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# Current Situation, Problems and Countermeasures of Poverty alleviation in Traditional Chinese Medicine industry

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### ABSTRACT

Poverty alleviation by industry plays an indispensable role in poverty alleviation, and poverty alleviation by Chinese medicine industry, as one of the industrial development models with local characteristics in recent years, has achieved remarkable results. However, there are also some problems that cannot be ignored. It is of great practical significance to analyze and put forward countermeasures for the healthy development of poverty alleviation industries, promote economic growth in poor areas, increase income of poor households and realize the building of a moderately prosperous society in all respects.

**Keywords:** Traditional Chinese Medicine; Industry for poverty alleviation; Countermeasures

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Since the 18th National Congress of the Communist Party of China (CPC), the central committee has made it clear that poverty alleviation is mainly focused on industries and employment. This has pointed out the direction for poverty alleviation, that is, to provide more jobs through the development of poverty alleviation industries, to lead the poor to increase income and achieve the goal of stabilizing poverty alleviation. In recent years, the state has attached great importance to the role of TCM in poverty alleviation, and has issued a series of policies to support TCM industry. In 2015, The General Office of the State Council and the Ministry of Industry and Information Technology respectively issued the development plan for TCM health services (2015-2020) and the plan for the protection and development of Chinese medicinal materials (2015-2020). In 2016, the State Council issued the outline of the strategic plan for the development of traditional Chinese medicine (2016-2030), and the National Administration of Traditional Chinese Medicine and the National Development and Reform Commission jointly issued the "One Belt And One Road" development plan for traditional Chinese medicine (2016-2020). In 2017, the Chinese medicine law was officially issued and implemented, and five departments including the state administration of traditional Chinese medicine and the poverty relief office of the State Council jointly issued the Chinese medicine industry poverty alleviation action plan (2017 ~ 2020), etc. [1] Before released from intensive medical policies and the central committee of the communist party of China, issued by the state council's opinions on the inheritance and innovation and development on promoting Chinese traditional medicine, see the support for traditional Chinese medicine industry is unprecedented, this unique rich resources of tra-

ditional Chinese medicine and the current poverty crucial tasks, implementation of Chinese herbal medicine industry of poverty alleviation in poor areas action, help Chinese herbal medicine industry object for poverty alleviation "poverty reduction to pick a hat" [2] as scheduled.

## **1. development status of Chinese medicinal materials industry**

### **1.1 Planting and sales of Chinese medicinal materials**

In recent years, China's health industry is developing vigorously. It is estimated that by 2020, its scale will reach 8 trillion yuan, accounting for 6.5 percent of GDP. With the advancement of China's agricultural supply-side structural reform, traditional Chinese medicine, as the pillar of China's traditional medicine, has been increasingly supported by the state for traditional Chinese medicine industry, and the planting area of traditional Chinese medicine has increased substantially.

According to the analysis of the supply and demand of Chinese medicinal materials in the market in recent years [3], the planting area of Chinese medicinal herbs in China reached 3.363 million hectares in 2017, an increase of 5.81% over the previous year. The output of Chinese medicinal materials industry also increased steadily, with an increase of 893,000 tons in 2017 compared with 3.35 million tons in 2009. In the same year, the scale of Chinese medicinal materials industry in China was about 74.6 billion yuan, an increase of 11.34 percent over 2016.

In 2017, the recovery of international market demand led to an increase in the export quantity of Chinese medicinal materials. The annual export quantity of Chinese medicinal materials was 223,500 tons, with a year-on-year growth of 9.51%. Among them, China exported 185,400

tons of Chinese medicinal materials to Asia, with an export value of USD 971 million, accounting for 80% of China's total export of Chinese medicinal materials [4].

## 1.2 Poverty alleviation effect of planting traditional Chinese medicine

Chinese medicine industry as one of the poverty alleviation industries. With poverty alleviation work, the development of traditional Chinese medicine of supporting policies, the country more and more poor areas, adjust measures to local conditions, to strengthen the traditional Chinese medicine resources protection and rational utilization as an opportunity to promote Chinese standardization, scale, intensive cultivation, set up a large, authentic, endangered medicinal seed seedling breeding base, both to achieve the traditional Chinese medicine (TCM) industry sustainable development and ecological environment protection of the benign interaction, and poverty alleviation. For example, (1) Xiaomiaozi village in Inner Mongolia began to grow Chinese herbal medicine in 2015 to replace low-priced food crops. In addition to the main product of Platycodon platycodon, there are more than 20 kinds of Chinese medicinal materials such as Achyra, Fengfeng, Arundum, red peony root and white peony root. The villagers will harvest the Chinese medicine is divided into "fresh goods" and "dry goods" to sell, every year every mu of land net profit for about 2000 yuan, "dry goods" for about 4000 yuan, more than the pure profit of planting corn 1300 yuan, 3300 yuan respectively. In 2017, the average annual income of Xiaomiaozi village reached 13,000 yuan. [5] (2) Wuzhai county in Shanxi builds a communication bridge between enterprises and farmers through cooperatives, and enterprises provide preferential price for seeds and seedlings and technical guidance, and

