

The Global Countryside? Rural Agency and Transformation under Globalization

全球化背景下乡村演化机制 与转型



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2. Globalization and rural economies and societies
3. Why rural areas are not always victims of globalization
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From the global city...

从全球城市...

....to the global countryside?

....到全球乡村?

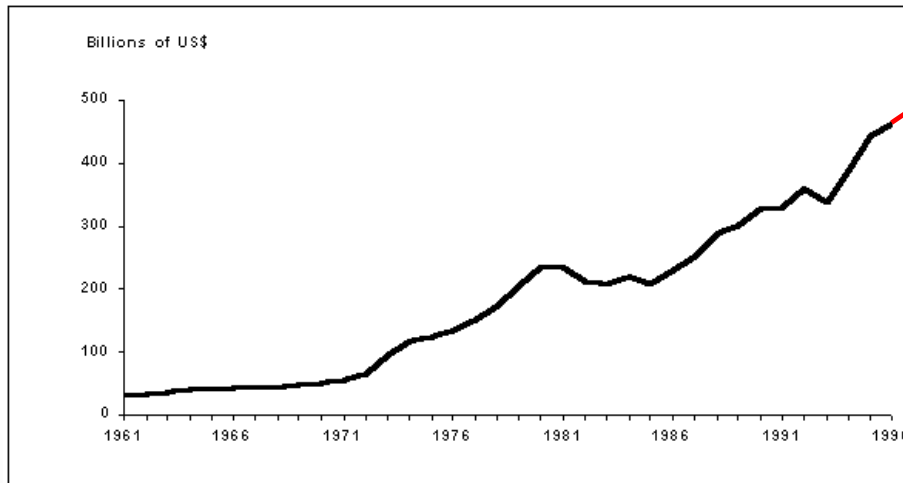


Evidence for globalization of rural economies and societies

乡村经济社会全球化的例证

Value of global agri-food exports

全球农产品出口产值



2000 US\$558 bn

2010 US\$1100 bn

World exports of selected livestock produce as percentage of world consumption

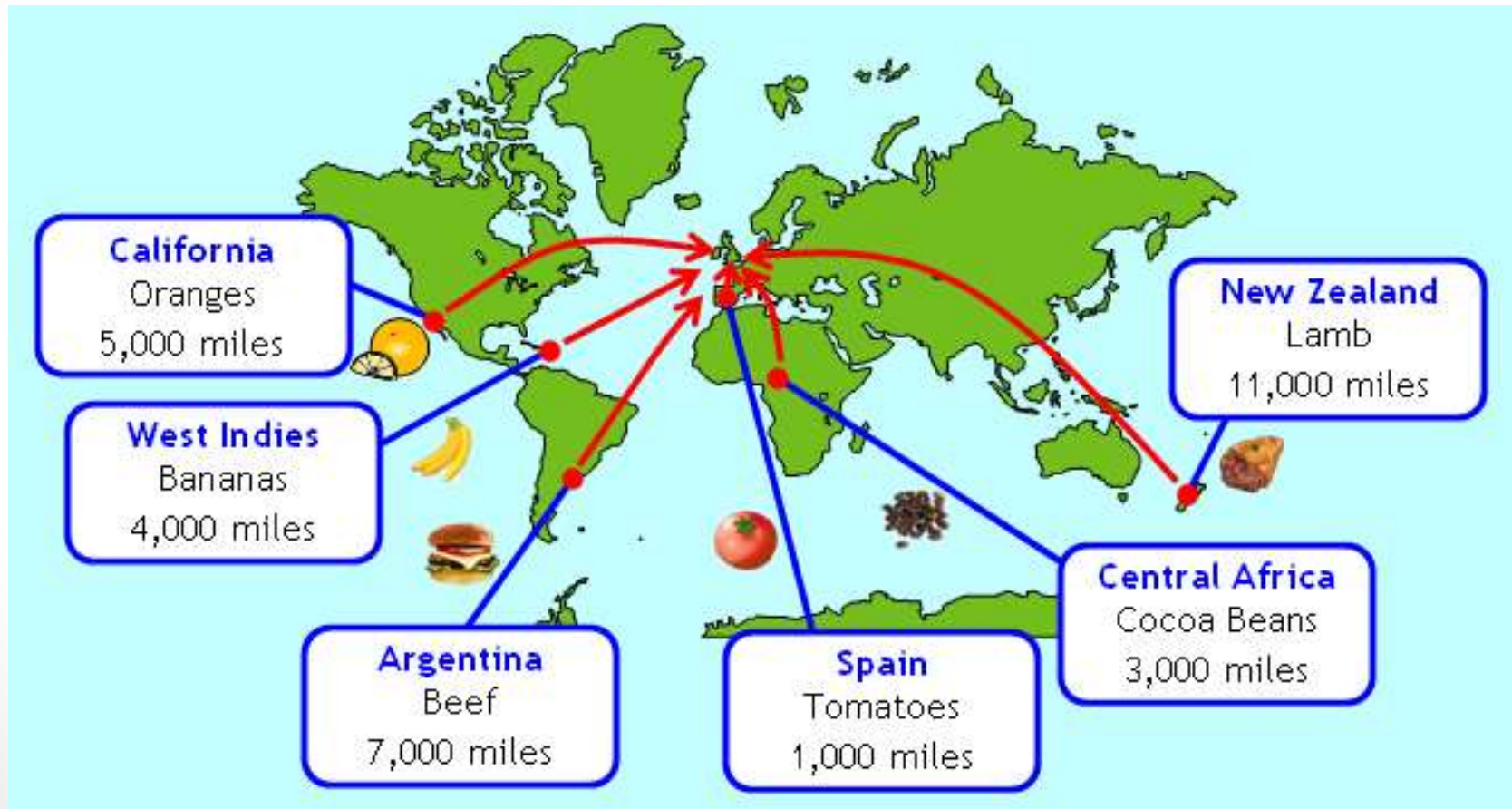
面向全球出口销售的精选牲畜占世界消费量的百分比

	1964/66	1974/76	1984/86	1997/99
Bovine products	9.4%	10.3%	12.2%	16.4%
Pig meat	5.7%	6.0%	7.9%	9.6%
Poultry meat	4.0%	4.7%	6.3%	13.9%
All meat	7.4%	7.9%	9.4%	12.7%
Milk & dairy products	6.0%	7.6%	11.1%	12.8%

Source: FAO

Typical sources of food sold in London

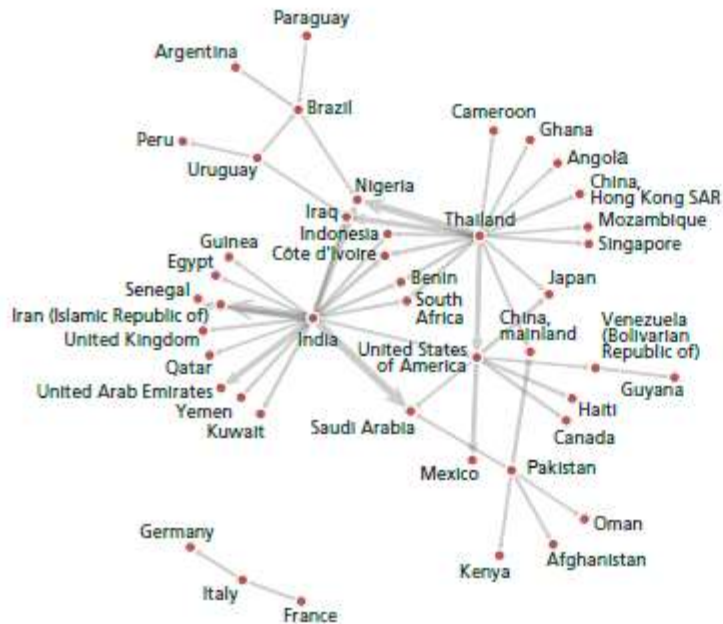
在伦敦销售的食物主要产地



Major trade flows for rice and soybean

大米和大豆的主要贸易流向

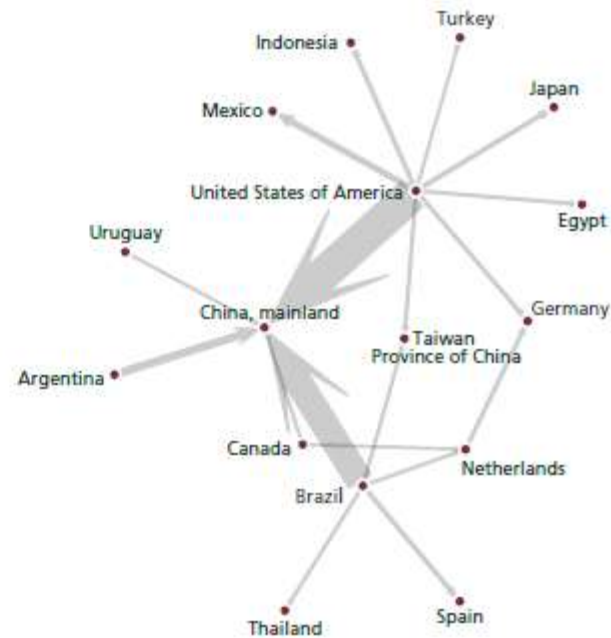
Rice export flows



Note: The relative thickness of the arrows refer to the value (in US\$) of the exports of rice (milled equivalent), covering 60 percent of international rice exports in 2012.

