



宣传手册
COMPANY
MANUAL



大庄园集团董事长：陈希滨 先生

现任中国羊肉协会会长，世界肉类组织执委，中、美肉类与食品安全合作专家委员会专家委员，黑龙江省工商联副主席，中国肉类进出口协会执行会长，第十一、十二、十三届黑龙江省人大常委会常委，2020年全国劳动模范

我们不只是在做企业，而是在做一项事业，
一项小到改变人们传统的饮食观念，
大到关系整个民族健康强壮的伟大事业。

we are not only operating the enterprise, but also performing
an undertaking, the undertaking as small as changing the traditional
catering concept, and as big as a great cause of strengthening the
entire nation.

Development history 发展历史



1982 大庄园被哈尔滨评为定点屠宰单位，并荣获“哈尔滨市政府菜篮子工程重点扶持企业”，同年，大庄园在内蒙古呼伦贝尔建厂
Grand Farm became the designated slaughtering unit in Harbin and was awarded the title of major support enterprise in Vegetable Basket Project by Harbin government. Grand Farm built a new plant in Hulun Buir East Banner, Inner Mongolia.



2000 成为世界最大羊肉出口企业（新西兰ALLIANCE集团）中国总代理，并在中东设立出口公司；2000年，时任新西兰驻华大使康年一行到大庄园参观考察
Became the China's general agent of the world's largest sheep meat exporter, ALLIANCE Group from New Zealand, and set up an export company in the Middle East. John Mickinnon, New Zealand ambassador to China, and his entourage visited Grand Farm in 2000.



2010 投资澳大利亚开发农牧业、红酒业与酒店餐饮业（投资建设阿米利亚庄园）
Invested in Australia to develop agriculture and animal husbandry, red wine, hotel and catering industry. (Invested to build Amelia Park Winery)



2015 中国最大高端可繁育母羊单体企业——冰城犏牛牧场投产，2016年8月正式运行投产。
China's largest monomer high-end breeding female livestock enterprise——Bingcheng Heiniu Cattle Farm established.

成为百胜、海底捞、西贝等国内高端餐饮企业和五星酒店的最大牛羊产品供应商。
It has become the largest beef and sheep product supplier of yum brands, haidilao, xibei and other domestic high-end catering enterprises and five-star hotels.



2018 2018年7月2日，大庄园集团上海功能总部正式落成并投入使用。同年，陈希滨先生同时连任中国牛羊肉协会主席和世界肉类组织执委。
On July 2, 2018, the functional headquarters of Grand Farm Group in Shanghai was officially completed and put into use. In the same year, Mr. Chen Xibin, also re-elected as the chairman of the Chinese beef and sheep association and the executive committee of the world meat organization.



2019年5月13日，大庄园集团董事长陈希滨入选中、美肉类与食品安全合作专家委员会。同年9月24日，荣膺中国肉类食品行业最高个人奖项：“终身成就奖”成为中国牛羊肉行业获此奖项的第一人。
On May 13, 2019, the Chairman of Grand Farm Group Chen Xibin, was elected to the Sino-American Meat and Food Safety Cooperation Expert Committee. September 24 of the same year won the highest individual award in China's meat industry: "Lifetime Achievement Award", becoming the first person in China's beef and sheep industry to win this award.

1982 大庄园创立
Grand Farm established

1987 大庄园扩大生产规模，从单一的牛羊屠宰拓展到食品加工
Grand Farm scaled up the production scale and expanded the business from cattle and sheep slaughtering area to food processing area



1995 开展国际贸易，并在国内成立肉牛养殖场
Started international trading business and established beef cattle breeding farm



2007 黑龙江大庄园，国家级现代农业产业园区（一期投产）
Heilongjiang Grand Farm National-level Modern Agriculture and Animal Husbandry Industrial Park. (The first phase of the project went into operation)



凭借多年商务往来的规模，大庄园先后得到四任新西兰总理的多次接见。
With the scale of business contacts over the years, Grand Farm has been met by four New Zealand prime ministers for many times.



2016 全球最大进口羊肉深加工基地竣工投产
The World's Largest Deep Processing Base for Imported Sheep meat established and put into production
亚洲最大生态羊生产基地——德林郭勒盟大庄园生态畜产品加工示范区正式运行投产
The largest ecological sheep production base in Asia——Grand Farm Ecological Livestock Products Processing Demonstration Park of Xinlin Gole League officially went into operation



2018 2018年7月2日，大庄园集团上海功能总部正式落成并投入使用。同年，陈希滨先生同时连任中国牛羊肉协会主席和世界肉类组织执委。
On July 2, 2018, the functional headquarters of Grand Farm Group in Shanghai was officially completed and put into use. In the same year, Mr. Chen Xibin, also re-elected as the chairman of the Chinese beef and sheep association and the executive committee of the world meat organization.



2020 大庄园向C端发力，电商销售迅速成长，实现战略转型。
Grand Farm made efforts to the C terminal, and e-commerce sales grew rapidly, realizing strategic transformation.



大庄园集团简介 Grand Farm Company Profile

大庄园集团始建于1982年，是一家集进出口贸易、现代生态农业、生态牧业、生态食品精深加工等为一体大型民营企业集团。是国家级食品安全示范单位，农业产业化国家重点龙头企业，两届中国牛羊肉协会会长单位和世界肉类组织执委单位。

三十九年来，大庄园始终秉承“善念在上，利他在先”的经营理念，致力于全球最优质生态牛羊肉资源的整合，打造令人尊敬的百年民族品牌。

大庄园坚持只在生态源头建厂，先后投资建设了两座大型食品工业园区。黑龙江大庄园国际农牧业产业园总投资19亿元，总占地面积79万平方米，年生产加工能力20万吨，拥有完全符合欧盟标准的现代化牛、羊屠宰分割、加工生产线，是全球最大的进口羊肉深加工基地，进口羊肉年加工能力6万吨；在内蒙古锡林郭勒盟预计总投资20亿元建设世界最高标准畜产业加工示范园，打造牛羊全产业链全国性产业示范基地，目前已投资10亿元建成的一期工程于2016年正式运行投产，预计年生产加工能力20万吨，一举刷新国内日屠宰加工纪录。项目率先引入国际先进的可循环利用和动物福利理念，实现了“让动物多一点福利，让人类多一份健康”和低碳环保的和谐发展模式。

坚守“安全至上，健康先行”的理念，大庄园率先在国内建设完善从牧场、养殖、屠宰到精深加工、冷链运输、市场销售等为一体的食品安全可

Founded in 1982, Grand Farm Group is a large private enterprise group engaged in import and export trade, modern ecological agriculture and animal husbandry, eco-food processing. It is a national food safety demonstration unit, a national key leading enterprise in agricultural industrialization, president unit of China Beef and Sheep Meat Association and executive committee unit of world meat organization for two times.

