

# 中国有机稻米的精深加工与米食品研发

Deep processing of organic rice and research of rice food in  
China

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# 报告提要

## Report summary

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- 中国有机稻米现状分析/Current situation of organic rice in China
- 中国有机稻米加工产业现状分析/Current situation of China's organic rice processing industry
- 中国有机稻米加工产业趋势和发展方向/Development direction of organic rice processing industry in China
- 中国有机稻米精深加工及米食产业发展方法/ Development method of organic rice deep processing and rice food industry in China
- 结论/Conclusion

# I. 中国有机稻米发展现状分析

## Current situation of organic rice in China

In 1997, OFDC issued China's organic rice certificate. And with 10 years' of taking off, 10 years of growth, in 2018, Chinese organic rice has entered a new stage of development:

By the end of 2016, there are 2038 organic rice certificates in China, 1475 organic rice companies, total production 1.633 million tons.

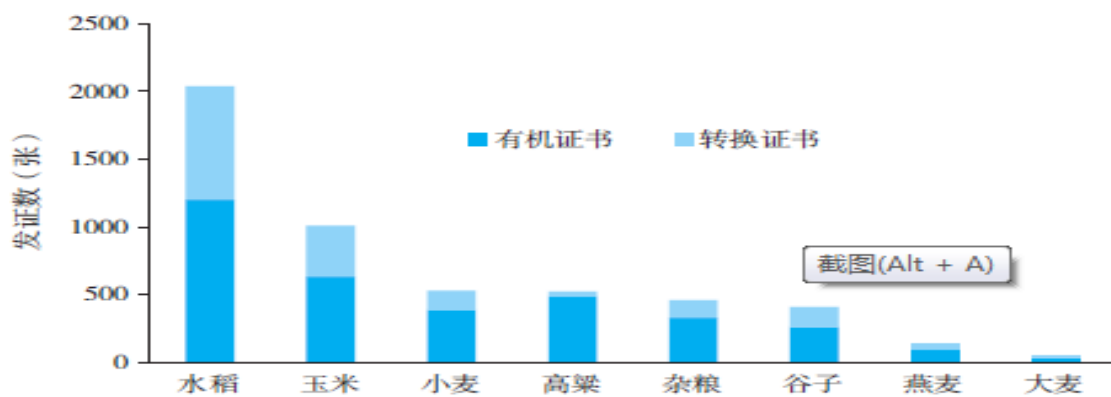


图 3-3 2016 年我国有机谷物发放证书情况



## II、中国有机稻米精深加工发展现状分析

### Current situation of China's organic rice processing industry

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1、有机稻米精深加工产业发展现状/Organic rice deep processing industry

A、中国有机稻米加工产业的现状Organic rice processing industry

Production 1.633 million tons, processing 0.4912 million tons

B、中国17000家大米加工企业中有一大批具备开发米制品的企业。Among the 17,000 processors, many can develop rice-related products