Source: FAO.

Soybean export flows



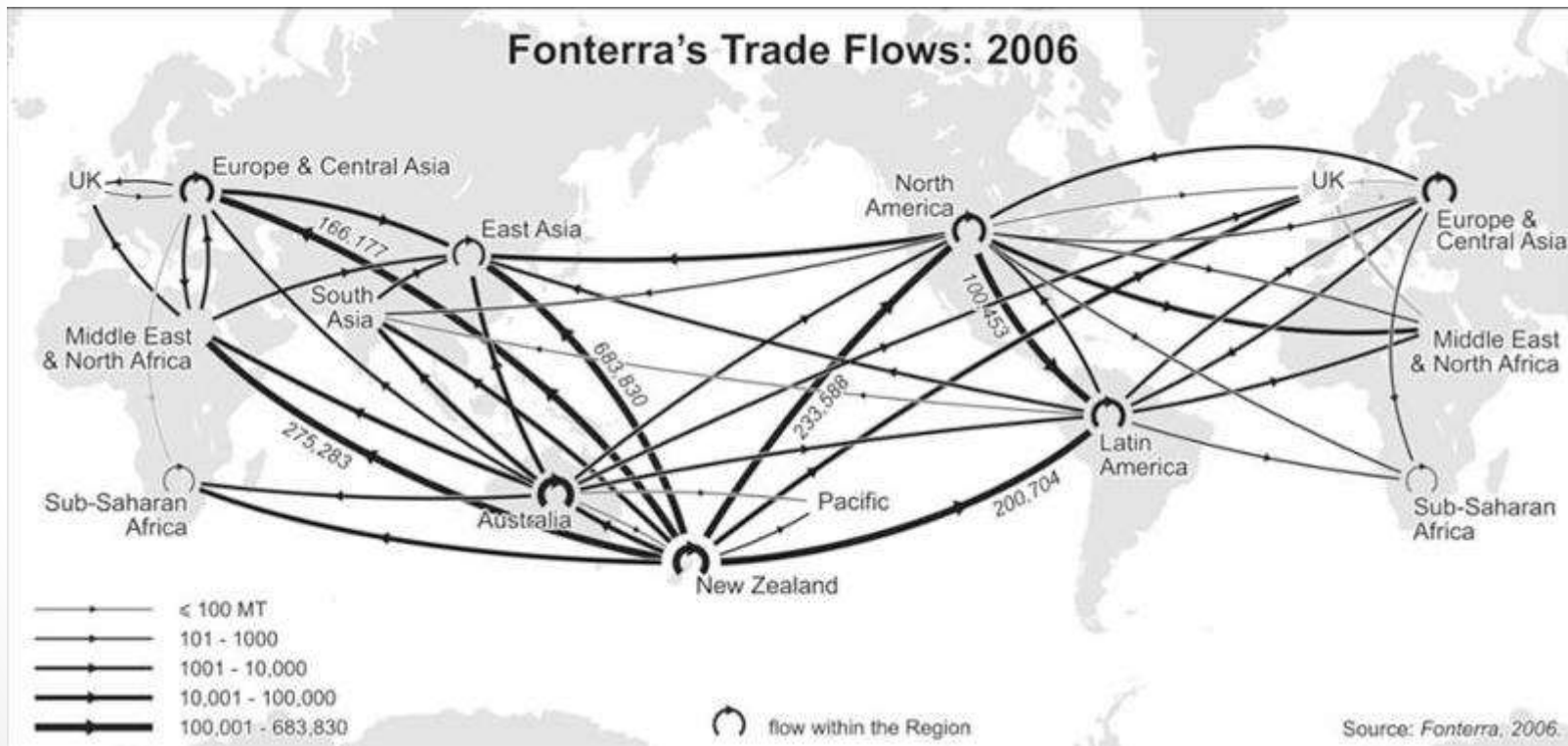
Note: The relative thickness of the arrows refer to the value (in US\$) of the exports of soybeans, covering 80 percent of international soybean exports in 2012.

Source: FAO.

Source: FAO

Trade in New Zealand dairy goods by Fonterra cooperative

Fonterra 合作社集团在新西兰的奶制品贸易



Source: Gray and Le Heron (2010) in *New Zealand Geographer*

% of global sales of agricultural inputs controlled by major transnational corporations, 2004

2004年被主要跨国公司控制的农业投入占全球的百分比

	Agrochemicals	Seeds	Biotechnology
Monsanto	10%	12%	14%
Dupont/Pioneer	7%	10%	13%
Syngenta	18%	5%	7%
Bayer Crop Sciences	19%	2%	4%
BASF	13%	-	-
Dow Agrosiences	10%	-	3%
Limagrain	-	5%	-
Other	23%	66%	58%

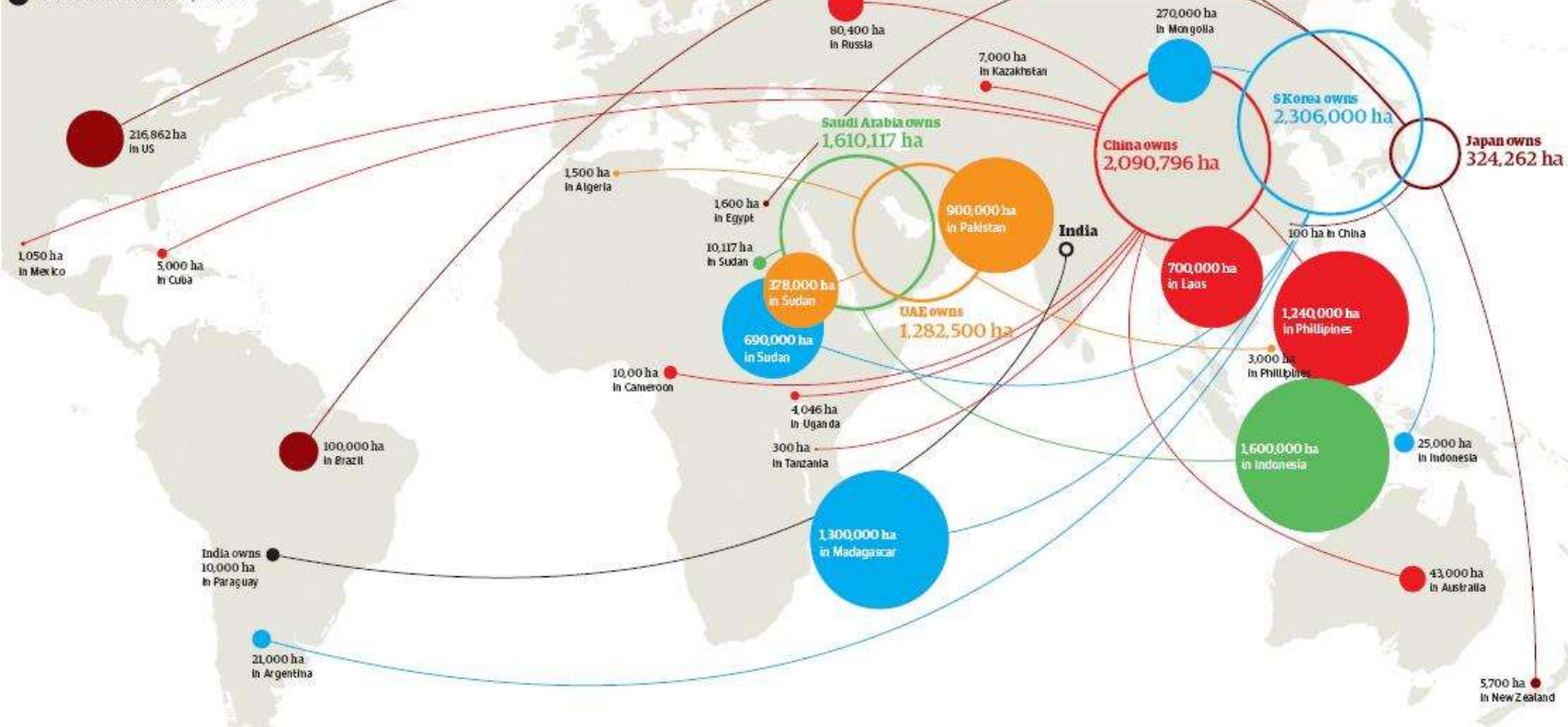
Source: World Bank, *World Development Report 2008*

