

Globally Important Agricultural Heritage Systems (GIAHS) 浙江湖州桑基鱼塘系统的活化利用

Dynamic Utilization of Zhejiang Huzhou Mulberry(Morus sp.)-dyke & Fish-pond System

湖州荻港徐缘生态旅游开发有限公司 Huzhou Digang Xuyuan Ecotourism Development Co., Ltd 倪威 Ni Wei August 2024



目 录 Table of Contents



基本情况 Basic Information

第一章

第二章

专家团队 Expert Team

文化传承 Cultural Heritage

第三章

第四章

产业发展 Industrial Development

共同富裕 Common Prosperity

第五章

湖州荻港徐缘生态旅游开发有限公司(以下简称荻港渔庄),座落于中国历史文化名村、双遗产村——湖州市南浔区和孚镇荻港村,是全球重要农业文化遗产——桑基鱼塘系统核心保护区的所在地。公司自2004年创建以来,一直秉承"保护桑基鱼塘品牌,传承千年鱼文化"的主题,致力于桑基鱼塘系统的保护、传承、发展、活化利用等工作。经过多年发展,荻港渔庄累计总投资达3亿元以上,总占地700亩,拥有员工600多人,成为横跨一二三产,是浙江省内拥有较高知名度的乡村文旅企业和省级农业龙头企业。

Huzhou Digang Xuyuan Ecological Tourism Development Co., Ltd. (hereinafter referred to as Digang Fish Village) is located in Digang Village, Nanxun District, Huzhou City, a historic and culturally significant village with dual heritage status. It is the core protected area of the Globally Important Agricultural Heritage Systems (GIAHS)—Zhejiang Huzhou Mulberry-dyke & Fish-pond System

Since its establishment in 2004, the company has adhered to the theme of "protecting the brand of Mulberry-dyke & Fish-pond System and inheriting the thousand-year-old fish culture," and has been committed to the protection, inheritance, development, and revitalization of the Mulberry-dyke & Fish-pond System. After years of development, Digang Fish Village has accumulated a total investment of over 300 million RMB, covering an area of 700 Mu(about 46.67 hectares) and employing more than 600 people. It has become a rural cultural and tourism enterprise with high visibility in Zhejiang Province and a provincial agricultural leading enterprise.

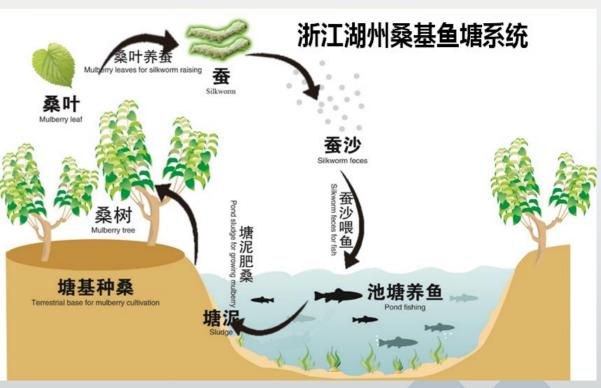




´ 浙江湖州桑基鱼塘系统是一个生态循环养殖系统。塘基种桑、桑叶喂蚕、蚕沙喂鱼、鱼粪肥塘、塘泥雍桑。 1992年被联合国教科文组织誉为"<mark>世间少有美景、良性循环典范</mark>"。

The Zhejiang Huzhou Mulberry-dyke & Fish-pond System is an ecological circular farming system. Mulberry trees are planted on the pond dykes, mulberry leaves are fed to silkworms, silkworm excrement is used to feed fish, fish manure fertilizes the ponds, and the pond mud is used to enrich the mulberry trees. In 1992, it was praised by UNESCO as a "rare beautiful scenery and an exemplar of a virtuous cycle."





2018年4月19日正式授予GIAHS奖牌

In 2018, it was officially awarded the GIAHS plaque.

In 2008, Xu Minli, as a member of the Municipal CPPCC, first proposed the protection of the Mulberry-dyke & Fish-pond System.

In 2008, CCTV's "Getting Rich" program interviewed them, bringing national attention to the Mulberry-dyke & Fish-pond System.

