and technology, train scientific and technological innovation talents familiar with the situation in Yunnan Province, concentrate on research on the selection and breeding of specialty varieties, artificial intelligence applications, new tobacco research, and green prevention and control promotion, and develop "2260" high-end specialty tobacco leaves, and target the production of fine tobacco leaves to improve the quality of re-baked processing. We need to promote the upgrading of tobacco leaves production, promote the seamless connection between research and development of new technologies and actual production. Create an integration of production and research, in order to promote the increase of tobacco farmers' income with high quality, so as to eradicate poverty in an all-round way.

B. Training Vocational Tobacco Farmers and Reducing Intermediate Costs

The key to accurate poverty alleviation is people. We need to improve vocational education and training, precision support and dynamic management methods for tobacco farmers, strengthen investment in human capital, and build a professional tobacco farmer team that is "Smoke Oriented, Honest, Trustworthy, Educated, Knowledgeable, and Capable of Operating." Strengthen financial support, give full play to the positive role of Yunnan Hongta Bank, carry out financial assistance to farmers, provide farmers with convenient credit services, and improve insurance mechanisms to prevent planting risks effectively. We need to improve information mechanisms, highlight the role of market demand as a "Baton" in the adjustment of planting arrangements, increase efforts to optimize the distribution of tobacco leaves cultivation, and reduce the cost of information acquisition, time and transportation for farmers.

C. Improving Specialized Cooperatives and Implementing Diversified Development

We need to increase the construction of tobacco farmers' professional cooperatives, increase the coverage of professional services, and reduce tobacco production with improving quality and efficiency. Based on the "Separation of Three Rights of Land" and relying on townships, villages, and tobacco farmers' professional cooperatives, we could build a land transfer platform to promote the orderly and long-term stable circulation of tobacco fields, and transfer land to vocational tobacco farmers who are willing to grow tobacco and cultivate high levels of management. Besides, improve the efficiency of land circulation and use to achieve large-scale management. Relying on tobacco cooperatives, we need to strengthen infrastructure construction, explore "Party Branch + Company + Cooperative + Professional Tobacco Farmers" model, and promote the development of diversified industries such as flowers and vegetables. Finally, create a multi-channel income model, cultivate local brands, and solve the problem of "Selling Difficulties" in agricultural products.

D. Implement Policies and Guarantees to Increase Farmers' Income

Firstly, strengthen contract management and accountability for compliance, break down plans and areas into households and fields, and verify planted areas strictly to ensure that the planned volume is in line with actual production. We need to improve "Three Major Systems" of organizational management, production technology and quality traceability. Secondly, implement principal and supervisory responsibilities of standardized management, strengthen inspection and evaluation of the implementation of system, and strengthen the consciousness of grassroots employees in enforcing discipline constantly and observe norms strictly. Finally, step up special supervision and auditing, organize targeted supervision of the implementation of disciplines and improper tobacco leaves buying practices, and put into practice the strategy of high-quality tobacco leaves development so as to increase farmers' incomes.

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