World land grab

Land purchased by government and private companies from each country, where areas are known

○ Total area purchased by country

● Countries in which land has been purchased



International land investments, 2008

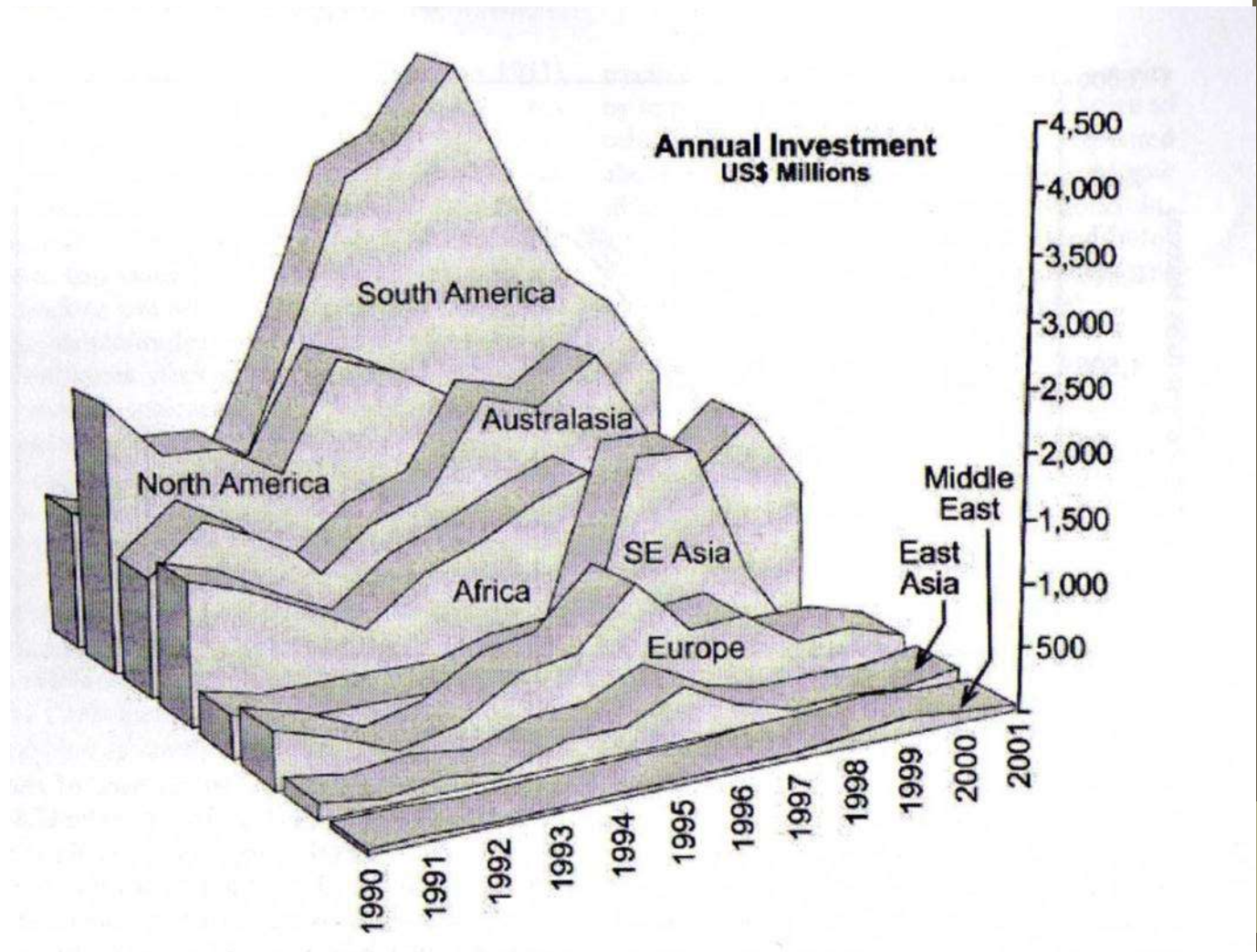
From *The Guardian*, 24 November 2008

2008年国际土地投资

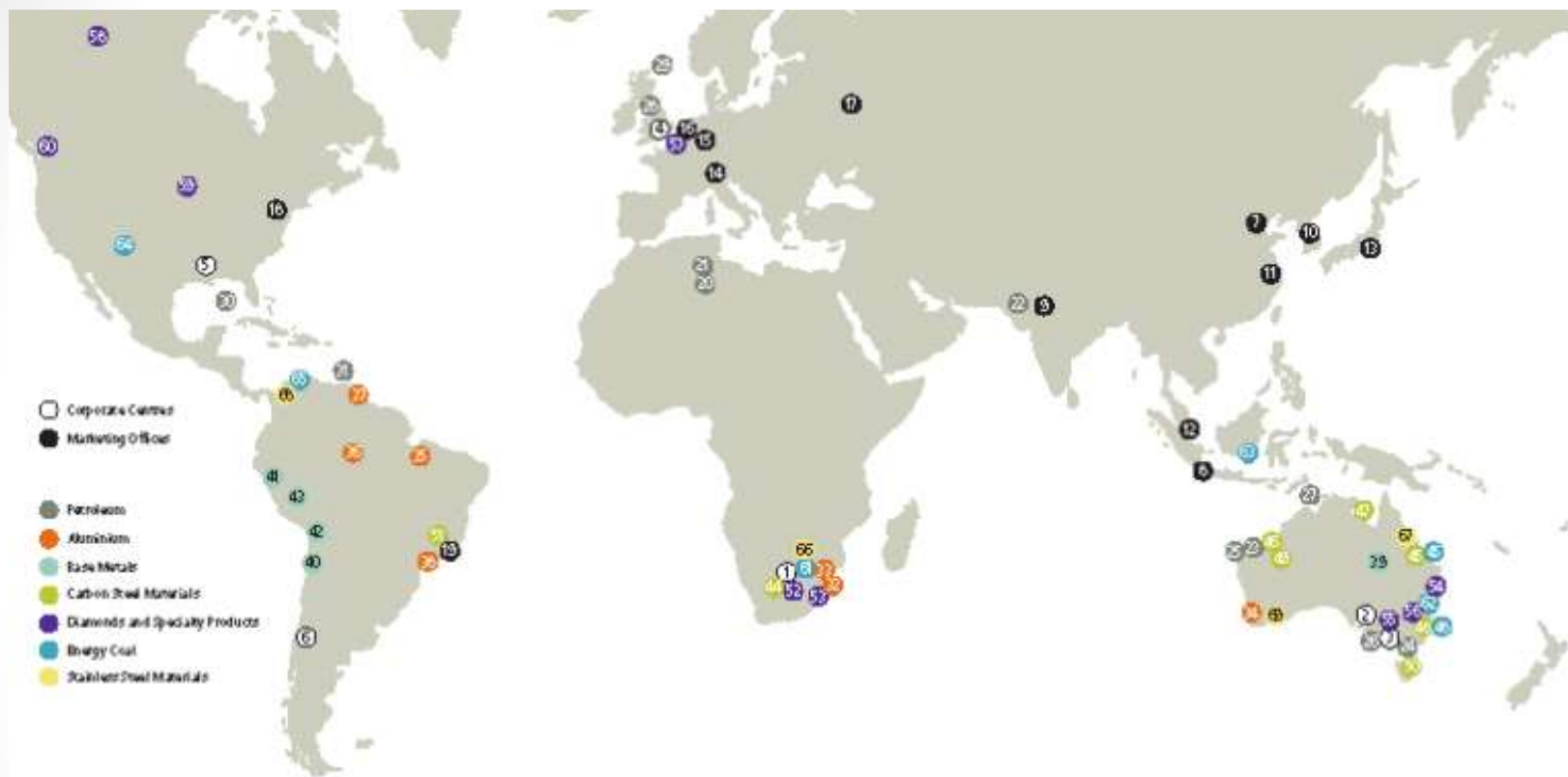
资料来源：卫报,2008.11.24

Foreign investment in mining, 1990 - 2001

1990-2001年期间采矿业的国外投资



From Bridge
(2004)