For thirty-nine years since its founded, Grand Farm has always been adhering to the business philosophy of 'goodwill and altruism' and is committed to the integration of the world's best quality ecological beef and sheep meat resources To create a respected Century-old national brand.

Grand Farm insisted on building plants only at the ecoregions and has successively invested in the construction of two large food industrial parks. Heilongjiang Grand Farm International Agricultural Industrial Park has a total investment of 1.9 billion RMB, covers an area of 790,000 square meters, and has an annual processing capacity of 200,000 tons. It has a modern cattle and sheep slaughtering and processing line that fully complies with EU standards. It's world's largest imported sheep meat deep processing base has an annual processing capacity of 60,000 tons. In the Inner Mongolia, Grand Farm is expected to invest a total of 2 billion RMB to build the world's highest standard livestock industry processing demonstration park. Build a national industrial demonstration base for the whole industrial chain of cattle and sheep. The first phase of the project, which has been invested 1 billion RMB, was officially put into operation in 2016. It is expected to have an annual processing capacity of 200,000 tons, which will refresh the domestic daily slaughtering and processing records. The project took the lead in introducing the internationally advanced concept of recyclability and animal welfare to reach a harmonious low-carbon development model.

追溯体系，将“追溯、安全、健康”理念贯穿于整个产品生命周期。

作为首批开展对外合作的牛羊肉企业，大庄园于1995年起走出国门与全球行业顶尖企业开展合作：从2000年成为世界最大羊肉出口企业新西兰阿兰茨集团的中国总代理商至今，已经连续20年羊肉进口量全国第一；与世界最大牛肉生产企业JBS公司建立了最亲密的战略合作伙伴关系，在2018年11月举行的上海首届中国国际进口博览会上，大庄园与阿兰茨、JBS签订了此次进博会最大的牛羊肉订单；从1999年开始与澳大利亚百年企业威韦华氏集团进行合作，2009年升级为相互投资关系；同时还与19个国家的世界知名企业保持着深度的贸易合作。

大庄园已在全国市场设立了十九个营销分/子公司，并配套建设了十九个物流分装配送中心，产品出口中东及东南亚国家，已跃居亚洲领先肉食品供应商行列。目前已成为百胜、海底捞、西贝等国内最高端餐饮企业和五星酒店的最大牛羊肉供应商，产品供应国内上万家大型商超、酒店及各渠道市场。

承载着丰厚民族文化底蕴的大庄园集团将与国内外牛羊肉同业一道，为实现“让百姓的餐桌更安全，让最优质的生态牛羊肉产品走向全国、载誉世界”的行业梦想而不懈追求。

Adhering to the concept of "safety first, health first", Grand Farm takes the lead in building a food safety traceability system including the pasture, breeding, slaughtering and deep processing, cold chain transportation and market sales.

As the first batch of beef and sheep meat enterprises to carry out foreign cooperation, Grand Farm has been working with the world's top enterprises since 1995. Since 2000, Grand Farm has become the General agent in China of New Zealand Alliance Group, the largest sheep meat exporter in the world, with the import amount ranking first in China consecutively for 20 years; it has also established a strategic partnership with JBS, the world's largest beef producer. At the first China International Import Expo in Shanghai in November 2018, the Grand Farm signed the largest beef and sheep meat order with Alliance and JBS. Since 1999, Grand Farm has cooperated with V & V Walsh, the leading lamb and beef producer in Western Australia, and upgraded to mutual investment relationship in 2009. Grand Farm also maintains in-depth trade cooperation with world-renowned companies in 19 countries.

Grand Farm has set up 19 marketing branches/subsidiaries in the national market, and has built 19 logistics centers. The products are exported to the Middle East and Southeast Asian countries and have become the leading meat product suppliers in Asia. At present, it has become the largest supplier of high-end catering enterprises and five-star hotels in China, such as Yum China, Haidilao, Xibei, etc. The products are supplied to tens of thousands of domestic supermarkets, hotels and various channels.

Grand Farm, which carries rich national cultural heritage, will work with domestic and foreign beef and sheep meat industry to pursue the industry dream of 'make the people's table safer and supply the best quality ecological beef and sheep meat products to the whole country and the whole world'.

Progress and achievements

发展与成就

大庄园创造了中国牛羊肉行业的**六个之“最”**：历史**最**悠久，产业链**最**长，加工规模**最**大、设备**最**一流，销售额**最**大，获得荣誉**最**高。

Grand Farm has created six "most" in China's beef and mutton industry: the longest history, the longest industrial chain, the largest processing scale, the most first-class equipment, the largest sales volume and the highest honor.



The Whole Industry Chain 全产业链

以“健康中国”理念引领中国肉类食品行业供给侧改革，建立了从牧场到餐桌，即从草场到牧场、从役用牛到肉用牛、从农户到农场、从好肉品到好品牌，全产业链安全健康溯源体系，引领中国肉类行业向规模化、标准化的方向跨越。

With the concept of "healthy China" to lead the supply side reform of China's meat food industry, We have established a safety and health traceability system for the whole industry chain from pasture to dining table, that is, from pasture to pasture, from draft cattle to beef cattle, from farmers to farms, from good meat products to good brands, leading China's meat industry to stride in the direction of scale and standardization.

全球优质牛羊供应链体系领航者

上游：全球优质生态牛羊肉资源整合者

- 世界最大羊肉出口企业新西兰Alliance连续21年中国总代理
- 世界最大牛肉生产企业巴西JBS在中国的头部战略合作伙伴
- 黑龙江——万头纯血安格斯肉牛养殖、基因良种繁育国家级示范基地
- 内蒙古——大型天然有机生态牧场确保独有乌珠穆沁羊珍稀品质
- 中国海关AEO高级认证

中游：中国最大牛羊肉多元市场产品制造者

- 全球最大进口羊肉深加工基地
- 亚洲最大生态羊肉生产加工基地
- 大庄园（国际）优质动物蛋白智慧产业园
- 完全符合欧盟标准的现代化牛、羊屠宰分割、加工生产线
- 世界最先进的生产工艺、自动化设备和加工生产线
- “五统一”、“六检验”品质管控新标准欧盟双体系认证

下游：中国最大一站式牛羊肉采购服务供给者

- B+C双轮驱动网格化市场布局
- 海底捞、百胜、西贝、永辉、比格等知名企业供应商
- 十九个营销分/子公司，十九个物流分装配送中心
- 大型旗舰体验店+连锁直营店、联营店
- 天猫、京东、苏宁、盒马等战略合作伙伴

