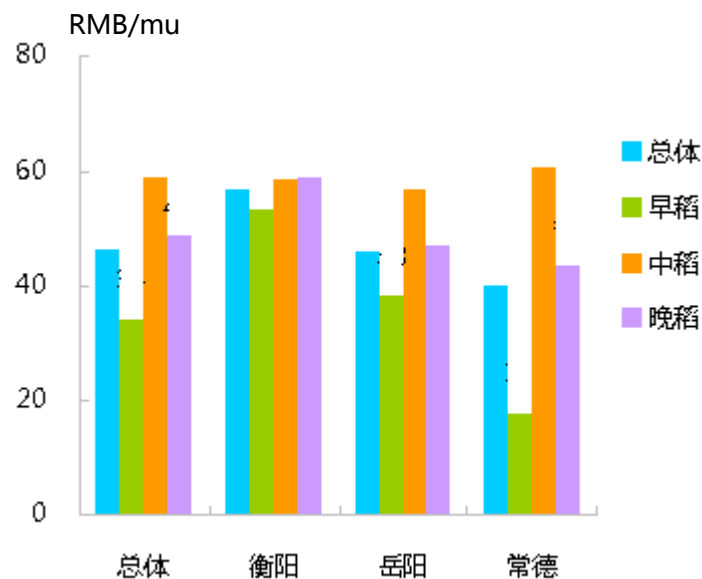
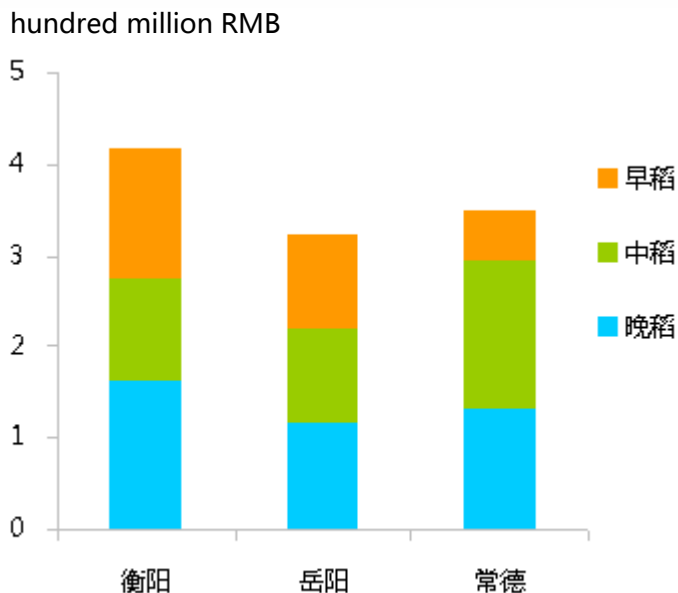


Market capacity and average input per mu for rice seed in Hengyang City, Yueyang City, and Changde City, Hunan Province , 2012

- Market capacities for rice seed in Hengyang, Yueyang, Changde in 2012 are respectively RMB410 million, RMB320 million, RMB340 million. (The calculation is based on the data acquired through this investigation, and rice acreage presented on *Hunan Statistical Yearbook*)

- Average seed inputs per mu in Hengyang, Yueyang and Changde in 2012 are respectively RMB57/mu, RMB46/mu, and RMB40/mu.





Seasonal rice seed inputs in Hengyang City, Yueyang City, and Changde City, Hunan Province, 2012

- Compared with mid-season rice and late-season rice, an average of 30% of farmers in these three regions together do not pay for seeds on early-season rice growing, and instead use the seeds retained from the previous early-season rice growing. In Changde over 60% of growers use retained rice seeds on early-season rice growing.
- Comparatively, the amount invested per rice seed variety per season is mainly RMB101-RMB300, since most growers in the three regions conduction small-scale cultivation.

<i>Early-season rice seed (RMB)</i>	<i>Total</i>	<i>Hengyang</i>	<i>Yueyang</i>	<i>Changde</i>	<i>Mid-season rice seed (RMB)</i>	<i>Total</i>	<i>Hengyang</i>	<i>Yueyang</i>	<i>Changde</i>	<i>Late-season rice seed (RMB)</i>	<i>Total</i>	<i>Hengyang</i>	<i>Yueyang</i>	<i>Changde</i>
	517	177	183	157		457	124	143	190		512	184	182	146
	%	%	%	%		%	%	%	%		%	%	%	%
0	30.4	XX	XX	XX	0	5.5	XX	XX	XX	0	10.9	XX	XX	XX
27-100	XX	XX	XX	XX	1-100	XX	XX	XX	XX	1-100	XX	XX	XX	XX
108-200	XX	XX	XX	XX	101-200	XX	XX	XX	XX	101-200	XX	XX	XX	XX
210-300	XX	XX	XX	XX	201-300	XX	XX	XX	XX	201-300	XX	XX	XX	XX
320-400	XX	XX	XX	XX	301-400	XX	XX	XX	XX	301-400	XX	XX	XX	XX
420-600	XX	XX	XX	XX	401-500	XX	XX	XX	XX	401-500	XX	XX	XX	XX
630-5100	XX	XX	XX	XX	501-	XX	XX	XX	XX	501-	XX	XX	XX	XX

Cardinal number: the times respondents mention rice seed input



Rice seed brands and producers in Hengyang City, Yueyang City and Changde City, Hunan Province, 2012

- Growers in these three regions are less concerned about rice seed brands and producers, and the number of brand, producer and seed producing region (province/city) that 900 local farmers surveyed mentioned are just 30, 18 and 12 respectively.