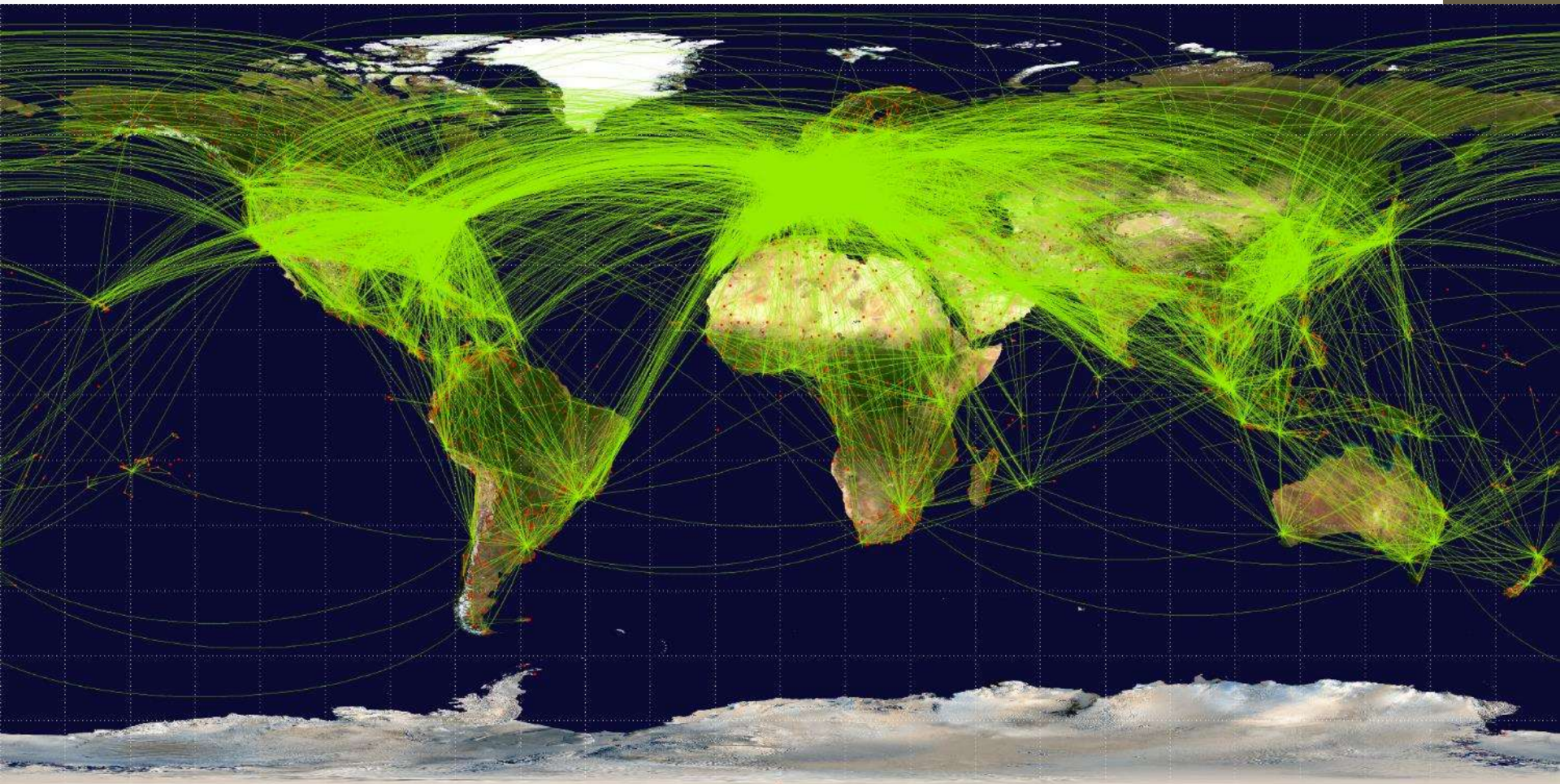
Global operations of mining corporation BHP Billiton