In 2013, as a member of the Provincial CPPCC, they proposed "Protecting the Mulberry-dyke & Fish-pond System," which received significant attention from the Provincial CPPCC. Vice Mayor Cui Fengjun of the Municipal Government conducted on-site research on the Mulberry-dyke & Fish-pond System, and the Provincial CPPCC's Cultural and Historical Committee conducted special research on the Mulberry-dyke & Fish-pond System.

In 2014, the Huzhou Mulberry-dyke & Fish-pond System was listed as a "China Important Agricultural Heritage."

In 2015, the application was submitted for the Globally Important Agricultural Heritage System to the FAO.

In 2016, FAO Vice Chairman Mauro conducted on-site research on the Mulberry-dyke & Fish-pond System.

In 2016, the Academician and Expert Workstation for Huzhou Mulberry-dyke & Fishpond System was established.

In 2017, the Historical and Cultural Museum of Zhejiang Huzhou Mulberry-dyke & Fish-pond System was completed, and the Digang Fish Village hosted the "Fourth East Asia Regional Agricultural Heritage Academic Seminar."

In 2018, we participated in the GIAHS award ceremony at the FAO headquarters and / Zhejiang Huzhou Mulberry-dyke & Fish-pond System was officially awarded the GIAHS plaque.

From 2018 to the present, the company has been dedicated to the protection, inheritance, and sustainable development of the S Mulberry-dyke & Fish-pond System.





本公司以保护和传承桑基鱼塘文化唯一一家农业文化企业的身份前往意大利罗马。共同见证全球重要农业文化遗产——浙江湖州桑基鱼塘系统申报成功这一历史时刻,为湖州捧回一张世界级"金名片"。

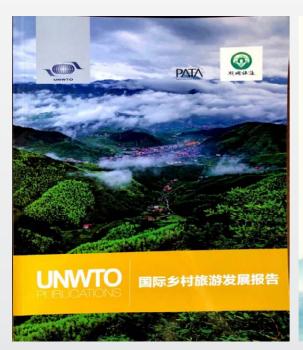
The company, dedicated to protecting and inheriting the Mulberry-dyke & Fish-pond System, is the only agricultural cultural enterprise went Rome, Italy, to witness the successful application of the Zhejiang Huzhou Mulberry-dyke & Fish-pond System for the globally important Agricultural heritage, brought back a world-class "golden business card" for Huzhou City.







三项国际级荣誉Awarded three international honors





One of the 6 successful cases in the 2nd International Rural Tourism Development Report



2022 "全球遗产教育创新案例奖" 探索之星奖

2022 Global Awards for World Heritage Education Innovative Cases Star of Discovery



第七届东亚地区农业文化遗产大 会杰出贡献奖

Award of Outstanding Contribution to the 7th Conference of East Asian Research Association for Agricultural Heritage System



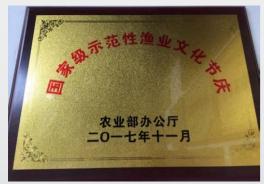
20多项国家级荣誉称号

Received more than 20 national honorary titles





















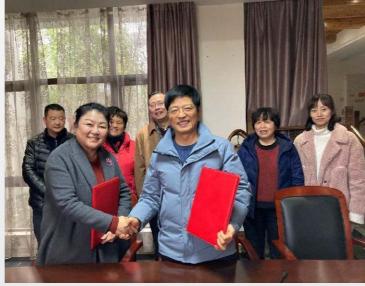




成立院士工作站 组建院士专家团队

Set up an academician workstation Established the special team of academicians and experts







桂建芳 中国科学院院士,发展中国家院士 Gui Jianfang:

Academician of the Chinese Academy of Sciences, Academician of Developing Countries

博士生导师、全国五一劳动奖章 国家科学技术部973计划 项目首席科学家 中国水产学会常务理事等头衔

姚献平 俄罗斯自然科学院院士

Yao Xianping
Academician of the Russian Academy
of Natural Sciences
教授级高工
浙江省特技专家
杭州市化工研究院党委书记、院长