Marketing Network 营销网络





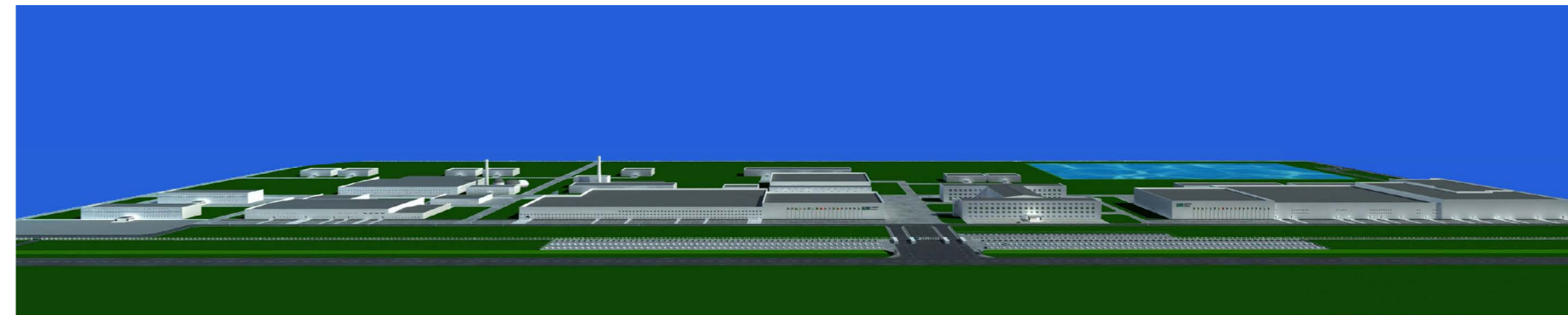
全球最大进口羊肉深加工基地——黑龙江大庄园国际现代农牧产业园区
The world's largest imported sheep meat deep processing base——Heilongjiang Grand Farm International Modern Agriculture and Animal Husbandry Industrial Park

2006年9月，大庄园集团在黑龙江省投资建设完全符合欧盟标准的现代农牧产业园区，其中园区一期工程于2007年9月竣工投产；2016年7月，二期工程——全球最大进口羊肉深加工基地竣工投产；2019年9月，三期工程——大庄园（国际）数智化优质动物蛋白产业园正式启动；2016年9月，亚洲最大生态羊肉生产加工基地——锡林郭勒盟大庄园生态畜产品加工示范园区正式运行投产。这几大工程的建设 and 投产，标志着大庄园的发展又迈上了一个新台阶，从生产规模、行业标准、动物福利、食品安全、环境保护等多方面都达到了行业领先水平。

In September 2006, Grand Farm Group invested in Heilongjiang Province to build a modern agricultural and animal husbandry industrial park that fully meets the European Union standards. The first phase of the park was completed and put into operation in September 2007. In July 2016, the second phase project, the world's largest import mutton deep processing base, was completed and put into operation. In September 2019, the third phase project, Grand Farm (International) digital intelligent high-quality animal protein Industrial Park, was officially launched. In September 2016, the largest ecological mutton production and processing base in Asia -- Xilin Gol League Grand Farm Eco-animal Products Processing Demonstration Park, which was officially put into operation. The construction and operation of these projects mark that the development of Grand Farm has stepped to a new level, from the production scale, industry standards, animal welfare, food safety, environmental protection and other aspects have reached the leading level of the industry.



中国生态牛羊全产业链示范基地——锡林郭勒盟大庄园生态畜产品加工示范园区
China's ecological cattle and sheep whole industry chain demonstration base——XilinGol League Grand Farm Eco-animal Products Processing Demonstration Park



大庄园（国际）数智化优质动物蛋白产业园
Grand Farm (International) digital intelligent high-quality animal protein Industrial Park

Grand Farm

全球最大进口羊肉深加工基地

——黑龙江大庄园国际现代农牧产业园区

The world's largest imported sheep meat deep processing base—— Heilongjiang Grand Farm International Modern Agriculture and Animal Husbandry Industrial Park

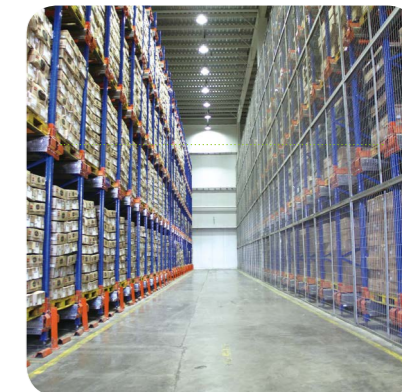
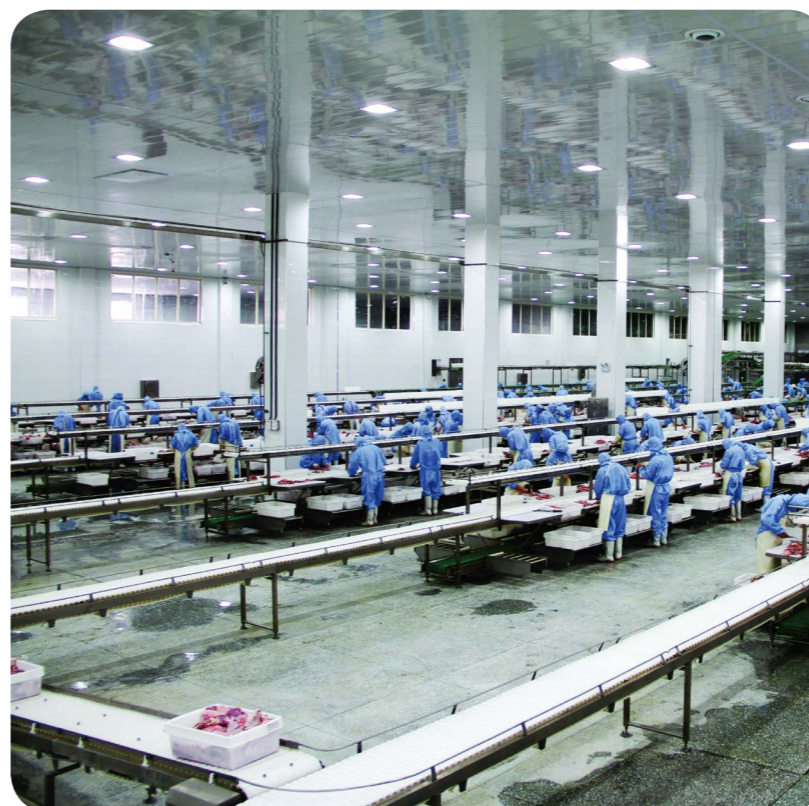
黑龙江大庄园国际现代农牧产业园区是大庄园集团于2006年在黑龙江省绥化市肇东开发区投资19亿元建设的，年生产加工能力20万吨的食品工业园区。园区总占地面积79万平方米，设有进口羊产品加工分厂、牛屠宰加工分厂、绿色食品精深加工分厂、调理品分厂、国家战略示范储备库、进口肉类指定查验场等组成部分，建设有完全符合欧盟标准的现代化牛、羊屠宰分割、加工生产线，现有员工3000余名。