必和必拓公司遍布全球的矿产经营

Travel

World map of scheduled airline flights

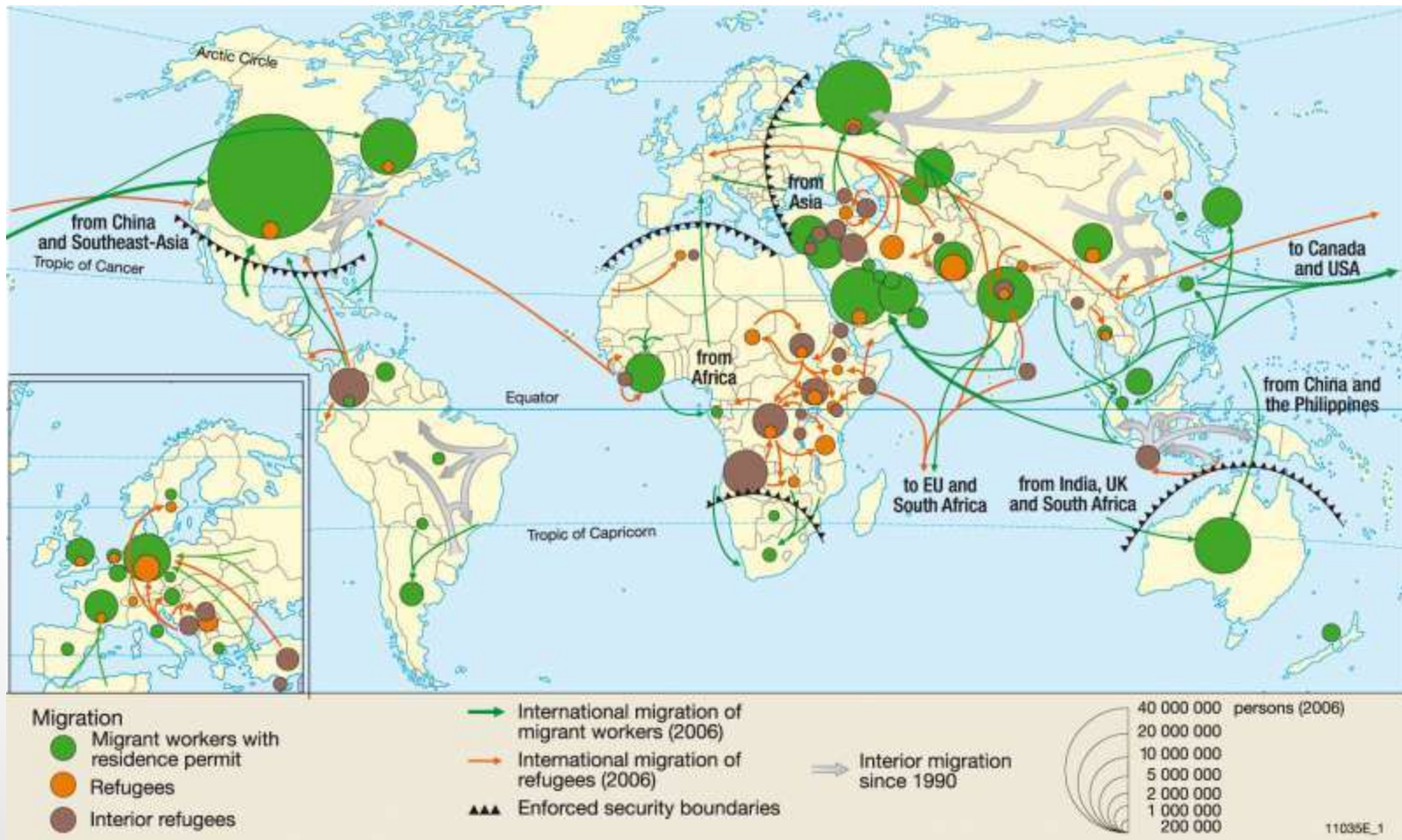
旅行：全球计划航班线路图



Migration

Major international migration flows

迁移：世界主要的人口迁移流向



Migration

Migrant farmworkers from Mexico in the United States

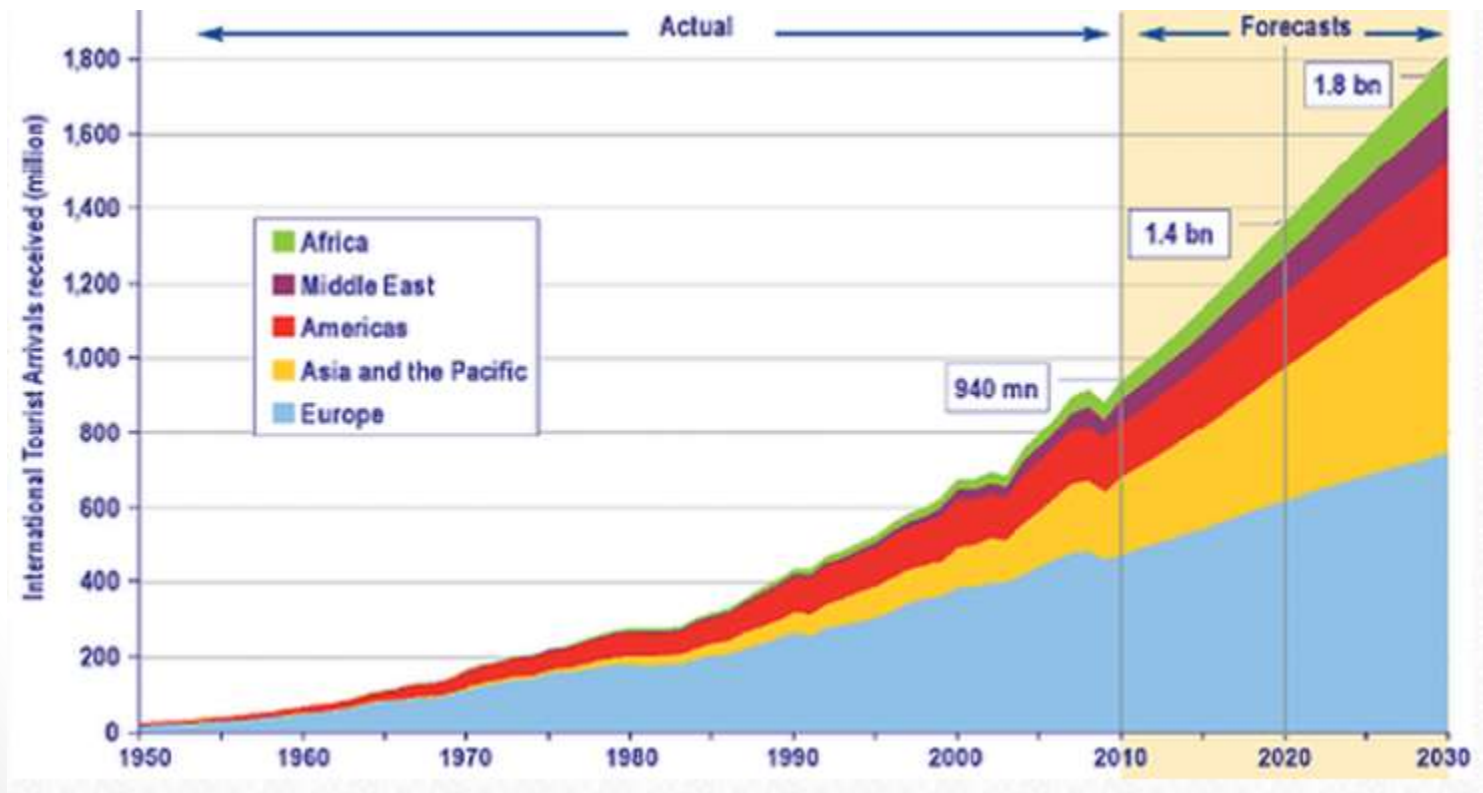
迁移：来自墨西哥的农业工人在美国工作



Tourism

Increase in international tourist arrivals by continent

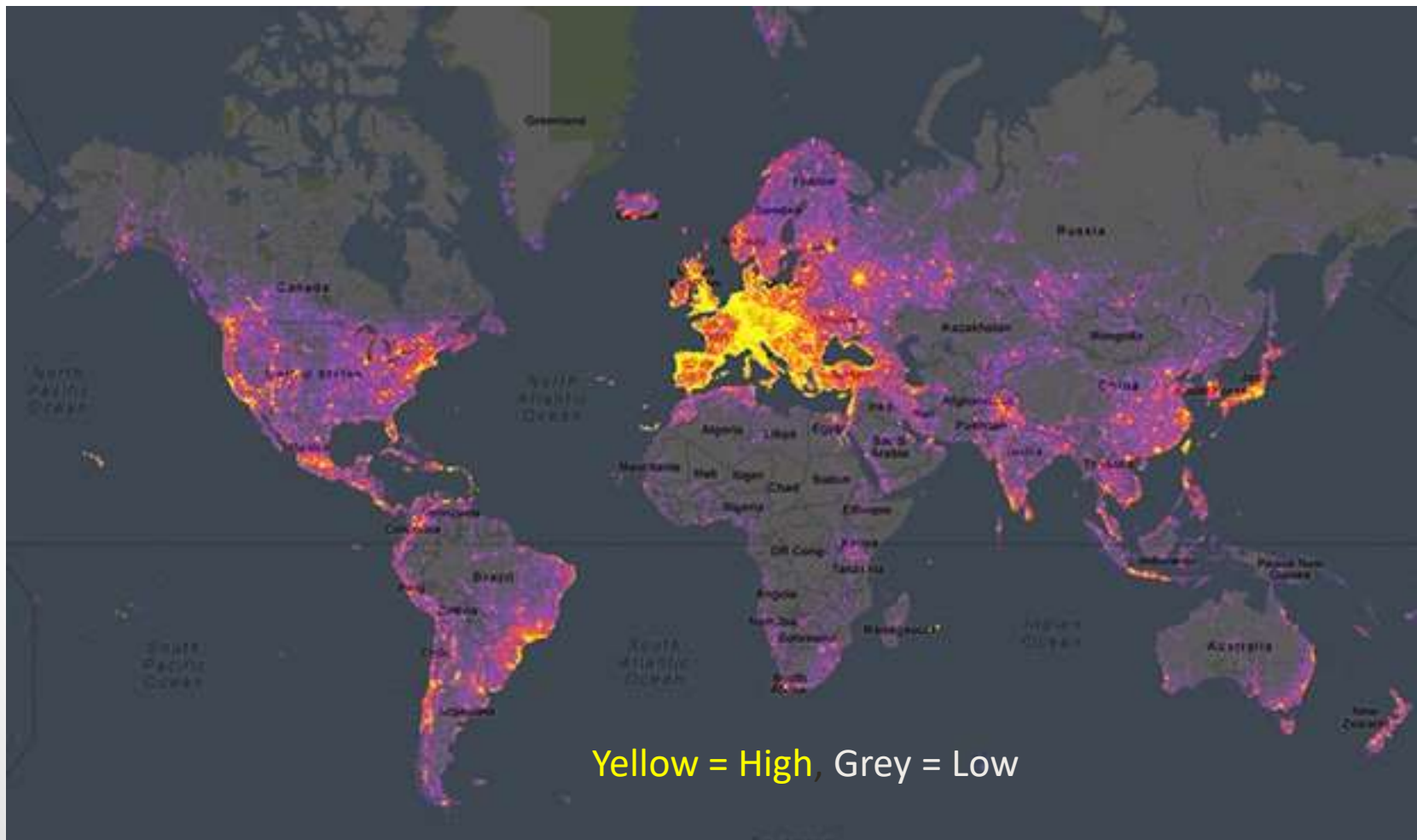
旅游：世界各大洲国际游客人次不断增长



Tourism

Most photographed places in world

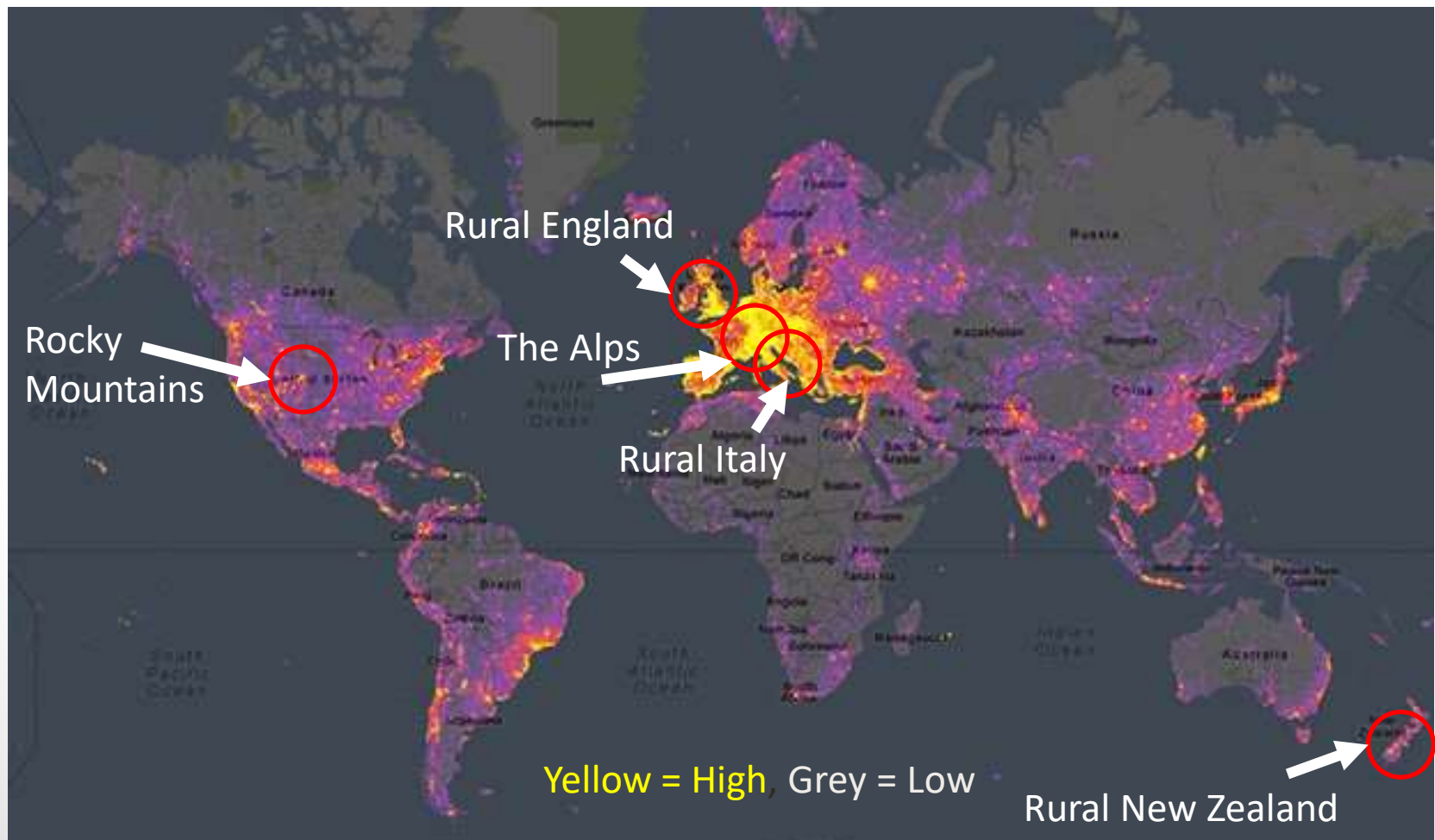
旅游：全球游客拍照热点区域分布图



Tourism

Most photographed places in world

旅游：全球游客拍照热点区域分布图



Tourism



Globalization & Rural Localities

全球化和乡村聚落

- There are many different globalization processes impacting on rural localities
 - Globalization has different outcomes in different rural places
 - Commonly presented as threats to rural economies, societies and cultures
 - But are rural places always victims of globalization?
- 全球化进程中的各个阶段均对乡村聚落空间产生着影响
 - 全球化在不同的乡村空间有着不同的表现形式
 - 全球化通常被认为会对乡村的经济、社会及文化造成威胁
 - 但是，乡村地区总是在全球化过程中处于不利地位吗？

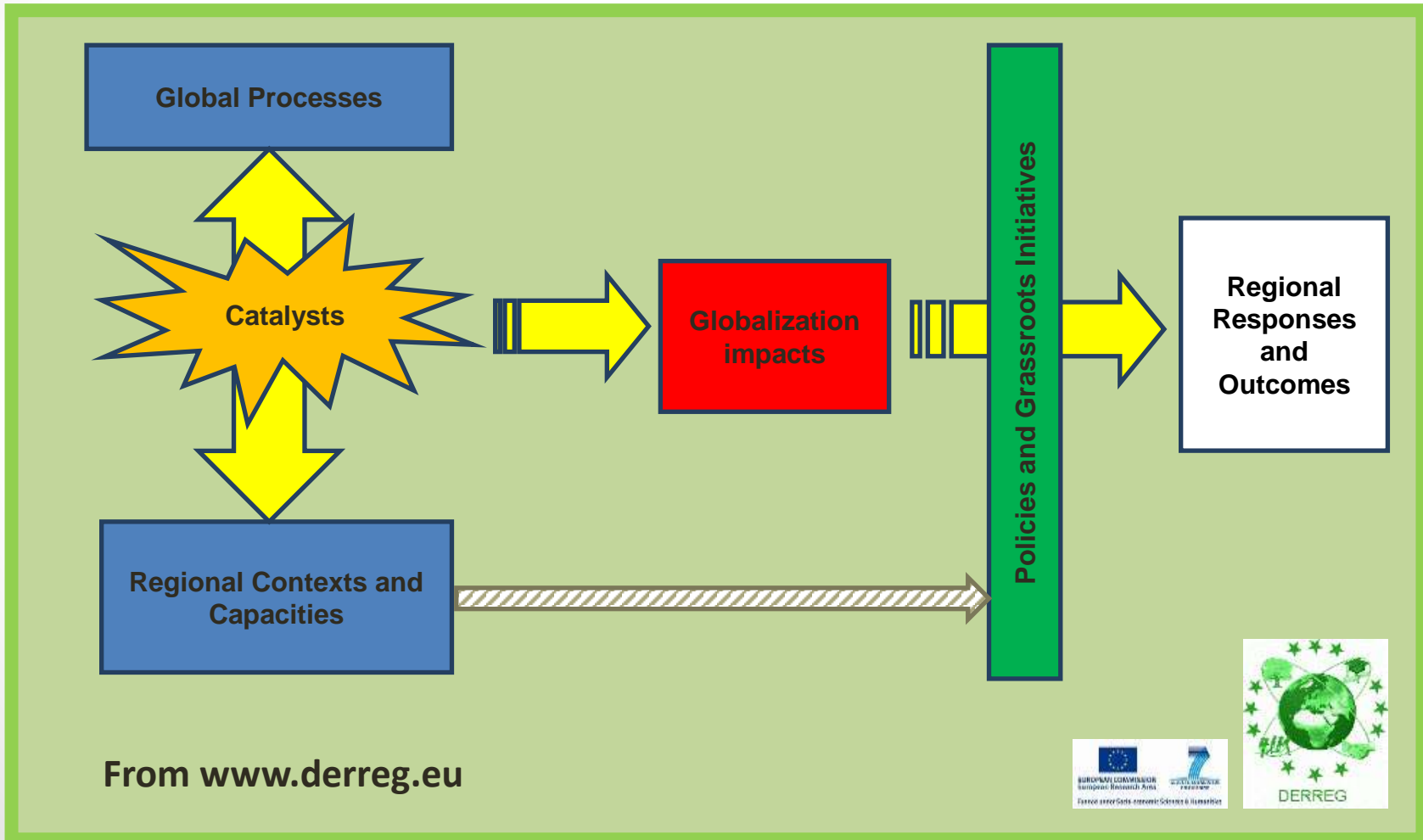
Globalization & Rural Localities

全球化和乡村聚落

- Globalization occurs through localities, it is not imposed on localities
- Experiences and outcomes of globalization will be different in every rural locality
- The outcomes of globalization are not pre-determined.
