

The background image shows a rural farm scene. In the foreground, there are dark, silo-like buildings with corrugated metal siding. One building has a red vertical sign that reads '农业科技' (Agricultural Science and Technology). Another building has a red vertical sign that reads '密农人家' (Miyong Renjia). In front of the buildings, there is a small wooden sign that reads '北京密农人家农产品产销专业合作社' (Beijing Miyong Renjia Agricultural Product Production and Sales Professional Cooperative). The background features rolling hills and mountains under a clear blue sky. A large tree with white blossoms is in the upper right corner. A large blue semi-transparent shape is overlaid on the image, containing the title text.

Minong renjia Model Innovation of Regional Agri-products



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01 Basic Information



Basic Information

Beijing Minong Renjia Agricultural Technology Co., Ltd. is a modern agricultural enterprise integrating production, processing, distribution and product development. The team has a total of 75 people. Since its establishment in January 2012, it has attracted 24 college students to return to their hometown and start businesses together. Through self-built and third-party e-commerce platforms such as Tmall, Taobao, jd.com and Tiktok, it has built a **regional agricultural product brand "Minong Renjia"** located at the capital city's water source, the ecological Miyun District. Its products mainly include reservoir fish, ecological vegetables and fruits. For many consecutive years, **it has ranked first** in the sales of vegetables on Taobao. Since its establishment, the accumulated sales of agricultural products in the suburb of Beijing, mainly in Miyun District, has exceeded **150 million yuan**, served more than 150000 households in the urban area, and carried out order production with 460 farmers and 120 households, covering an area of more than 1000 mu. It has also cooperated closely with many recipient areas and low-income villages to carry out accurate industrial assistance.



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National agri & rural
informatization
demo base



National star
innovation world



Top ten popular e-
commerce among
farmers in Beijing



Beijing good brand
in agriculture



Beijing Poverty
Alleviation
Cooperation
Award
-Innovation Case
Award



Beijing "Younong"
enterprise brand



**Comrade Wang Yang, then Vice Premier of the
State Council, said, Come on, witness the beautiful
agricultural era!**

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Development history - returning home to start business

2012

Delivery to express outlets by electro-tricycle



2014

Complete the whole process of customer service, warehousing and packaging in a 45 square meter bungalow

2015

After twists and turns, the 2000 square meter storage workshop was put into use



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Development history - returning home to start business

2012

The whole team went up the mountain to dig shepherd's purse



2013

The team is still mainly composed of surrounding villagers

2014

There are young people in the team



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Development history - team building

2015

In the turning year, from "workshop" to normalization



2016

Team expansion

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Development history - team building

2017
Group photo



2018
Group photo

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Development history - team status