Heilongjiang Grand Farm International Modern Agriculture and Animal Husbandry Industrial Park was built by Grand Farm Group in 2006 in Zhaodong Development Zone with an investment of 1.9 billion RMB, with a production capacity of 200,000 tons per year. The park covers an area of 790,000 square meters, including imported sheep products processing workshop, cattle slaughter processing workshop, green food deep processing workshop, conditioning product workshop, national strategic demonstration reserve warehouse, designated import meat inspection site, and other facilities. There are modern cattle and sheep slaughtering processing lines in line with EU standard and more than 3,000 employees.

园区借鉴和吸收西方、澳洲等国家对动物产品的要求，在饲养、运输、屠宰等过程中关注动物福利，追求动物福利与人类健康消费的和谐共生。车间全部采用全球顶尖的德国邦斯屠宰、分割和进口高低温缓化设备；配备了全球最长进口羊产品自动化生产线，通过MES系统记录生产加工全过程，实现全程可追溯。产品经64道管控工序和18道关键控制点层层把关，执行比肩欧盟（EU）的食品安全标准，并通过全程冷链物流配送系统提供给消费者，是全球最大的进口羊肉深加工基地。

The park draws on and absorbs the requirements of animal products in the West, Australia and other countries, pay attention to the welfare of animals in the process of raising, transporting, and slaughtering process, and pursues the harmonious coexistence of animal welfare and human health consumption. The workshop adopts the world's top German Banss slaughtering, boning equipment and imported high and low temperature thawing equipment; it is equipped with the world's longest automated production lines for imported sheep products, and the entire production and processing process is recorded through the MES system to achieve full traceability. The product is controlled by 64 control processes and 18 key control points. It implements the food safety standards of the European Union and is supplied to consumers through the whole process of cold chain logistics distribution system. It is the world's largest sheep meat deep processing base.

Grand Farm





大庄园集团产业集群下的冰城黑牛牧场，是一座集现代化种植、青黄贮窖贮、饲料加工、养殖于一体的国家级养殖示范基地，年出栏可繁育母牛10000头，年出栏优质肉牛20000头。牧场从澳洲引进了10000头纯血苏格蘭安格斯肉牛和日本和牛。

牧场一期占地面积49万平方米，建筑面积近20万平方米，青贮窖10座，年青贮5万吨；周边有配套草场2万亩，青贮种植耕地1万亩，甜玉米种植耕地5000亩。全部场区由生活办公区、养殖区、辅助养殖区及废污处理区四大功能区组成，涵盖现代化肉牛养殖牛舍、配套的饲料贮存和加工间、粪污处理循环系统、科技研发中心等辅助生产设施。

Bingcheng black cattle ranch under the industrial cluster of Grand farm group. It is a national-level breeding demonstration base integrating modern cultivation, silage or yellow corn silage pit, feed processing, and breeding. The ranch can breed 10,000 cows and 20,000 high-quality beef cattle per year. The ranch imported 10,000 pure bloods Angus beef cattle and Japanese wagyu from Australia.

The first phase of the ranch covers an area of 490,000 square meters, including a construction area of nearly 200,000 square meters, equipped with 10 silage pits with 50,000 tons of silage. Around the ranch, there are 20,000 mu of supporting grassland, 10,000 mu of silage cultivation land, and 5,000 mu of sweet corn cultivation land. The whole ranch field consists of four functional areas - living office area, breeding area, auxiliary breeding area and waste treatment area, covering modern beef cattle breeding barns and auxiliary forage storage and processing rooms, manure treatment and recycling system, research and development centers and other auxiliary production facilities.

中国高端可繁母畜单体最大企业 ——冰城黑牛牧场

China's largest high-end breeding female livestock monomer enterprise
——Bingcheng Black Cattle Ranch





全国生态牛羊全产业链示范基地 ——锡林郭勒盟大庄园生态畜产品加工示范园区

National Ecological Cattle and Sheep Whole Industry Chain Demonstration Base
—— Xilin Gol League Grand Farm Eco-animal Products Processing Demonstration Park

世界最高标准畜产业加工示范园，从生态环保、循环经济、检验检疫、加工工艺、食品安全控制、冷链物流等方面进行全程规划，在全国牛羊肉行业内打造了诸多“第一”，2020年被国家工信部评为国家级“绿色工厂”，同时获得内蒙古自治区首批“蒙”字标认证。

The world's highest standard animal industry processing demonstration park has carried out the whole process planning from the aspects of ecological environment protection, circular economy, inspection and quarantine, processing technology, food safety control, cold chain logistics and other aspects. It has created many "firsts" in the national beef and sheep industry. In 2020, the park was rated as a national "green factory" by the Ministry of industry and information technology of the people's republic of China, and won the first batch of "Mongolian" word standard certification in Inner Mongolia Autonomous Region.



作为2015年内蒙古自治区重点大项目、内蒙古自治区成立70周年献礼项目，示范区的建设得到自治区大力支持，一期项目“国际标准化牛羊肉精深加工基地”已于2016年9月正式投入运行，并一举刷新国内日屠宰加工纪录。基地占地面积59万平方米，建筑面积19万平方米，以建设世界级生产规模、加工工艺、循环经济、生态环保食品安全产业示范为目标，引进德国伴斯屠宰、分割生产线，全过程均采用世界顶级加工生产工艺，经64道工序和18道关键点管控，执行比肩欧盟标准的安全监管措施。基地率先引入国际先进的可循环发展理念和动物福利理念，搭载有高低压单机双极匹配技术的国内牛羊行业最大无人值守自动化立体冷库和PLC自动控制节能系统、德国进口自动化安全监测系统、自动化环保监测系统、质量全程监控系统，在加强食品安全科学控制的同时，实现了低碳环保、节能减排。

As a key project of the Inner Mongolia Autonomous Region in 2015, and one of ceremony tribute projects for the 70th anniversary of Inner Mongolia Autonomous Region, the construction of the demonstration area was strongly supported by the Inner Mongolia Autonomous Region. The first phase of the project "International Standardized Beef and Sheep Meat Deep Processing Base" was officially put into operation in September 2016 and refreshed the domestic daily slaughtering and processing record. The base covers an area of 590,000 square meters, including building area of 190,000 square meters. With the goal of building a world-class production scale, processing technology, circular economy, and eco-friendly food safety industry demonstration, Grand Farm has introduced German Banns slaughter and boning production lines.