- 全球化进程通过地方而得以发生，并不强加于地方
- 每个乡村在全球化进程中都有着不同的演化过程过程和表现形式
- 全球化的结果不是预先设定好的

A Model of Globalization

全球化模型



Example 1: Queenstown, New Zealand

案例地一：新西兰皇后镇



Queenstown: Global Tourism

皇后镇：国际旅游

- Visitors from outside NZ increased from 20% in 1991 to 51% in 2001 to 61% in 2007
- Over 975,000 overnight visits by international tourists to a district of 20,000 population

皇后镇接待的来自新西兰以外的国际游客占游客总接待量的百分比从1991年的20%增长到2001年的51%，到2007年这一比例上升为61%

在这个仅有 2 万人口的区域接待的过夜国际游客数量却超过了97.5万人



Queenstown: Global Tourism

皇后镇：国际旅游

- More than a third of all international tourists to NZ visit Queenstown
- Part of alliance of ‘four leading mountain resorts of the world’

到新西兰旅游的国际游客超过三分之一的人会到访皇后镇

新西兰皇后镇是“世界四大高山度假旅游胜地”联盟的成员之一



Queenstown: Global Tourism

皇后镇：国际旅游

- International visitors spent NZ\$423m in 2004 (US\$345m)
- Around half of workforce employed in tourism
- Untouched World: “Our unique style is equally at home in the New Zealand outdoors, downtown New York or Milan”

2004年，国际游客在皇后镇消费4.23亿新西兰元（合3.45亿美元）

这里大约有一半的劳动力从事旅游业

这是一个原生态的世界：“而我们的独特性在于你在新西兰的户外之家和你在纽约或是米兰的闹市区基本无异。”



Queenstown: Amenity Migration

皇后镇：环境移民

- 2001 – 10.4% of residents had been living outside NZ five years earlier
- 25% of residents in 2006 had been born outside NZ
- Offshore property sales 10-25% of purchases in district
- Foreign owned property increased from 4.5% in 2001 to 20% in 2004

