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Subsidy Policy Design of Two Oriented Technology Based on Farmer Households' Preference

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Abstract: Farmers' adoption of two oriented technology is a key link for realizing the transformation from traditional agriculture to resource conserving and environment friendly agriculture. Taking the drip irrigation in Minqin County as an example, this paper uses choice experiment method to simulate farmers' policy participation and estimate the utility function which could reflect farmer households' preferences, combined with the survey data and RPL model. The results show that: (1) Farmers are more likely to not participate in the subsidy policy because of their own limitation of risk tolerance; (2) The promotion of subsidy standard extra work hours and the implementation of farmland consolidation projects will help to improve farmers'willingness to participate; (3) There are heterogeneity preference for the subsidy form and technical guidance of the farmers, and this preference difference may be expressed as "opposite", thus resulting in the mean of the two coefficients is not significant. According to these results, we make the following policy recommendations: more attention should be paid to improve the adaptability of technology and the perfection of insurance mechanism; the learning costs and extra labor costs should also be taken into account, not only the equipment costs; future policy design should not only focus on technology promotion itself, but also some supporting measures, such as the farmland consolidation project, so as to creating a better objective conditions for the adoption of two oriented technology; providing the appropriate form of equipment subsidies and technical guidance services combined with farmer households' preference.

Key words: farmer household's preference; subsidy policy; two oriented technology; choice experiment; drip irrigation