Adopting the world's top processing and production technology, through 64 processes and 18 key points control, the safety supervision measures of the European Union standard are implemented. The base is the first to introduce the international advanced recyclable concept and animal welfare concept. It is equipped with the China's beef and mutton industry is the largest unattended automated three-dimensional cold storage and PLC automatic control energy-saving system with high and low voltage stand-alone bipolar matching technology, German imported automation safety monitoring system, automated environmental monitoring system, and full process quality monitoring system to achieve low-carbon environmental protection, energy conservation and emission reduction while strengthening scientific control of food safety.



Amelia Park Winery 阿米利亚酒庄

在西澳著名红酒产地巴瑟尔顿，大庄园集团与澳大利亚威韦华氏集团投资合作的阿米利亚酒庄所生产的高品质葡萄酒，均来自于西澳最富盛名的葡萄酒酿造原产地——玛格丽特河地区。我们坚持前沿科技与传统酿造标准在实践中的完美结合，使我们的葡萄酒屡次获得世界葡萄酒大奖赛金奖、香港国际美酒大奖赛金奖等重量级奖项。

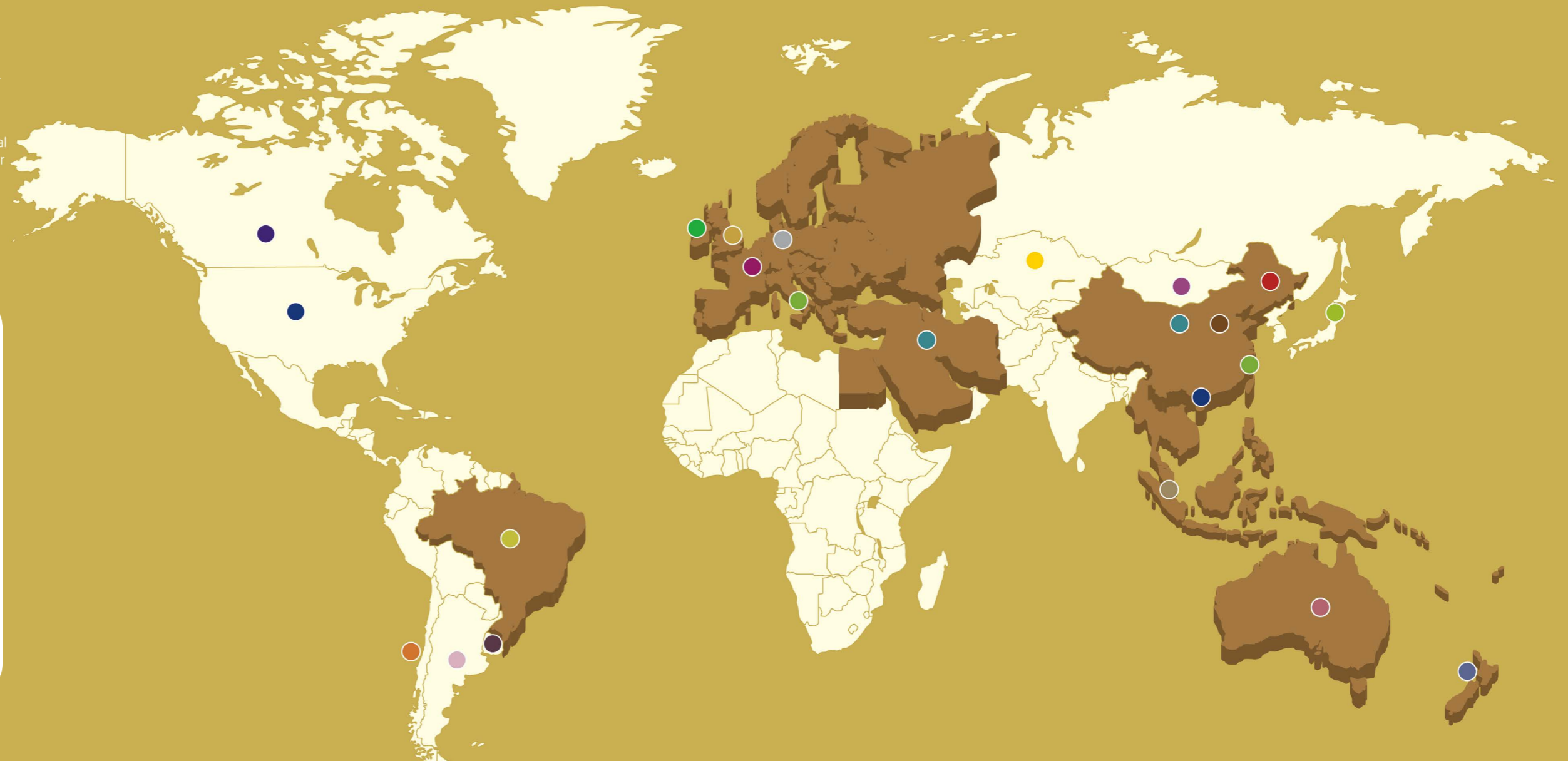
At the Busselton, a famous wine producing region in Western Australia, the high-quality wines produced by the Amelia Park Winery, which is invested by the Grand Farm Group and the Australian V&V Walsh Group, are sourced from the most prestigious winemaking origins in Western Australia—Margaret River area. We adhere to the perfect combination of cutting-edge technology and traditional brewing standards in practice, so that our wines have repeatedly won the World Wine Grand Prix Gold Award, Hong Kong International Wine Grand Prix Gold Award and other heavyweight awards.



Globalization vision 全球化视野

大庄园集团立足中国放眼全球，积极探索与世界实力企业合作共赢。

Based on China and keeping the whole world in view, Grand Farm Industrial Group actively explores and cooperates with the world top enterprises for co-prosperity.