2001年，该区域有10.4%的居民在五年前生活在新西兰以外地区

2006年，该区域有25%的居民出生于新西兰以外地区

在该区域，海外购房者占当地房产销售的10%-25%

2001—2004年，该区域的海外房产从4.5%上升20%

Queenstown: Amenity Migration

皇后镇：环境移民

“In effect, Queenstown and the surrounding area has become a global playground with properties attracting global interest ... We have sold to a United Nations of buyers” (Real Estate Agent)

“实际上，皇后镇及其周边区域已经成为一个吸引全球房产投资的世界乐土...我们卖房给世界各国的买家”（房地产代理商）



Queenstown: Development

皇后镇：发展过程

- Much development led by local investors and entrepreneurs
- Supported by very liberal local administration that deregulated building controls
- Response to decline of agriculture
- Local people taking advantage of globalization
- 当地投资者和企业家主导发展过程
- 自由度较大的地方管理部门采取相对宽松的建筑物监管政策支持该区域发展
- 对于农业衰退的积极应对
- 当地居民从全球化中受益

Queenstown: Development

皇后镇：发展过程

- Conflict over scale and impact of development by late 1990s
- Opposition led by wealthy amenity migrants
- Motivated by defence of investment in 'rural idyll'
- Emphasized amenity value of the rural environment & its global significance
- 20世纪90年代后期的规模冲突和发展影响
- 由富裕移民领导发起的反抗
- 其驱动机制在于对田园乡村投资的保护
- 强调乡村环境的美化价值及其全球意义

Queenstown: Global Countryside?

皇后镇：全球乡村？

- Rural town transformed by global tourism and migration
- Global processes of increased mobility, capital flows etc
- Local agency of developers and campaigners
- Local negotiation of globalization
- 由国际旅游和移民驱动的村镇转型
- 全球化进程中流动性增强，例如，资本流动性，等
- 地方性发展主体和推动者
- 全球化过程中的区域谈判

Example 2: New Zealand Farmers and China

案例二：新西兰农民和中国



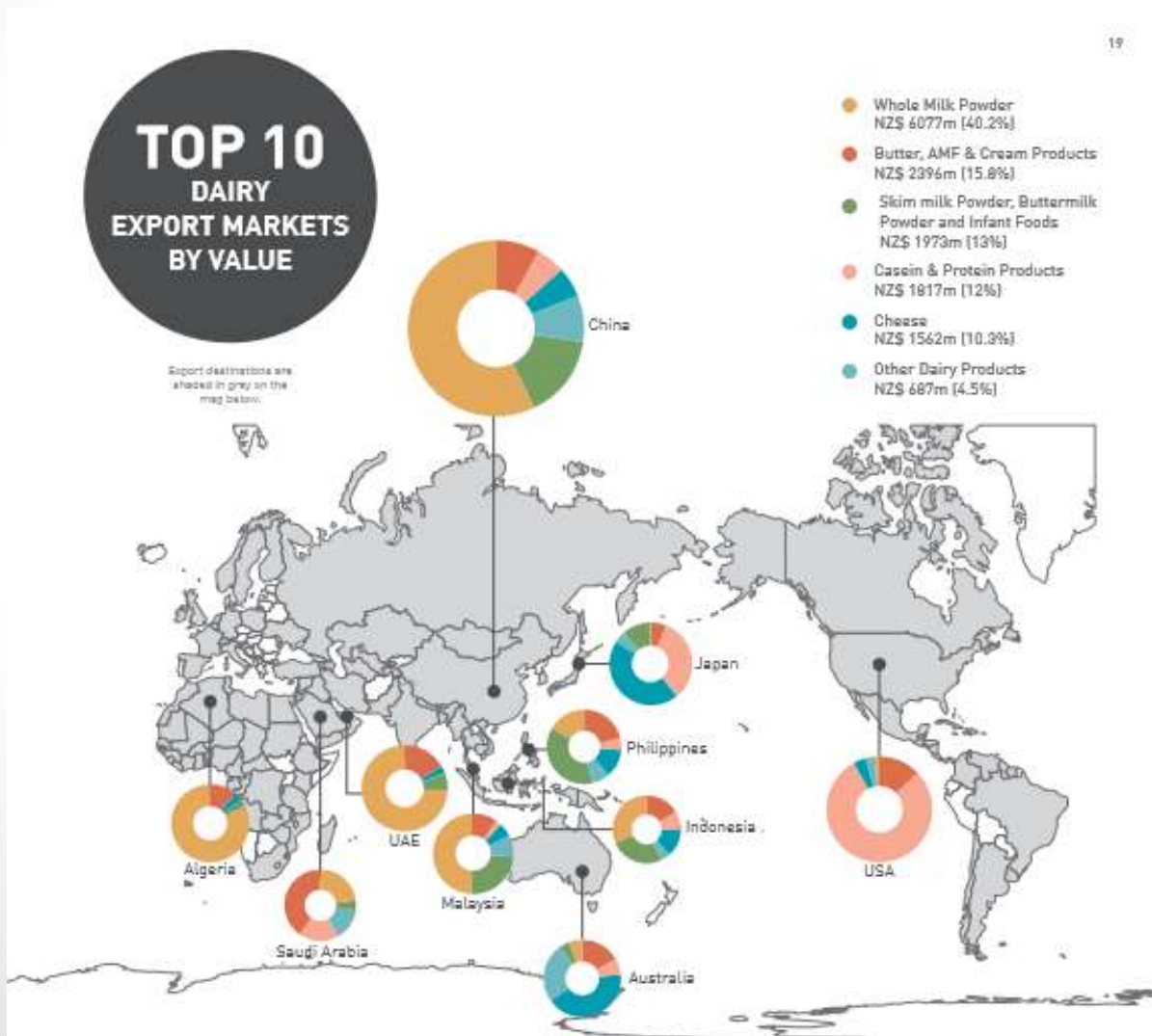
New Zealand Farmers and China

新西兰农民和中国

- New Zealand agriculture always export-oriented
- Traditional market in Britain closed after UK joined European Community in 1972
- Restructuring of New Zealand agriculture in 1980s and 1990s to make it fit to compete in global market
- New Zealand now exporting to most countries in the world
- 出口导向的新西兰农业
- 传统的英国市场在英国加入欧盟后（1972年）逐渐关闭
- 20世纪80年代到90年代，新西兰重新调整农业结构以适应全球市场竞争
- 新西兰目前面向世界大多数国家进行出口贸易

New Zealand Farmers and China

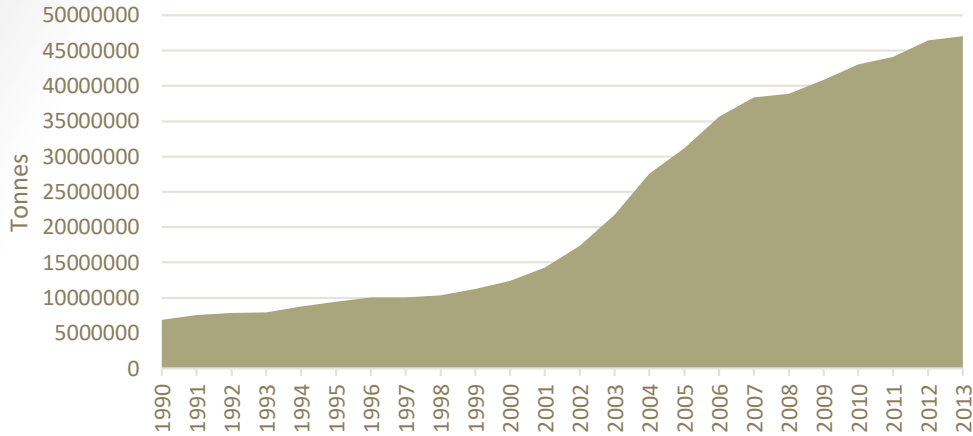
新西兰农民和中国



Top export markets for New Zealand dairy products

New Zealand exports to all shaded countries

Total supply of milk products in China (excluding butter)