肖更生 乌克兰工程院外籍院士 俄罗斯自然科学院外籍院士

Xiao Gengsheng

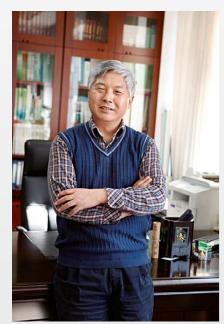
Foreign Academician of the Ukrainian Engineering Academy

Foreign Academician of the Russian Academy of Natural Sciences

国家蚕桑体系岗位科学家 国家"十三五"重点研发计划首席科学家



院士专家工作站专家团队 Expert Team Members



闵庆文:中科院地理研究所研究员

Min Qingwen: a senior researcher at the Institute of Geography, Chinese Academy of Sciences



叶金云研究员 Ye Jinyun



解绶启研究员 Xie Shouqi



杨国梁研究员 Yang Guoliang



楼黎静研究员 Lou Lijing



刘某承研究员 Liu Moucheng



焦雯珺博士 Dr. Wenjun Jiao



钱文春研究员 Qian Wenchun



殷益明研究员 Yin Yiming



柳丽萍高级农艺师 Liu Liping



吴怀民高级农艺师 Wu Huaimin



金勤生高级农艺师 Jin Qinsheng



与各大高校积极开展产学研合作

Actively carry out production-education-research cooperation with major universities and institutes



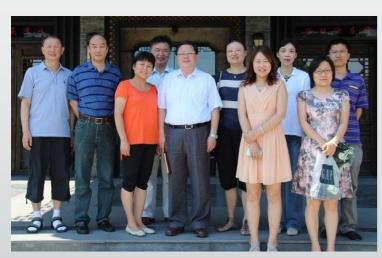
与省农科院建立产学 研合作

Established productionresearch cooperation with the Academy of Agricultural Sciences of Zhejiang Province



浙江大学毛碧增 教授

Cooperation with Pr ofessor Mao Bizeng T eam of Zhejiang Univ ersity



上海海洋大学教授博士团队

Cooperation with research team of Professors and Ph.D. from Shanghai Ocean University



湖州师范学院叶 金云教授 Cooperation with Professor Ye Jinyun research team from Huzhou Normal University

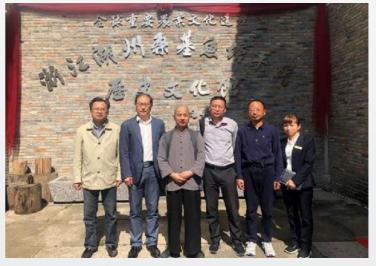


湖州鱼桑研学院专家老师团队The expert and teacher team of Huzhou Fish and Mulberry Culture Research College

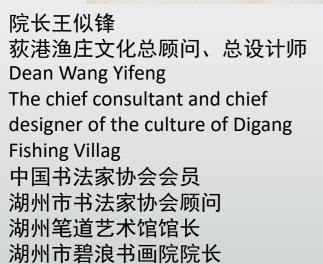




专家团队A team of experts



蚕丝纸研发团队Silk paper R&D team







研学老师团队A team of research and education



荻港渔庄村民艺术团 Villagers Art Troupe from Digang Fishing Village







非遗陈家菜传承人团队

Intangible cultural heritage: Chen family cuisine inheritor team















成立湖州荻港文化传媒有限公司,承办各类文化艺术展览和开发各种文创产品。已成功举办**15**届鱼文化节,与荻港村民一起唱鱼歌、跳鱼舞、拜鱼神、玩鱼赛、敲渔家乐、吃鱼汤饭。

Huzhou Digang Culture Media Co., Ltd. was established to undertake various cultural and artistic exhibitions and develop various cultural and creative products. It has successfully held 15 fish culture festivals, singing fish songs, dancing fish dances, worshipping fish gods, playing fish races, knocking on fishing family music, and eating fish soup and rice with the Digang villagers.













成立湖州鱼桑研学基地,创办湖州鱼桑文化研学院,全面推出了以鱼桑为主题的研学旅行项目。

Established Huzhou Fish and Mulberry Research Base, set up Huzhou Fish and Mulberry Culture Research Institute, and the comprehensive launch of Yusang as the theme of research and travel projects.