- | | | |
|-------------------------------|----------------------------|-----------------------|
| ● 中国·哈尔滨
Harbin, China | ● 中国·上海
Shanghai, China | ● 巴西
Brazil |
| ● 中国·锡林浩特
Xilin Hot, China | ● 蒙古国
Mongolia | ● 乌拉圭
Uruguay |
| ● 中国·海南
HaiNan, China | ● 新西兰
New Zealand | ● 智利
Chile |
| ● 中国·北京
Beijing, China | ● 澳大利亚
Australia | ● 阿根廷
Argentina |
| ● 法国
France | ● 美国
U.S.A | ● 加拿大
Canada |
| ● 荷兰
Holand | ● 英国
Great Britain | ● 日本
Japan |
| ● 意大利
Italy | ● 新加坡
Singapore | ● 哈萨克斯坦
Kazakhstan |
| ● 爱尔兰
Ireland | ● 中东地区
Middle East Area | |

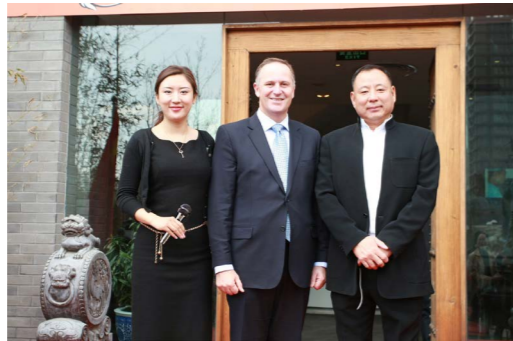
International Exchange and Cooperation 国际交流与合作

三十九年来，秉承“善念在上 利他在先”的经营理念，大庄园和全球合作伙伴保持着良好而稳定的合作关系，凭借在国际贸易中所做出的突出贡献，得到了合作国家元首及政要的多次接见。

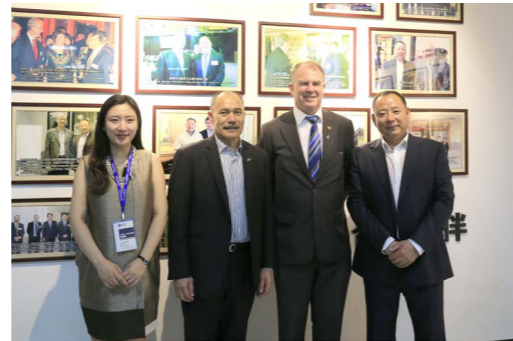
For thirty-nine years, adhering to the business philosophy of 'goodwill and altruism', Grand Farm has maintained good and stable cooperative relationships with global partners and received numerous interviews with many heads of state and political figures by virtue of the outstanding contributions in the international trade.



2008年4月7日，中国和新西兰正式签订自由贸易协定。庆祝晚宴上新西兰时任总理海伦·伊丽莎白·克拉克女士、驻华大使包逸之与大庄园集团董事长陈希滨先生亲切交谈。
On April 7, 2008, China and New Zealand formally signed a free trade agreement. At the gala dinner, New Zealand then Prime Minister, Helen Elizabeth Clark, and Ambassador to China, Mr. Bao Yizhi, had a cordial conversation with Mr. Chen Xibin, chairman of the Grand Farm Group.



2013年4月11日，应大庄园集团邀请，新西兰总理约翰·基阁下出席参加了由陈姣姣董事主持的中国比格餐饮集团与新西兰Deep South冰淇淋公司的签约仪式。
On April 11, 2013, at the invitation of Grand Farm Group, New Zealand then Prime Minister John Key attended the signing ceremony of China Big Pizza Catering Group and New Zealand Deep South Ice Cream Company hosted by director Chen Jiaojiao.



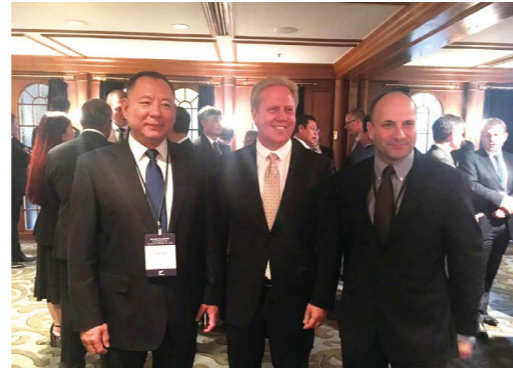
2015年7月23日，大庄园集团陈希滨董事长与陈姣姣董事亲切欢迎新西兰总督杰里·迈特帕里与约翰·麦康年大使来访。
On July 23, 2015, Chen Xibin, chairman of the Grand Farm Group, and director Chen Jiaojiao cordially welcomed the governor of New Zealand, Jerry Maitipary, and ambassador to China, John McKinnon.



2017年3月28日，大庄园集团董事长陈希滨陪同国务院总理李克强访问新西兰期间，与新西兰总理比尔·英格利希亲切交流。
On March 28, 2017, Chen Xibin, chairman of the Grand Farm Group, accompanied the Prime Minister of the State Council, Li Keqiang, during his visit to New Zealand and had a cordial exchange with New Zealand then Prime Minister Bill English.



2017年3月28日，大庄园集团董事长陈希滨与新西兰副总理鲍拉·本内特合影。
On March 28, 2017, Chen Xibin, chairman of the Grand Farm Industrial Group, took a group photo with New Zealand Deputy Prime Minister Paula Bennett.



2017年3月28日，大庄园集团董事长陈希滨与新西兰贸易部长托德·麦克莱（右二）、阿兰茨集团CEO大卫·斯维尔合影。
On March 28, 2017, Chen Xibin, chairman of the Grand Farm Industrial Group, and New Zealand Trade Minister Todd McClay (second from right) and Alliance Group CEO David Surveyor.



- 2000年，时任新西兰驻华大使约翰·麦康年一行到大庄园参观。
In 2000, the then New Zealand ambassador to China, John McKinnon, visited Grand Farm.
- 2013年，大庄园集团董事长陈希滨与时任新西兰驻华大使伍开文合影。
In 2013, Chen Xibin, Chairman of the Grand Farm Group, took a group photo with the New Zealand Ambassador to China, Carl Worker.
- 2014年12月11日，爱尔兰总统迈克尔·希金斯访华之际，大庄园集团董事长陈希滨先生受邀与希金斯阁下共进商务午餐。
On December 11, 2014, when Irish President Michael Higgins visited China, Mr. Chen Xibin, chairman of the Grand Farm Group, was invited to have a business lunch with Higgins.
- 2015年4月23日，大庄园集团董事长陈希滨先生与蒙古国驻华大使策·苏赫巴特探讨牛羊内业发展前景。
On April 23, 2015, Mr. Chen Xibin, chairman of the Grand Farm Group, and Mongolian Ambassador to China, Sukhbaatar, discussed the development prospects of the beef and sheep meat industry.
- 2018年10月，大庄园集团董事长陈希滨受邀访问哈萨克斯坦，得到了哈萨克斯坦总理萨金塔耶夫和副总理舒克耶夫的亲切会见。
In October 2018, Chen Xibin, chairman of the Grand Farm Industrial Group, was invited to visit Kazakhstan and received a cordial meeting with Kazakh Prime Minister Sagintayev and Deputy Prime Minister Shukoyev.
- 2015年3月25日，大庄园集团董事长陈希滨受邀赴爱尔兰参观考察期间，与爱尔兰农业部长西蒙·科文尼及爱尔兰食品局官员进行了会谈。
On March 25, 2015, Chen Xibin, chairman of the Grand Farm Group, was invited to visit Ireland and met with Irish Agriculture Secretary Simon Coveny and Irish Food Bureau officials.
- 2018年11月，首届中国国际进口博览会期间，大庄园集团董事长陈希滨与哈萨克斯坦副总理兼农业部部长舒克耶夫等政要亲切合影。
In November 2018, during the first China International Import Expo, Chen Xibin, chairman of the Grand Farm Industrial Group, and the Deputy Prime Minister of Kazakhstan and Minister of Agriculture Shukoyev and other political figures took a group photo.