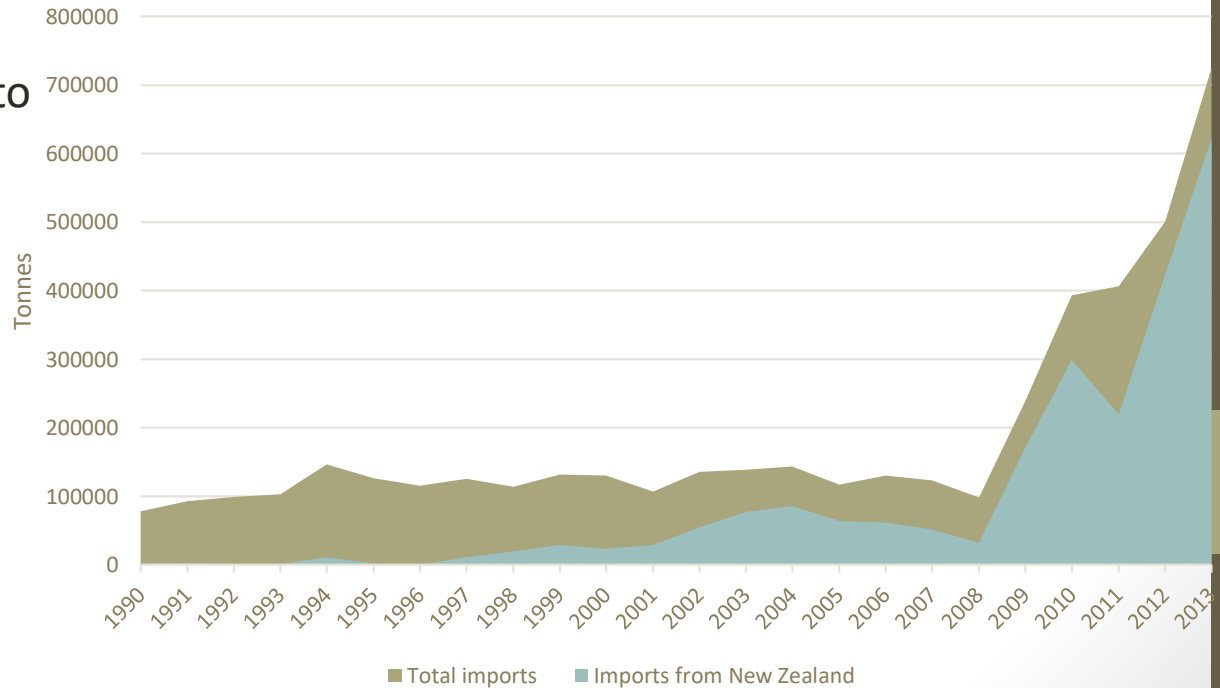
Increasing demand for milk and dairy products in China

中国对牛奶和奶制品需求的增加

New Zealand as leading exporter of milk powder to China

新西兰是中国进口奶粉的主产地

Imports of whole milk powder to China



Source: FAOStats

New Zealand Farmers and China

新西兰农民和中国

- Demand from China has driven expansion of NZ dairy industry
 - Land converted from sheep or beef farms or forest to dairy farms
 - International investment from China, Europe, USA, Japan, Malaysia etc
 - New Chinese-owned processing plants
 - Migrant workers from the Philippines and Indonesia
- 来自中国的乳制品需求推动了新西兰乳制品业的扩张
 - 土地的利用从羊、牛场或者森林转变为奶牛场
 - 国际投资来自中国、欧洲、美国、日本、马来西亚等国家
 - 新的中国资本投资设厂
 - 移民工人来自菲律宾和印度尼西亚的



New Zealand Farmers and China

新西兰农民和中国

Environmental impacts of dairy conversions:

- Pressure on water resources for irrigation
- Pollution of rivers and lakes by slurry and chemicals
- New roads and electricity cables to meet increased demands
- Changing the appearance of the landscape
- This is controversial

转而生产乳制品的环境影响:

- 灌溉用水的压力
- 淤泥和化学品污染河流和湖泊
- 铺设新的道路和电缆以满足日益增长的需求
- 改变景观环境的外观
- 这项行为饱受争议

New Zealand Farmers and China

新西兰农民和中国

Environmental impacts of dairy conversions

- Some claim that this landscape is now the wrong colour
- Irrigation has made it bright green, not natural brown/yellow.

一些人声称：现在的这种绿色的景观现象是错误的

灌溉使得覆盖土地的植被景观变成明亮的绿色，而不是天然的褐色/黄色



Example 3: What About China?

案例三：全球化背景下中国乡村？



Globalization and Rural China

全球化和乡村中国

- Villages in rural China protected from worst negative direct impacts of globalization
- Some villages proactively engaging with global economy
 - Tourism
 - Agriculture for export
 - Manufacturing for export
- 中国乡村在保护政策下并未直接受到全球化的负面影响
- 一些村庄积极参与全球经济
- 旅游
- 农业出口
- 制造业出口

Globalization and Rural China

全球化和乡村中国

- Trading using Taobao and AliBaba
- Village enterprises can put communities in control of engagement and keep profits locally

利用淘宝和阿里巴巴进行贸易

乡村企业可以让社区参与控制，
并保护当地利益



Globalization and Rural China

全球化和乡村中国

- Secondary or indirect impacts of globalization
- Effects on rural China of rapid urban growth fuelled by engagement with global economy
- Internal migration from rural communities
- Opportunities for new markets for products within China
- Example of Da'ou village in Shandong Province
- 全球化的次要或间接影响
- 在积极参与全球经济的作用下，中国乡村城镇化迅速发展
- 乡村社区内部移民
- 中国产品面临新的市场机遇
- 以山东省大欧村为例

Da'ou Village

大欧村

- Revival of traditional craft of making bird cages
 - Demand from urban middle class in China
 - Using e-commerce to sell bird cages
-
- 制作鸟笼的传统工艺复兴
 - 中国城市中产阶级的需求
 - 利用电子商务销售鸟笼



Da'ou Village

大欧村

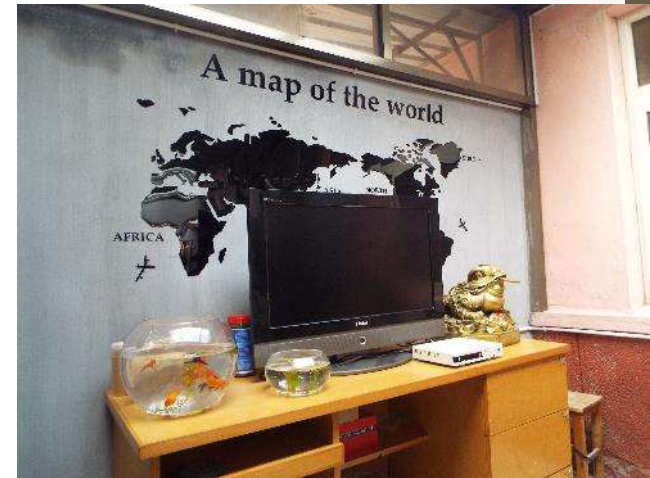
- Income from bird cages have allowed improvements to the village
- New houses and paved streets
- New street decorations
- Many villages able to stop farming and lease out land
- 销售鸟笼的收入用于改善村庄整体环境
- 新建的房屋和柏油马路
- 新街景
- 许多乡村不再发展农业，而是将土地对外租赁



Da'ou Village

大欧村

- Interesting in using e-commerce to sell bird cages to international customers
- But barriers of language and dealing with customs regulations
- 大欧村村民利用电子商务平台将鸟笼出售给国际客户是一种有趣的新现象
- 但语言障碍和海关监管问题仍然是困扰村民的难题



Da'ou Village

大欧村

- Development of tourism linked to bird cages
- New museum
- Hopes of international tourists with new Qingdao International Airport planned nearby
- Chinese tourists so far
- 发展与鸟笼相关的旅游业
- 新的博物馆
- 计划新建的青岛国际机场将给国际旅游带来希望
- 截止到目前为止仅有中国游客到访



Globalization and Rural China

全球化和乡村中国

- Indirect effects of globalization felt across rural China
 - Direct impacts more concentrated
 - Model of ‘Socialism with Chinese Characteristics’ enables villages to engage proactively with global economy
 - Contributes towards removing rural poverty
 - Still obstacles such as language ability
- 全球化的间接影响横扫中国乡村
 - 全球化的直接影响相对集中
 - “中国特色社会主义模式”使中国乡村积极参与全球经济
 - 有助于乡村脱贫
 - 但仍存在诸如语言能力等方面的障碍

Summary

总结

- Rural areas are being transformed by globalization
 - Different processes have different impacts in different places
 - Producing a new geography of the global countryside
- 乡村区域在全球化的作用下正在经历着转型
 - 全球化的不同进程对不同的区域产生着差异化的影响
 - 正在形成一个全新的全球乡村地理学

Summary

总结

- The outcomes of globalization are not pre-determined
 - Produced through negotiation, contestation and manipulation in place
 - Rural people can have agency to influence globalization outcomes
- 全球化的结果不是预先决定的
 - 它通过各个地方的谈判、竞争和谋划操作而形成
 - 村民的推动作用可以影响全球化的结果。