

## 学 位 論 文 要 旨

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題 目

A Study on Raw Material Procurement and Contract Transactions of Small and Medium Scale Food Processing Companies in China  
(中国における中小規模食品加工企業の原料調達と契約取引に関する研究)

As national income rises in China, demand for processed fruit and vegetable products is increasing, and the number of fruit and vegetable food processing companies is growing. Meanwhile, the Chinese government has implemented preferential policies to promote contract trading, and the total number of contract transactions is increasing. However, the number of small and medium scale food processing companies, which account for more than 90% of the total number of companies and more than 50% of the total tax revenue in the country, is decreasing. Previous studies on raw material procurement and contract transactions of food processing companies have mainly analyzed leading and large-scale processing companies, but no studies have been conducted on small and medium scale companies. Therefore, the task of this paper is to clarify the characteristics of raw material procurement and the significance of contract transactions in small and medium scale food processing companies.

The study area is Mancheng County, Baoding City, Hebei Province. Hebei is the province with the largest amount of strawberries processed in China, and Mancheng County in Baoding City, located in the central part of Hebei Province, is the main producer of processed strawberry products in China. This paper takes the small and medium scale fruit and vegetable food processing companies in Mancheng County as a case study and conducts an empirical analysis based on municipal statistics, field survey and online survey.

The results on the characteristics of raw material procurement and the significance of contract transactions in small and medium scale food processing companies in China are summarized as follows.

The feature of raw material procurement for medium scale processing companies is that they can procure fresh and cheap raw materials after forming contract trading relationships with farmers. Another significance of contract transactions is the expansion of sales channels through contract transactions.

Among the small scale processing companies, those with high processing technology continuously sell high-quality processed strawberry products to secondary processing plants at high prices. A feature of the raw material procurement of these companies is that they switch their suppliers to farmers whose varieties can be specified. Also, the significance of contract transactions is that they procure high-quality raw materials and produce and sell high-quality processed products through contract transactions.

In response, small scale processing companies with low processing technology switched to online sales of processed strawberry products of inferior quality, which were more advantageous in terms of price. These companies terminated the contract transactions because they could no longer obtain sufficient price advantages from the contract transactions and the contract transactions were no longer meaningful. Another feature of raw material procurement is that in order to cope with the unstable online sales, the suppliers have converted to growing bases that can procure cheap raw materials of the same quality throughout the year.

On the other hand, the results for the sales behavior of raw material producers can be summarized as follows.

Farmers with large acreages contract with medium sized processing companies to secure sales volume. Some farmers with small acreage contract with small scale processing companies with high processing technology to

secure sales volume. However, other farmers with small acreages deal without contracts with small scale processing companies with low processing technology. On the other hand, despite the large acreage, the growing base is unable to meet the needs of buyers and sells only to small scale processing companies with low processing technology in order to avoid trouble in profit sharing to the component farmers.

In the previous study, the characteristics of raw material procurement and the significance of contract transactions in leading and large scale processing companies were that contract transactions are generally used to secure a stable amount of raw material procurement of designated varieties without changing the sales destination. Even in the case of small scale processing companies, some companies with high processing technology also engage in contract transactions in order to seek designated varieties of high-quality processed products without changing their sales outlets. However, unlike the characteristics of raw material procurement and the significance of contract transactions for leading and large-scale processing companies, medium scale processing companies are expanding their sales outlets through contract transactions. It was also revealed that some small scale processing companies with low processing technology cancel contract transactions after changing to a higher-priced vendor. Thus, contract transactions of raw materials are important for medium scale processing companies and small scale processing companies with high technology, but not for small scale processing companies with low technology.