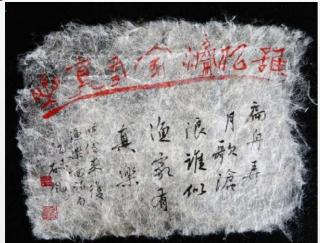
Publication of various fish-mulberry themed cultural publications



鱼桑

文创





蚕丝片Silk Chips



蚕丝纸Silk Paper



蚕茧灯Silkworm Cocoon Lamps







鱼骨画Fish Bone Paintings



3D打印文创产品

3D Printed Cultural and Creative Products



为桑基鱼塘代言宣传组织、策划、设计、布展各种宣传桑基鱼塘文化的展览和活动

Participation in Zhejiang Agricultural Expo to promote Mulberry-dyke & Fish-pond System

Organizing, planning, designing, and exhibiting various exhibitions and activities promoting culture of Mulberry-dyke & Fish-pond System at events like Yiwu National Cultural Fair, Beijing Horticultural Expo, and live performances at CCTV studios.



浙江省农博会



北京世园会



义乌全国文博会



央视演播厅现场表演













2018年4月,鱼桑文化创 意产品、桑陌系列产品在联 合国粮农组织罗马总部惊艳 亮相!

In April 2018, the Sangmo series products of Fish-

Mulberry cultural and creative goods were showcased at the FAO headquarters in Rome, stunning the audience.

。 2018年8月27日,参加了在日本和歌山县举办的第五届 东亚地区农业文化遗产论坛,在现场展示桑基鱼塘文创产品, 日本媒体做了专题采访。

Participation in the Fifth East Asia Agricultural Cultural Heritage Forum in Wakayama, Japan, on August 27, 2018, showcasing Fish-Mulberry cultural and creative products, with special interviews by Japanese media.



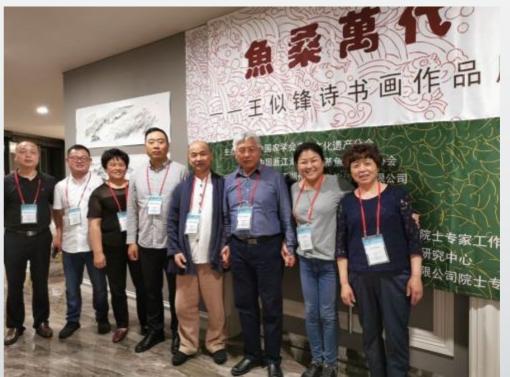




2019年5月19日,参加了在韩国河东郡举办的第六届东亚地区农业文化遗产论坛,在现场展示桑基鱼塘文创产品,同时还举办了"鱼桑万代"王似锋诗书法作品展。

Participation in the Sixth East Asia Agricultural Cultural Heritage Forum in Hadong County, South Korea, on May 19, 2019, showcasing Fish-Mulberry cultural and creative products, and holding the "Fish-Mulberry Millennium" poetry and calligraphy exhibition by Wang Sifeng.







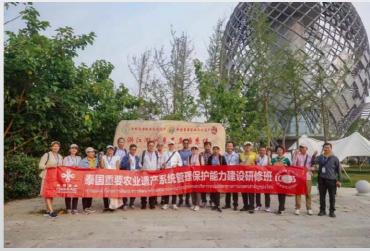
湖州桑基鱼塘访问中心接待世界各地友人,共同交流鱼桑文化 Reception of international friends at Huzhou Mulberry-dyke & Fish-pond System Visitor Center for cultural exchange on fish-mulberry.















2017年7月 第四届东亚地区 农业文化遗产大 会在荻港渔庄召 开







Hosting the Fourth
East Asia
Agricultural Cultural
Heritage
Conference in July
2017 at Digang
Fishing Village.







萩港漁莊



产融合发展

Integrated development of primary, secondary and tertiary industries
The industry chain of Huzhou Digang
Xuyuan Ecological Tourism
Development Co., Ltd. includes
companies and institutes on the
educational, cultural, agricultural,
food processing, restaurant and hotel
activities.