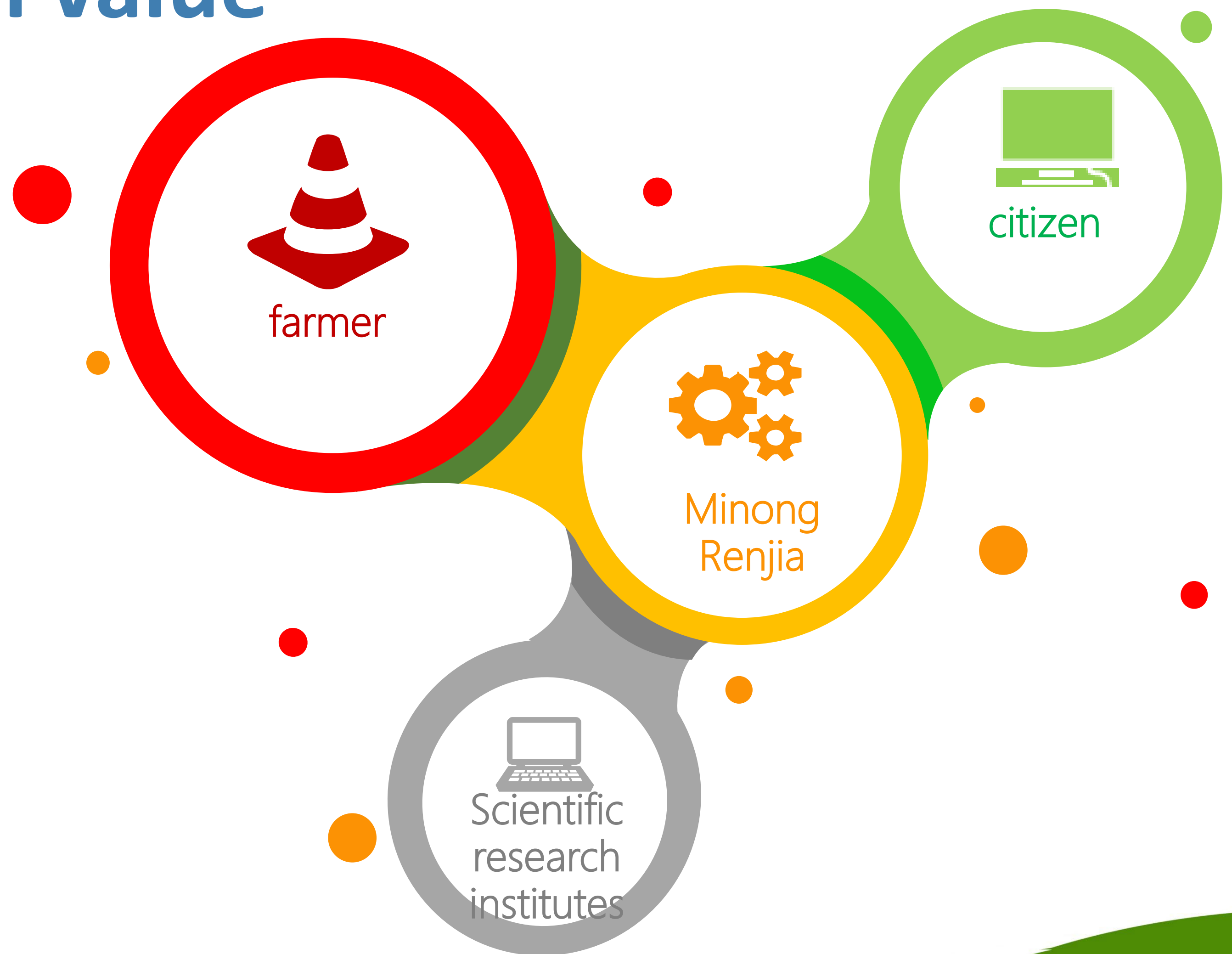
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02 Model Introduction



Social value



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Business model





Process to create an
influencer agri-product
“sweet honey potato”



Business model - data analysis

热销商品榜

流量商品榜

热销店铺榜

流量店铺榜

热销排名	商品信息	所属店铺	支付子订单数
1	 沁园春 红薯新鲜板栗红薯蜜薯小香薯现挖现发烤地瓜番薯新鲜5斤 价格：45	沁园春水果旗舰店	1,639
2	 米乐果 沙漠贝贝小南瓜板栗味粉糯迷你老南瓜宝宝辅食代餐包邮 价格：49.9	米乐果旗舰店	1,384
3	 果能8月现挖新鲜番薯临安天目山小香薯5斤100-125个金手指地瓜 价格：96	果能旗舰店	1,377
4	 【天天特价】正宗广西荔浦芋头 新鲜槟榔芋芋毛芋农家自种蔬菜5斤 价格：60	荔浦小妹农家土特产店	1,346
5	 【预售】山东沂蒙紫薯 新鲜紫薯甜紫薯生紫薯5斤 现挖紫薯包邮 价格：24	圆通E城E品	808
6	 2017年新鲜小香薯临安天目山大号红薯 5斤装地瓜板栗山芋农家蔬菜 价格：96	赞果策旗舰店	804
7	 【天猫超市】满66减30本地金针菇150g 火锅食材16:00截单 价格：3.9	天猫超市生鲜店	793
8	 百味果炫六整新鲜红薯沙地红心地瓜现挖番薯红蜜薯共发10斤包邮 价格：86	百味果炫旗舰店	766

1



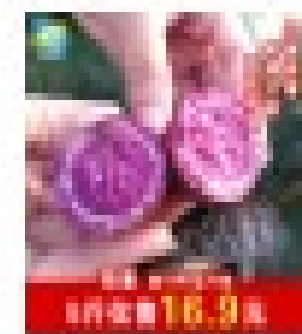
沁园春 红薯新鲜板栗红薯蜜薯小香薯现挖现发烤地瓜番薯新鲜5斤
价格：45

3



果能8月现挖新鲜番薯临安天目山小香薯5斤100-125个金手指地瓜
价格：96

5



【预售】山东沂蒙紫薯 新鲜紫薯甜紫薯生紫薯5斤 现挖紫薯包邮
价格：24

6



2017年新鲜小香薯临安天目山大号红薯 5斤装地瓜板栗山芋农家蔬菜
价格：96

8



百味果炫六整新鲜红薯沙地红心地瓜现挖番薯红蜜薯共发10斤包邮
价格：86

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Business model - standard production

At the beginning of 2017, 81 mu of land was transferred in Lianghe village, Miyun. The land is sandy soil formed by river erosion, which is suitable for the growth of high-quality sweet potato and conforms to the development direction of regional water-saving, labor-saving and characteristic agricultural products.