承担着世界肉类组织执委单位责任与义务的大庄园集团，始终以“全球生态资源整合者”为使命，自1995年起，与新西兰、澳大利亚、巴西等19个具备最优质生态条件的国家及企业合作，实现优势互补，协同效应，为全球消费者提供更加安全放心的产品，为世界肉类行业发展作出一定的贡献。

Grand Farm Group, which bears the responsibility and obligation of executive committee member of International Meat Secretariat, has always been committed to the mission of “global ecological resource integrators”. Since 1995, it has cooperated with enterprises from nineteen countries which have the highest quality ecological conditions, including New Zealand, Australia and Brazil, to achieve complementary advantages and synergies, to provide more safe and secure products to consumers around the world, and to make certain contributions to the development of the world meat industry.



2000年5月，在新西兰驻华大使约翰·麦康年与新西兰农业部兼贸易部部长吉姆·萨顿、经济发展部部长等共同见证下，大庄园集团与世界最大的羊肉出口企业新西兰阿兰茨集团签署中国总代理合作协议。

In May 2000, the New Zealand ambassador to China, John McKinnon, and the New Zealand Ministry of Agriculture and Trade Minister Jim Sutton and the Minister of Economic Development witnessed Grand Farm and the world's largest sheep meat export company, New Zealand Alliance Group, signed China General Agent Cooperation Agreement.

2014年8月4日，大庄园集团在西澳农业部部长肯·巴斯顿先生等的见证下，与澳大利亚百年企业威士华士集团签订阿米利亚酒庄及畜牧养殖肉类加工项目协议。

On August 4, 2014, Grand Farm signed an agreement with Australian V&V Walsh Group to cooperate in the Amelia Park Winery and Livestock Meat Processing Project under the witness of Mr. Ken Baston, Minister of Agriculture of Western Australia.

2015年7月22日，在西澳农业部长马克·刘易斯的见证下，大庄园集团与威士华士集团签署在华投资合作协议。

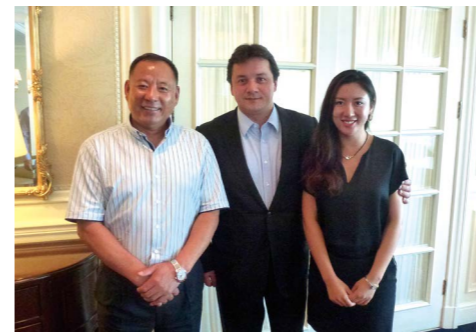
On July 22, 2015, under the witness of Western Australian Agriculture Minister Mark Lewis, Grand Farm Group and V&V Walsh Group signed an investment cooperation agreement in China.

2016年4月19日，新西兰阿兰茨集团与中国大庄园集团，在新西兰总理约翰·基和新西兰初级产业部部长内森·盖伊的见证下，签署了《阿兰茨-大庄园战略投资升级协议》。

In April 19, 2016, New Zealand Alliance Group and Grand Farm Group signed the "Alliance - Grand Farm Strategic Investment Upgrade Agreement" with the witness of then New Zealand Prime Minister John Key and primary industry minister Nathan Guy.

2018年11月，在全球瞩目的首届中国国际进口博览会上，大庄园集团同世界最大羊肉出口企业新西兰阿兰茨集团、全球最大的牛肉生产企业巴西JBS公司，签下了此次进博会最大的牛羊肉订单。

In November 2018, at the first China International Import Expo, which attracted worldwide attention, Grand Farm signed the largest beef and sheep meat order of the Expo with the world's largest sheep meat exporter, New Zealand Alliance Group, and the world's largest beef producer, Brazil JBS group.



2013年8月，全球最大肉类生产企业JBS集团全球总裁韦斯利·巴蒂斯塔先生与大庄园集团董事长陈希滨先生、董事陈姣女士合影。

In August 2013, Wesley Batista, global president of JBS Group, the world's largest meat producer, took a group photo with Chen Xubin, chairman of the Grand Farm Group, and Director Chen Jiaojiao.



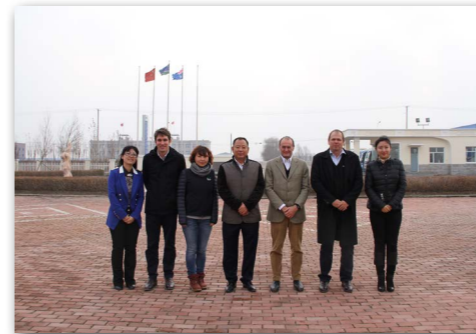
2018年10月，世界500强企业、全球最大的牛肉生产商巴西JBS公司总裁雷纳托·科斯塔到访大庄园锡林郭勒基地，这是大庄园和JBS在一年内的第五次互访。

In October 2018, Renato Costa, the president of Brazil JBS group, the world's largest beef producer, visited the Grand Farm Xilin Gol base, which is the fifth exchange visit between Grand Farm and JBS in one year.



2019年2月25日，JBS集团高层代表团：董事会主席杰里·奥克拉翰、全球CEO吉尔伯特·托马佐尼、巴西CEO及家族成员韦斯利·菲利霍、零售及创新总裁文森特·特鲁斯、中国事务部首席代表张梅、巴西Seara亚洲市场总经理罗杰里奥·莫赖斯一行到访大庄园上海战略总部，大庄园集团董事长陈希滨、首席运营官陈姣蛟与他们进行了亲切会面。

February 25, 2019, JBS Group high-level delegation: chairman of the Board Jerry O'Callaghan, global CEO Gilberto Tomazoni, Brazilian CEO and family member Wesley Filho, President of Retail and Innovation Vincent Trus, Chief Representative of China Affairs Zhang Mei, and General Manager of Seara Asia Market Rogério Moraes, visited the Grand Farm Shanghai Strategic Headquarters. Chen Xubin, Chairman of Grand Farm Group, and Director Chen Jiaojiao had a cordial meeting with them.