推动当地农业产业高质量发展,成立湖州市桑基鱼塘产业协会,开发古法生态养殖,"湖州桑基塘鱼"还被评为国家农产品地理标志登记产品。To promote the high-quality development of the local agricultural industry, the Huzhou Mulberry-dyke & Fish-pond System Industry Association was established, and ancient ecological farming system was developed, and "Huzhou Mulberry-dyke & Fish-pond System" was also rated as a national agricultural product with geographical indication registration.













》 成立湖州桑基鱼塘食品有限公司,利用桑基鱼塘系统内丰富的淡水鱼和蚕桑资源,深度开发淡水鱼制品和桑叶系列产品。

Establishing Huzhou Fish-Mulberry Pond Food Co., Ltd., utilizing the abundant freshwater fish and silkworm resources within the **Mulberry-dyke & Fish-pond System**, in-depth developing freshwater fish products and mulberry leaf series products.







。 成立阿大湖桑茶专业合作社,举办了中国"湖桑茶"论坛",湖桑茶获得三项国家发明专利,并制定 了浙江省级湖桑茶地方标准。

Establishing Ada Lake Hu Mulberry Tea Professional Cooperative, holding the China "Huzhou Mulberry Tea" Forum, obtaining three national invention patents for Huzhou Mulberry Tea, and formulating the provincial standard for Huzhou Mulberry Tea.







大力发展以"鱼桑文化"为主题的乡村旅游。客房、餐饮、会务等配套设施完善,并建有<mark>笔道艺术馆、丝绸馆、禅茶馆、桑基鱼塘历史文化馆</mark>等文化馆群,是一个综合性文化产业示范基地,2019年还建立了全球首个以农业文化遗产为主题的积川书塾。

Vigorously developing rural tourism themed around "Fish-Mulberry Culture", with comprehensive facilities including guest rooms, dining hall, conference services, and cultural museums such as the Brush Pen Stroke Art Museum, Silk Museum, Zen Tea Museum, and History and Culture Museum of Mulberry-dyke & Fish-pond System. In 2019, the world's first agricultural cultural heritage-themed Jichuan Bookstore was established.













传承和发扬非物质文化遗产陈家菜

Inheritance and promotion of the non-material cultural heritage Chen Family Cuisine





鸿远堂、朱五楼之婿陈果夫之女陈泽宝、婿沈华祝率全家十四人。





席间, 沈华祝先生, 即兴挥毫, 以示故乡之情。





连锁餐饮——徐缘府 Chain restaurant - "Xu Yuan's House"

以桑基鱼塘文化打造的主题连锁餐饮,主要经营非遗陈家菜,食材来源于浙江湖州桑基鱼塘系统内。

A themed chain restaurant build on culture of **Mulberry-dyke & Fish-pond System** culture, mainly serving non-material heritage Chen Family Cuisine, with ingredients sourced from the Huzhou **Mulberry-dyke & Fish-pond System**. Locations include Panyalong Xu Yuan 's House and Nanxun Xu Yuan's House.



潘家廊徐缘府



。 2018年创办了首家全球重要农业文化遗产主题酒店——<mark>徐缘府太湖店</mark>,内设15个中国的全球重要农业 文化遗产主题包厢和产品。

In 2018, the first GIAHS-themed restaurant "Xu Yuan 's House--Taihu Store" was set up, featuring 15 Chinese globally important agricultural cultural heritage-themed private rooms and products.











在高铁站、杭州农都美食城、之江文化中心、各大菜场等场所开设了有关鱼桑食品和非遗陈家菜卤味系列连锁门店。 Opening chain stores for Fish-Mulberry related products and non-material heritage Chen Family Cuisine marinated series at locations such as high-speed railway stations, Hangzhou Agricultural Capital Food City, Zhejiang Cultural Center, and various markets.













鱼桑研学活动 Fish-Mulberry research and learning activities



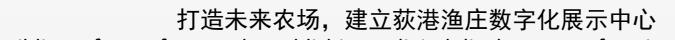












Building a future farm and establishing a digital display center for Digang Fishing Village







配送网络:建立起配送网络,线上下单,线下统一配送到家。

Establishing a distribution network: setting up an online order system with unified offline home delivery.