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Business model – Agri-science integration

In 2017, with the strong support of experts in various posts of the Beijing grain economy innovation team, the trial planting of characteristic sweet potato, mainly Fujian Potato Species 32 and chestnut potato, played a leading and demonstration role in Beijing Tianjin Hebei region.



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密农人家

Business model - E-commerce marketing

May

Planting
potato
seedlings

June

weeding

July

Picking sweet
potato leaves to
make necklaces

August

Dig sweet
potato

September

A big harvest!

October

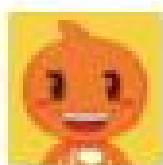


Accelerate the brand formation through activities such as "happy farm" adoption and offline experience

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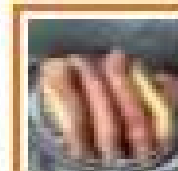
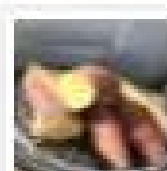
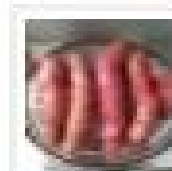
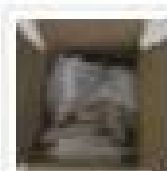
Customer feedback



1***y (匿名)



物流很快，大小均匀，没有损坏的，刚出锅，满屋飘香，口感好，吃完再卖！



↑ 收起 原图 向左转 向右转



风***3 (匿名)



口感真的很好，又糯又甜

↑ 收起 原图 向左转 向右转



端***丁 (匿名)



烤出来真的超赞的，味道很正，已经回购啦，哈哈哈，欲罢不能！

↑ 收起 原图 向左转 向右转



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Offline experience



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Business model – good price to enrich farmers

Establish a **new type of interest connection mechanism** between Minong Renjia and farmers. On the basis of ensuring high quality and good price, further carry out the **secondary surplus distribution** of farmers on a quarterly basis according to the operating conditions, and give play to the driving and exemplary role of the new type of agricultural operation subject in bearing social responsibility, integrating into regional development, and promoting farmers' income and prosperity



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Results



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Model replication, creating influencer products



Influencer products - kabocha

Supply time: all year round

Japanese imported varieties are carefully taken care of by local high-quality farmers in Miyun. In order to ensure the taste quality, only 3-4 melons are left for each seedling. The taste is sticky and sweet, with a unique chestnut flavor. The microwave oven can be used for 10 minutes. The eating method is unique and suitable for baby food.



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Influencer product - berry tomato

甜过初恋

小时候的番茄味道油然而生

莓莓番茄外形娇俏，散发着番茄所特有的清香，甜酸度8-10度，酸甜度成黄金比例，轻轻地咬一口下去，如爆浆的感觉，酸甜多汁，令人回味无穷



Supply time: all year round

The high-quality seed source in Japan is planted by professional tomato growers with delicate appearance. The fruit is light peach red with a touch of light green in the middle. It emits the unique fragrance of tomato. The sweet and sour degree is 8-10 degrees, and the golden ratio is sour to sweet. If you bite it gently, it feels like a pulp explosion. It is sour and sweet and juicy, and the skin tastes crisp.



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Influencer product -- Zixia fruit radish

Supply time: December - March of next year

The Zixia fruit radish, which is suitable for eating raw, is planted in the water source of the capital. It has a purple red appearance, a red flesh and a transparent powder. It has sufficient juice and is crisp, sweet and refreshing.



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Miyun reservoir fish series

Supply time: September - March of next year
Other places use water to raise fish. The fish in Miyun reservoir are used to raise water and protect the ecology. Relying on the environmental advantages, we practice the principle that "green water and green mountains are golden and silver mountains".