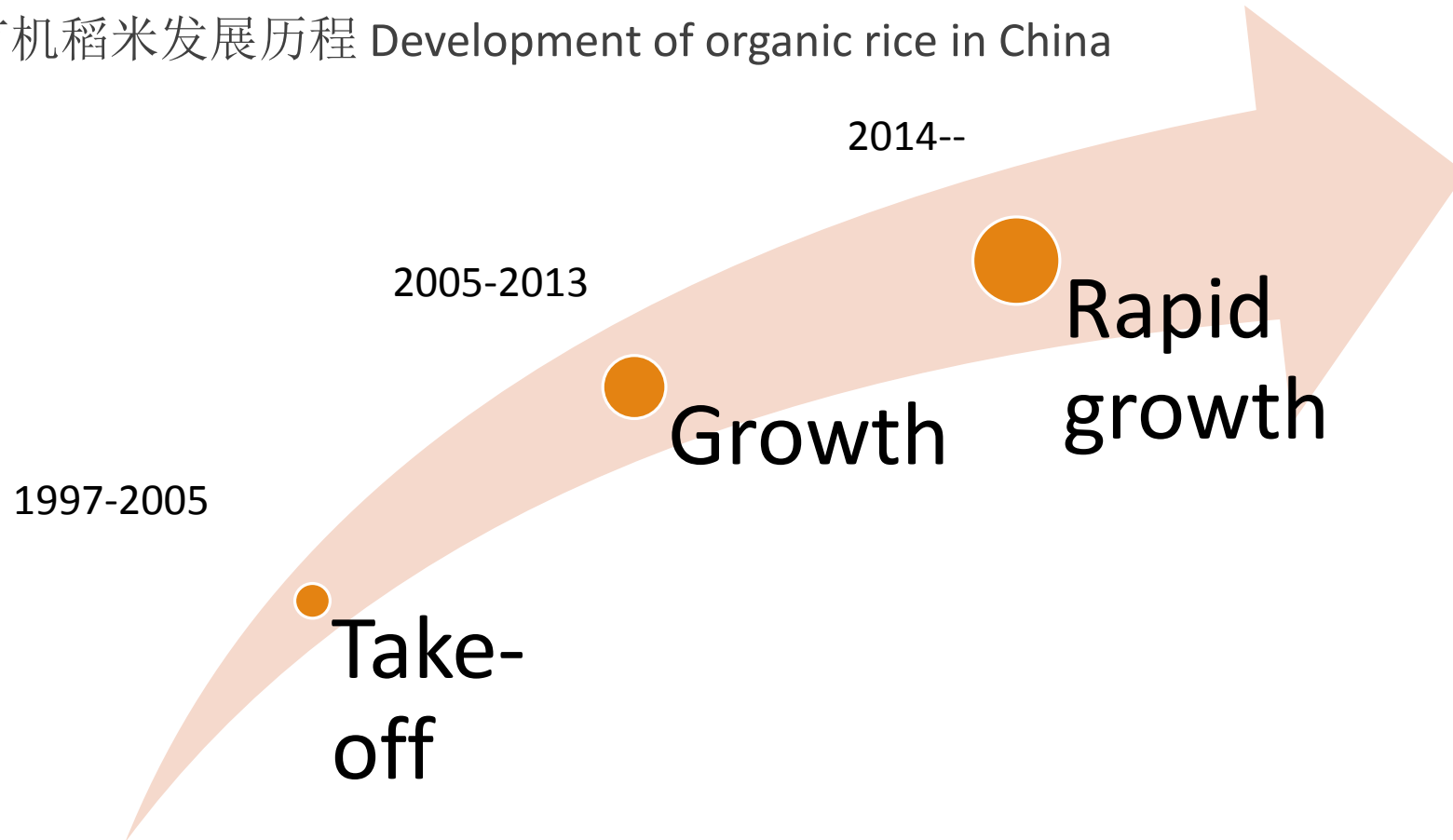
C、中国有机稻米精深产品状况： Deep processsing

Main processed products include wine, syrup, Zongzi, rice noodles.

# II、中国有机稻米发展现状分析

## Current situation of organic rice in China

### 2、中国有机稻米发展历程 Development of organic rice in China



### III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

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development of organic rice deep processing industry has grown gradually, along with the organic rice industry in general:

- ◆ 一是以婴幼儿和老人市场为主的有机营养米制品研发； 1. organic nutritional rice products for the young and the old
- ◆ 二是以零食市场为主的有机休闲米食品研发； 2. organic rice snacks
- ◆ 三是以观光农业为依托的体验式有机稻米精深加工品的研发； 3. processed rice products based on agro-tourism
- ◆ 四是以特色功能性有机米品的研发； 4. R&D of functional rice products
- ◆ 五是以替代加工为主的半成品米饭市场开发； 5. market development of "semi-finished" rice products
- ◆ 六是以诉求健康、面向年轻族群和环保族群的有机米制保养品为主的研发。 6. organic nutritional rice products for young, health-and-environment-conscious groups.

