

Agricultural brands in poverty-stricken areas help Xinjiang travel - Yuyue Tianshan helps farmers increase income

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In July, the fire flows, and the fish jumps over the Tianshan Mountains. In the meeting room of Xinjiang Tianyun Organic Agriculture Co., Ltd., amidst laughter and laughter, the "Rural Revitalization of Fish and Water" dividend conference is underway. A total of 609 farmers have received nearly one million yuan in dividends. Zhang Guo, vice president of the Agricultural Exhibition Association of the Ministry of Agriculture and Rural Affairs, Chen Zhiming, director of the Industrialization Division of the Yili Prefecture Agriculture and Rural Bureau, and Jia Sai, deputy county magistrate of Nilek County, distributed dividends to farmer representatives.

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Since its establishment in Nilek County in 2014, Xinjiang Tianyun Organic Agriculture Co., Ltd. has absorbed 609 farmers and herdsmen in Kalasu Township, Nileke County, through the model of "leading enterprises + professional cooperatives + poor households" with interest-free loans. He joined the cooperative through the way of establishing Xinjiang Yushuiqing Agricultural Development Co., Ltd. to organize farmers and herdsmen to carry out business activities such as labor subcontracting, fisherman's entertainment, and purchase and sale of agricultural products. It not only provides more employment opportunities for local farmers, but also obtains fixed dividends for each shareholder, realizing a win-win model of increasing farmers' income while achieving high-quality development of the enterprise itself.



Factory area of Xinjiang Tianyun Organic Agriculture Co., Ltd.

Xinjiang Tianyun Organic Agriculture Co., Ltd. is located in the salmon base of Kalasu Township, Nileke County, Yili Prefecture, Xinjiang. It was established in February 2014 with a total asset of 600 million yuan. The company utilizes the pure, cool, oxygen-enriched glacial melt water at the foot of Tianshan Mountains, successfully utilizes technological innovation, and adopts a green ecological environment-friendly cage culture model. Currently, it can breed 8 million salmon fry per year, with an annual production capacity of 6,000 tons.



Xinjiang Tianyun Organic Agriculture Co., Ltd. breeding area

Xinjiang Tianyun Organic Agriculture Co., Ltd. has successfully created the brands of "Tianyun", "Tianshan Leaping Salmon" and "Tianshan Trout", as well as the "Salmon Lai" and "Trout Gui" salmon food culture brands, creating a regional public brand - "Nilek Salmon" has now formed a complete industrial chain integrating scientific and technological research and development, seed breeding, intelligent breeding, processing, cold chain logistics, sales, and catering services.





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Processing lines and products

Xinjiang Tianyun Organic Agriculture Co., Ltd. has been awarded the National Key Leading Enterprise of Agricultural Industrialization, the Key Leading Enterprise of Poverty Alleviation in the Autonomous Region, and the High-tech Enterprise, and has passed the BAP certification of the Global Aquaculture Alliance, the NSF antibiotic-free breeding certification, and the HACCP system. With technology empowerment and quality assurance, the series of products developed by Xinjiang Tianyun are well received by the market and consumers.



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Xinjiang Tianyun Organic Agriculture Co., Ltd. promotes the application of modern information technology in fishery production, operation, management and service through the "Internet + Modern Fishery" action, and encourages the Internet of Things transformation of fishery production. Adopt technologies such as big data and cloud computing to improve monitoring statistics, analysis and early warning, information release and other means, improve the fishery information monitoring and early warning system, use science and technology to drive the integration of

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breeding, and accelerate the development of green ecological fishery. It is expected that the annual operating income will exceed 400 million yuan this year, driving thousands of surrounding farmers and herdsmen to increase their income.

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