finally purchase the astragalus produced by poor households at a protective price. In 2018, the county planted 50,000 mu of Chinese medicinal materials with astragalus as the main variety. Zhonghang Chinese medicinal materials company alone purchased 800 tons, which is more than ten times of the previous year. In addition, each farmer who works nearby can get 3000 yuan per month, which is equivalent to the annual income of his family in farming. [6] (3) In 2017, the area of promoting and planting Chinese medicinal materials in Xinyang area of Xinyang county, Henan province, a national-level poverty-stricken county, has reached 3,097 mu, and the radiation has increased the income of 1,096 households and 781 poor households. It is estimated that before 2019, the planting area will reach 10,000 mu, the annual output value will exceed 40 million yuan, and the annual income of each family will increase to more than 7,000 yuan [7]. (4) In the form of "company + peasant household + alliance", Butuo county, Sichuan province, helped nearly 10,000 peasant households in Butuo county to increase their income and get rich by planting Chinese herbal medicine Aconite, with an average income of RMB 5,000 / year. In Huodeng village, Le'an township, Butuo county, since the planting of Aconite, the number of poverty-stricken households decreased from more than 20 to 6 in 2016 [8].

## 2. The problem of poverty alleviation in Chinese medicine industry

### 2.1 Lack of relevant scientific and technological talents

Chinese herbal medicine planting industry is mainly for poverty alleviation in poor rural areas, the poor infrastructure, living conditions, lack of professional and technical personnel and R&D personnel, personnel training and technical tra-

ining, personnel overall quality is not high, even attract high-tech talent, has a high turnover rate, restricted the healthy development of Chinese herbal medicine industry of poverty alleviation. The lack of related technical personnel, backward cultivation and management technology, limited development, it is difficult to achieve higher benefits, leading to the income of poor households difficult.

## **2.2 Disadvantages of planting Chinese medicinal materials**

At present, Chinese herbal medicine planting still exists "many, small, scattered, disorderly" situation. Some poor areas farmers plant and individual, spontaneous, scattered, disorder drug firms prophase planning research is not enough, the lack of demonstration, the lack of reasonable guidance, on the choice of varieties tend to be "people look at, look at households", easy to rush, planting present height "hybrid" hybrid "state", more is not authentic traditional Chinese medicinal materials production areas or appropriate development area, and even "south medicine north, north south species", such as: more introduction of sichuan dwarf lilyturf, huiqing yam, astragalus root, etc. A more serious problem is that many producing areas simply pursue the yield but ignore the quality and use chemical fertilizers, pesticides and expansion agents at will. Some herbs are sprayed with pesticides for aesthetic appearance. As a result, the quality of Chinese crude drugs was out of control and a lot of inferior crude drugs were produced.

## **2.3 The industrial chain of Chinese medicinal materials is not sound, and the income of poor households is limited**

Chinese medicinal materials industry chain is not sound, lack of leading enterprises to lead, low utilization rate of resources development, resource advantage has not been fully played.

Enterprises focus on the cultivation of medicinal materials, products deep processing is not sufficient, basically in the upstream of the industrial chain. However, in the poverty alleviation of TCM industry, the poor households mainly participate in the initial end of the industrial chain, focusing on TCM planting industry, and their income is mainly dividends from equity investment, product harvest income and income from working in the planting base. The poverty alleviation of TCM industry has a weak foundation and is not sustainable, so their income is limited.

## **3. countermeasures**

### **3.1 Intellectual poverty alleviation**

The poverty alleviation of traditional Chinese medicine industry is inseparable from intellectual poverty alleviation. In the poor areas where there is a lack of technical talents and difficulty in attracting talents, the poverty alleviation should be based on the idea of fostering intelligence first and putting intellectual input in the first place. We should adhere to local conditions, provide classified guidance, focus on market needs, actively integrate training resources from different departments, and comprehensively improve the knowledge and technology level of poor households and their ability to develop industries through technical training guidance, entrepreneurial support and tracking services. Government from scientific research institutions, colleges and universities from professional team of experts, and regular invited leading enterprise, industry experts for technical skills training guidance, take the door publicity, focus on training, individual guidance, solve the technical problems arising from the Chinese herbal medicine planting, achieve the purpose of income poverty, driving the development of traditional Chinese medicine industry in good health for poverty alleviation.