# III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

◆ 一是以婴幼儿和老人市场为主的有机营养米制品研发； organic nutritional rice products for the young and the old

Healthy food for the young and old, is the fastest growing sector

Children's health is parent's priority

Parent's health is children's priority



### III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

- ◆ 二是以零食市场为主的有机休闲米食品研发; organic rice snacks

Snacks are a must for the, expanding young white-collar population ;

Healthy rice snacks are favorites with young people, especially women

Middle-class parents also value organic and health when choosing snack for children



# III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

- ◆ 三是以观光农业为依托的体验式有机稻米精深加工的研发； processed rice products based on agro-tourism

Agro-tourism is becoming increasingly popular

Especially farms, healthy, experience-based facilities. They are popular because:

- 1、过程透明可见 Transparent processes
- 2、部分加工过程具有体验过程experiences
- 3、产品安全food safety



# III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

四是以特色功能性有机米品的研发； R&D of functional rice products

有机功能性大米： Functional rice:

糖尿病患者需求-低糖大米 Low-glucose

有益于肾病患者—低蛋白大米

Low protein

延缓衰老—紫色大米、黑米 Anti-aging

促进骨成长—高钙米 High-calcium

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# III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

- ◆ 五是以替代加工为主的半成品米饭市场开发； market development of "semi-finished" rice products

Pre-processed, semi-finished products are urban dwellers' favorites, especially for urban white collars, who are nutrition and health conscious



### III、中国有机稻米加工产业趋势和方向

## Development direction of organic rice processing industry in China

- ◆ 六是以诉求健康、面向年轻族群和环保族群的有机米制保养品为主的研发organic nutritional rice products for young, health-and-environment-conscious groups.

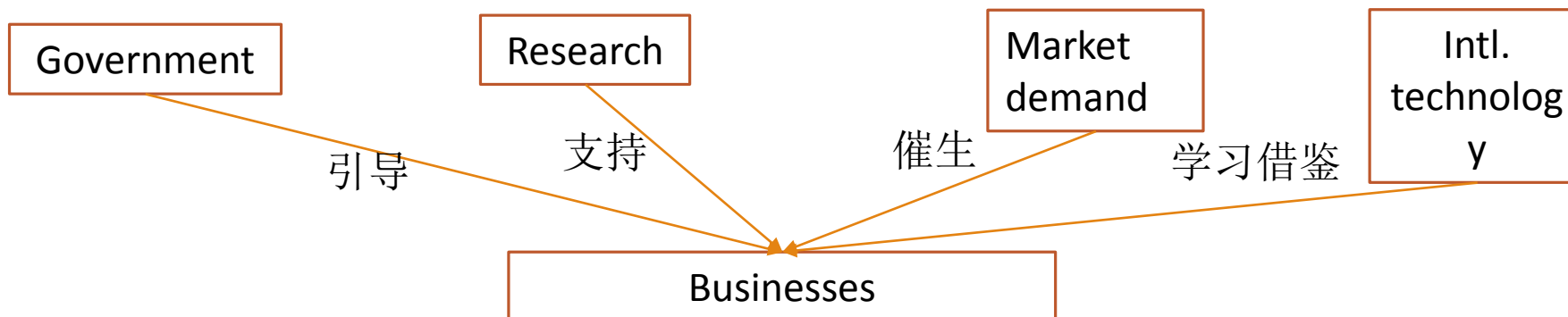
Rice-based beauty products are a big market trend and forms a big gap in the Chinese market with existing target groups. This will be a key direction for organic rice processing.



# IV 中国有机稻米精深加工以及米食产业发展方法

## Development method of organic rice deep processing and rice food industry in China

- 1、中国产业政策的支持—国家供给侧结构性改革，要求重点发展延伸加工产品. Supply-side reforms—extending processed products
- 2、“产政学研”相结合的方式助推研究"Industry-government-university-research" combined
- 2、不断吸收和引入国际先进技术introducing leading international technologies
- 3、根据不同有机稻米产区资源条件，优化资金、技术、人才的资源配置，合理规划最适合的精深加工产品 Identify the best products for each region



Develop products best suited to each market

# V 结论

## Conclusion

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中国有机稻米产业发展已具有良好基础，加快发展有机米食品研发，既是市场的需求，更是产业转型升级的必然，其将展现中国与世界在有机稻米产业上互通共享发展的前景。

Good foundation already in place, organic rice foods R&D is the demand of the market and industry upgrades.

中国有庞大市场和有机稻米原料优势供应能力，未来中国有机稻米的精深加工产业也必然在取得更好的成绩。

Massive market and organic rice supply will boost further development of organic rice processing in China

**THANKS**