打造GIAHS鱼桑研学亲子乐园

Create a parent-child paradise for education and research on GIAHS

Mulberry-dyke & Fish-pond System









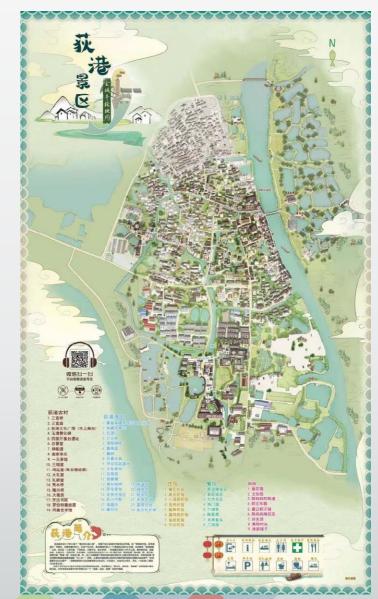
产业发展、提供就业、带动共富Common Prosperity

以湖州荻港徐缘生态旅游开发有限公司为依托,先后成立湖州桑基鱼塘食品有限公司、浙江徐缘餐饮有限公司、湖州鱼桑文化研学院等公司,一、二、三产融合发展带动当地近千名村民就业增收。20年为本地村民累计发放工资超3亿元。

Based on the Huzhou Digang Xu Yuan Ecotourism Development Co., Ltd., established Huzhou Fish-Mulberry Pond Food Co., Ltd., Zhejiang Xu Yuan Catering Co., Ltd., and Huzhou Fish-Mulberry Culture Research Institute. Integration of primary, secondary, and tertiary industries to drive nearly a thousand villagers to increase employment and income. Over 300 million yuan in wages has distributed to local villagers in 20 years.

与5个专业合作社、3个家庭农场签订农产品收购协议,建立共富收购站、网络直播带货等模式采购当地村民的农产品,解决了当地近1500户农户的农产品销售渠道,带动每家农户每年增收近2万元。建立了省级湖州桑基鱼塘农业产业化联合体。

Signed agricultural product purchase agreements with five professional cooperatives and three family farms, established common wealth purchase stations and live-streaming sales to purchase local villagers' agricultural products, solving sales channels for nearly 1,500 local farming households, increasing each household's annual income by nearly 20,000 yuan, and establishing a provincial-level Huzhou **Mulberry-dyke & Fish-pond System** Agricultural Industrialization Consortium.





以产村融合为契机,全面运营管理荻港4A级景区,逐步打造古村美食一条街,把整个荻港村打造成为农、文、旅为一体的综合性古村。一二三产融合发展,实现乡村振兴。

Using the integration of production and village as an opportunity to fully manage the Digang 4A-level scenic area, gradually creating an ancient village food street, transforming Digang Village into a comprehensive ancient village integrating agriculture, culture, and tourism. Achieve rural revitalization through the integration of primary, secondary, and tertiary industries.























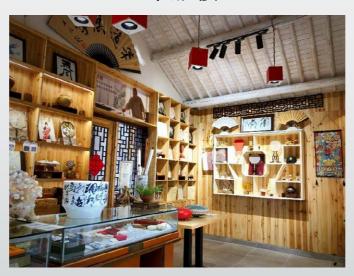
古村戏台



蚕花猫丝绸铺



鱼水影楼



文创苑



陈家菜



未来鱼头馆



摇摇渔舟项目联动带动水上游线沿岸老百姓 The shaking fishing boat project drives the people along the water tour line









打造鱼桑耕读文化研学村,培育鱼桑研学人家

Create a fish and mulberry farming culture study village and cultivate fish and mulberry study families













帮扶结对,成立慈善互助公社;开设共享、共富直播间,为村民提供网络销售和直播服务。 Assistance pairing, establishment of a charity mutual aid commune; opening of shared, common wealth live streaming rooms to provide network sales and live streaming services for villagers.















Thank you!