### **3.2 Promote green production and strengthen modern management**

Good cultivation technique is the basic condition to ensure the growth of Chinese herbal medicine. Herbs and planning, from the choice of soil to the disease-carrying insectharms management should be standardized measures, prevention and control of plant diseases and insect pests to "prevention first, comprehensive prevention and control", explore its law of development and the damage loss happens, change the idea of a single use of chemical pesticides and chemical fertilizers, cooperate with the physical, biological control and chemical control of integrated technical measures for prevention and control of plant diseases and insect pests, as little as possible to spraying pesticide, the rational use of high-efficiency, low residues of chemical pesticides, comprehensive prevention and treatment of diseases, promote green manufacturing.

We will encourage large-scale, collectivized and chain-oriented development of Chinese medicinal materials industry and build an industrial base for poverty alleviation medicinal materials. The poverty alleviation cooperation mode of "company + base + planting cooperative + peasant household" is implemented. The innovative planting management and sales mode of Chinese medicinal materials is adopted. Unified seed supply and seedlings, unified technical specifications, unified pest control, unified quality testing and unified product purchase are implemented. Considering areas for poverty alleviation of factors such as geography, climate, cultivation history and experience, correctly guide the poor to planting, let local farmers experience to the advantage of modern plant management sales model, combining traditional planting and modern management, preferred

types of planting Chinese drugs, to ensure the quality of processing from raw material to the storage, better guarantee the high quality of medicinal materials quality.

### **3.3 Extend the poverty alleviation industry chain of traditional Chinese medicine, and take multiple measures to ensure income increase**

Based on the establishment of TCM planting base and large-scale, standardized and modern management, TCM processing is an important link in the poverty alleviation industrial chain of TCM and an indispensable way to increase the added value of products. Therefore, it is necessary to vigorously develop the processing system of Chinese medicinal materials, combine the advantages of local medicinal materials resources, give full play to the industrial advantages, and promote the growth and development of Chinese medicinal materials processing enterprises by carrying out various cooperative ways of attracting investment and establishing factories.

#### **3.3.1 build a modern TCM industry chain**

The poor areas, our country the rapid development of Chinese medicine industry, through preferential policies and measures, based on resource advantages, actively absorb the herbalist cooperatives, large pharmaceutical companies, medicine circulation enterprises, thorough study traditional Chinese medicine, plant extract, Chinese medicine processing, integrate the existing resources to form as soon as possible, teach, agriculture, industry, trade organic combination of innovation of industry chain. We will vigorously implement the brand strategy, accelerate the extension and expansion of traditional Chinese medicine in medicine, food, health care products, cosmetics and daily chemical products, and form a modern industrial chain of

traditional Chinese medicine for the cultivation, industry and commerce of traditional Chinese medicine, and promote industrial upgrading.

### **3.3.2 build an integrated commercial system of TCM culture, tourism, health care, etc**

Strengthen the cultural construction of Chinese medicinal materials, regularly hold Chinese medicinal materials cultural festival, actively organize seminars, gradually establish Chinese medicinal materials cultural system. To build a set of science and technology of leisure tourism experience of traditional Chinese medicine keeping in good health ornamental base <sup>[9]</sup>, building ecological tourism garden Chinese medicine, Chinese medicine, film and television base, medicinal food, leisure, health and diet farm characteristics such as medicinal food series project, using system of rural folk medicinal food brand, build across the medicinal food service market system, cultural industry by promoting the traditional Chinese medicine and health, the coordinated development of the tourism industry to drive the development of local economy, increase the local farmers' participation, improve farmers out of poverty to become rich enthusiasm <sup>[10]</sup>.

Poverty alleviation mainly focuses on industries and employment. Poverty alleviation through industries refers to a process of poverty alleviation and development that is market-oriented, centered on economic benefits and leveraged by industrial development. As one of the characteristic poverty alleviation industries, Chinese herbal medicine industry has made some achievements in the fight against poverty, but it still has a long way to go on the road of targeted poverty alleviation. It is necessary to recognize the current situation, integrate resources, develop scientifically and sustainably, and help the poor out of poverty.

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