Number of sample	Total	Hengyang	Yueyang	Changde
	1486	485	508	493
Brand	XX	XX	XX	XX
Producer	XX	XX	XX	XX
Producing region	XX	XX	XX	XX
"I don't know"	XX	XX	XX	XX

Number of sample	Total	Hengyang	Yueyang	Changde
	59	5	26	28
Yuanping Agriculture Co., Ltd.	XX	XX	XX	XX
Huanfeng Seeds Co. Ltd.	XX	XX	XX	XX
Hunan Awa Seed Co., Ltd.	XX	XX	XX	XX
Junli Seed Co., Ltd.	XX	XX	XX	XX
Fujian Huisong Company Ltd.	XX	XX	XX	XX
Hunan Seed Co., Ltd.	XX	XX	XX	XX
Beijing Gold Seed Industry Limited	XX	XX	XX	XX
Hebei Keao Co., Ltd.	XX	XX	XX	XX
Others	XX	XX	XX	XX

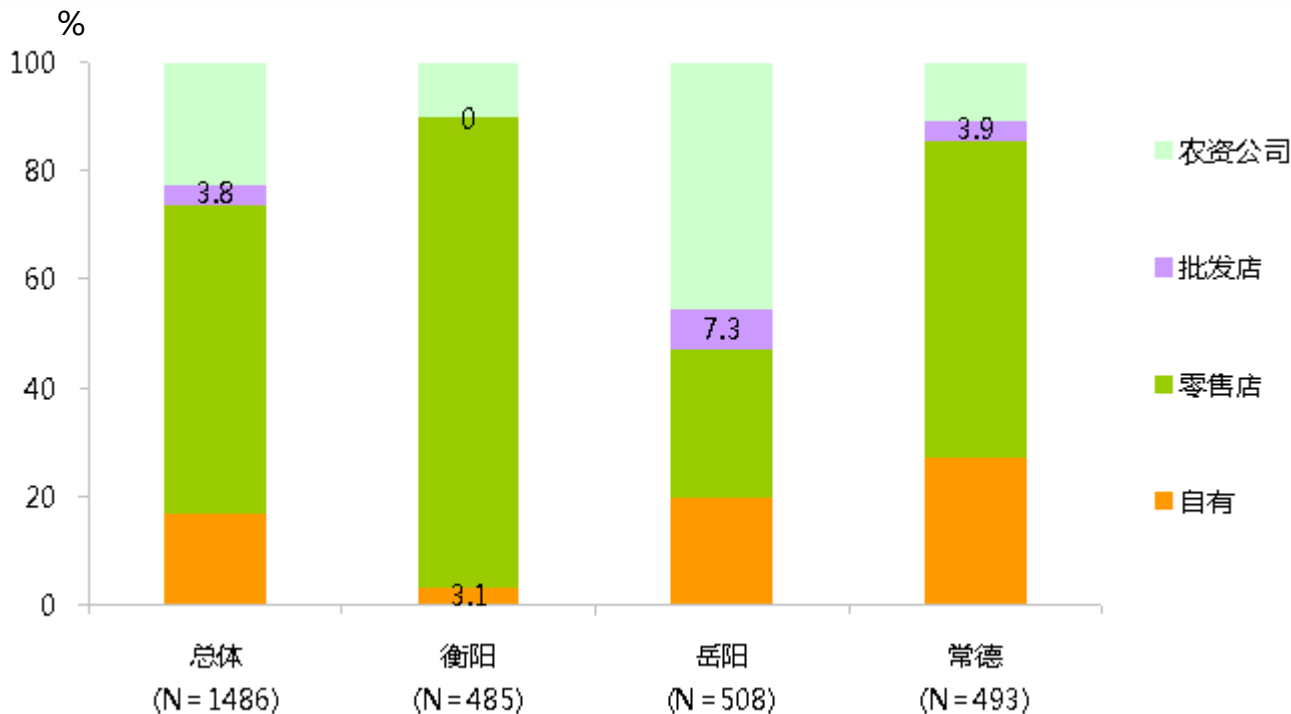
Number of sample	Total	Hengyang	Yueyang	Changde
	93	42	14	37
Guyou	XX	XX	XX	XX
Nongxiang	XX	XX	XX	XX
Zhefu	XX	XX	XX	XX
Nuogu	XX	XX	XX	XX
Shanyou	XX	XX	XX	XX
Weiyu	XX	XX	XX	XX
Maifu	XX	XX	XX	XX
Jinyou	XX	XX	XX	XX
Liangyou	XX	XX	XX	XX
Nongzhan	XX	XX	XX	XX
Sanxian	XX	XX	XX	XX
Changzuhe	XX	XX	XX	XX
Xiaoyou	XX	XX	XX	XX
Xinyou	XX	XX	XX	XX
Yuyou	XX	XX	XX	XX
Hanyou, Sanyou and other 7 brands	XX	XX	XX	XX
Chishou, Zaoyou and other 4 brands	XX	XX	XX	XX
Xiangguo, Zhongchun and other 4 brands	XX	XX	XX	XX

B2. Do you know the brand or producer of the rice seeds you bought?



Rice seed purchase channels in Hengyang City, Yueyang City, Changde City, Hunan Province, 2012

- Rice seed purchase channels in these three regions varies.
- Hengyang farmers buy rice seeds mainly from retail stores, and only a few buy from agricultural materials companies.
- Nearly half of growers in Yueyang buy rice seeds directly from agricultural materials companies, and about 30% buy from retail stores.
- Over half of growers in Changde buy rice seeds from retail stores, and about 30% retain seeds from the growing seasons of the previous year.



N: The total number of seeds that respondents used in 2012