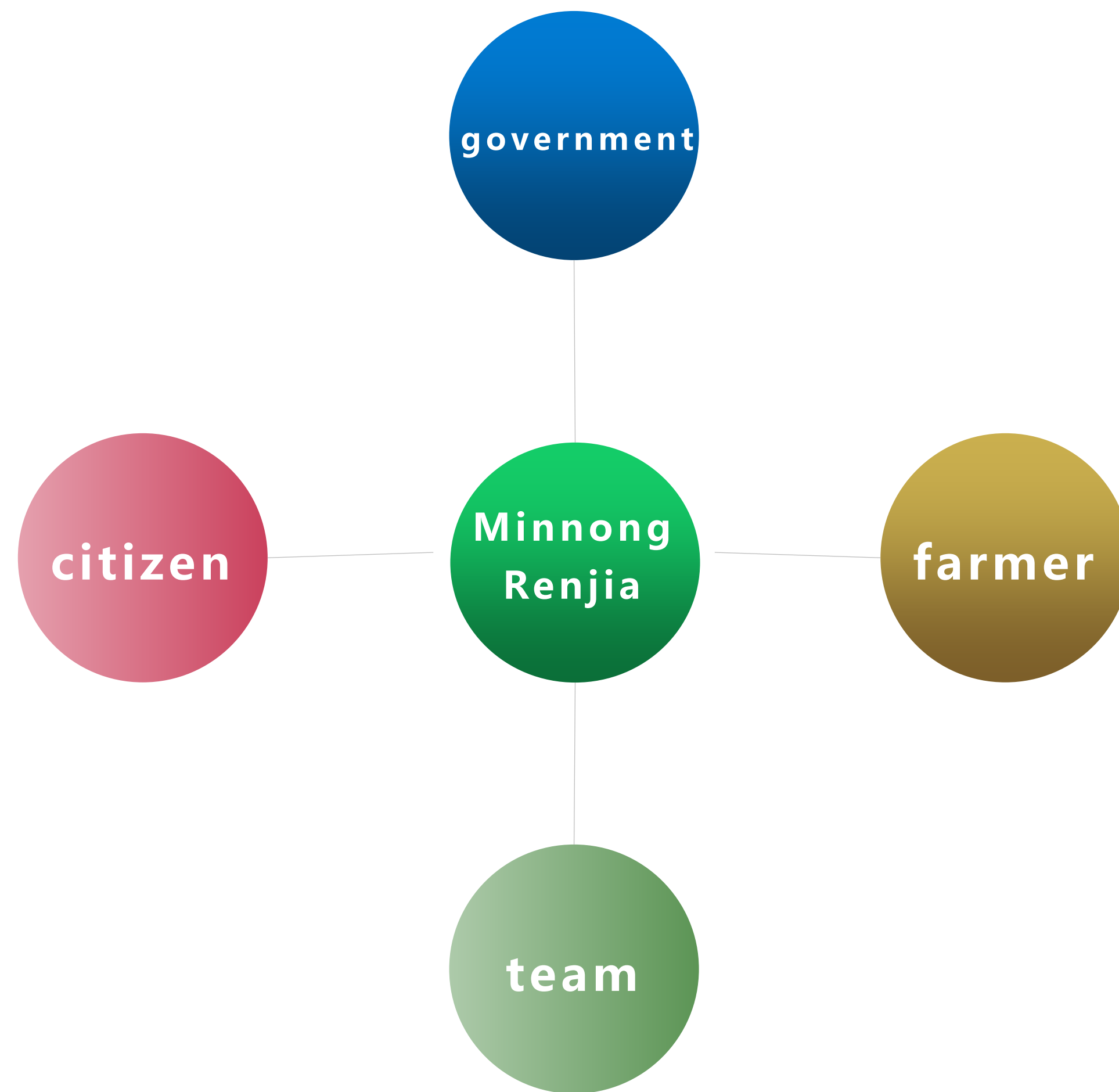


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03 Future thinking

Build the main body of regional agricultural products, practice the long-term principle, and properly handle the relationship with citizens, farmers, teams and the government





密农人家
北京密农人家农业科技有限公司

密农人家团队创立于2012年2月
扎根家乡首都水源地生态密云10年...展开
公众号: 密农人家
50个朋友关注
IP属地: 北京

✓ 已关注

私信

添加微信

视频

#三农 #农村生活 #优质农产品 #密农人家 更多



Manager report



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An aerial photograph of a lush green island surrounded by deep blue water. A large, semi-transparent circle is centered over the island, serving as a background for the text.

Thanks for listening

**Kong Bo, Beijing Minong Renjia
Agricultural Technology Co., Ltd**