2014年11月1日，全球最大的活畜企业Wellard集团董事长毛罗·巴尔扎里尼来到黑龙江大庄园食品工业园区进行交流合作。

On November 1, 2014, Mauro Balzarini, chairman of the Board of Wellard Group, the world's largest livestock export enterprise, exchanged and cooperated with Heilongjiang Grand Farm Industry Park.



2015年10月12日，大庄园集团董事长陈希滨参加由英国农业与园艺发展局举办的盛大商务晚宴，作为全球唯一的企业家代表列席主桌，与英国政要愉快交流。

On October 12, 2015, Chen Xubin, chairman of Grand Farm Industrial Group, attended a grand business dinner hosted by the UK Agriculture and Horticulture Development Bureau. As the only entrepreneur representative from the world, he attended the main table and had a pleasant exchange with British political figures.



2016年3月28日，大庄园董事长陈希滨应邀在加拿大驻华大使馆与加拿大驻华大使赵朴先生、阿尔伯塔省经济发展与贸易部长毕德龙先生洽谈商务合作。

On March 28, 2016, Chen Xubin, chairman of Grand Farm Industrial Group, was invited to discuss business cooperation with the Canadian Ambassador to China, Mr. Guy Saur-Jacques, and the Alberta Minister of Economic Development and Trade, Mr. Deron Bibus.



2010年4月10日，大庄园集团董事长陈希滨在澳大利亚举行的“威士华士杯”国际赛马邀请赛上受邀为获奖骑士颁奖。

On April 10, 2010, Chen Xubin, chairman of the Grand Farm Group, was invited to present the award to the champion at the Amelita-Grand Farm Cup International Horse Racing Invitational held in Australia.



2013年4月27日，董事长陈希滨在澳大利亚举行的“阿米利亚-大庄园杯”国际赛马邀请赛上受邀为冠军颁奖。

On April 27, 2013, chairman Chen Xubin was invited to present the award to the champion at the Amelita-Grand Farm Cup International Horse Racing Invitational held in Australia.



2018年6月，大庄园董事长陈希滨和首席运营官陈姣蛟受JBS公司邀请出席了第21届世界杯足球赛。大庄园成为全球受邀的五家企业之一，也是中国唯一的一家企业。

In June 2018, Chen Xubin, chairman of Grand Farm Group, and Director Chen Jiaojiao, were invited by JBS to attend the 21st World Cup. Grand Farm became one of the five invited companies in the world and the only one in China.

Industry leader 行业引领

大庄园积极推动肉类行业食品安全标准的制定，组织承办世界肉类组织、国家行业协会高峰论坛，引导人民群众培养“安全、绿色、生态、营养、健康”的饮食理念。在2020年中国国际肉类产业周上，大庄园提出“健康中国”的倡议，希望中国肉类行业深化供给侧改革，为全社会提供健康安全的肉制品，从而实现强壮一个民族梦想。

Grand Farm actively promoted the formulation of food safety standards for the meat industry, organized and hosted the world meat organization and national industry association Summit Forum, and guided the people to cultivate the food concept of "safety, green, ecology, nutrition and health". At the 2020 China International Meat Industry Week, Grand Farm proposed the "healthy China" initiative, hoping that China's meat industry would deepen the supply side reform and provide healthy and safe meat products for the whole society, so as to realize the dream of a strong nation.



2014年6月12日，大庄园集团出席十年一届的世界肉类大会高峰论坛，与行业顶级企业双汇、巴西JBS、丹麦皇冠、美国泰森坐而论道，共谋肉类行业发展

On June 12, 2014, Grand Farm group attended the ten-yearly world meat conference summit BBS and discussed with top enterprises in the industry, such as shuanghui, JBS of Brazil, crown of Denmark and tyson of the United States, to jointly develop the meat industry.



2016年9月19日，锡盟大庄园开业期间，大庄园承办的“世界肉类组织2016中国锡林郭勒盟首届生态畜产业发展国际高峰论坛”隆重举行，来自全世界的牛羊肉行业巨擘、专家、学者汇聚一堂

On September 19, 2016, during the opening of Grand Farm in Xilin Gol League, the "world meat organization 2016 China Xilin Gol league first international summit of ecological livestock industry development BBS" hosted by Grand Farm was grandly held. Beef and mutton industry giants, experts and scholars from all over the world gathered here.



2019年9月24日，大庄园集团董事长陈希滨先生荣获中国肉类食品行业最高个人奖项：“终身成就奖”，成为中国牛羊肉行业获此奖项的第一人

On September 24, 2019, Mr. Chen Xibin, Chairman of Grand Farm Group, won the highest individual award in China's meat industry: "lifetime achievement award", becoming the first person in China's beef and sheep industry to win this award.



2019年5月13日，在2019中国（上海）国际肉类商贸洽谈会期间，大庄园集团董事长陈希滨作为中、美肉类与食品安全合作专家委员会的八名专家委员之一，与美方专家一起就近期的政策监管/标准环境、新技术和产品的发展、后猪瘟时代的机会等话题进行了深层次探讨

In China International Meat Industry Business Bridge 2019-Match-making Business Talks (Shanghai), the Chairman of Grand Farm Group Chen Xibin as meat and food safety cooperation, China and America is one of the eight experts of experts committee members, together with the experts on the recent regulatory policy/standard environment, the development of new technologies and products, the opportunities such as swine fever era topic has carried on the deep discussion.



2020年9月9日，“2020中国肉类食品行业先进企业”表彰颁奖典礼在青岛举行，黑龙江大庄园肉业集团有限公司荣膺“中国肉类食品行业综合实力二十强”，成为其中仅有的两家牛羊肉企业之一

On September 9th, 2020, the award ceremony of Chinese Meat Industry Highly-competitive Enterprise 2020 was held at Qingdao. Heilongjiang Grand Farm Meats Co., Ltd. was awarded the Chinese Meat Industry Top 20 by comprehensive strength, becoming one of the only two beef & sheep companies that are on that list.

Global strategic highland
— Shanghai functional Headquarters of Grand Farm group

全球战略高地

— 大庄园集团上海功能性总部

大庄园集团上海功能性总部

大庄园集团上海功能性总部于2018年7月2日正式落成并投入使用。

这标志着大庄园集团的发展又翻开了一个新篇章，全球化战略实现又迈出了重要一步。作为站在世界前沿的国际大都市，上海拥有无可比拟的优势。落户上海，大庄园将站在这个人才和资本的高地上，借助其与国际接轨的优质营商环境，立足前沿、放眼世界，更好地实现自己长久以来的战略梦想和抱负。

The Shanghai functional Headquarters of Grand Farm group was officially completed and put into use on July 2, 2018.

This marks a new chapter in the development of Grand Farm group and another important step in the realization of globalization strategy. As an international metropolis at the forefront of the world, Shanghai has incomparable advantages. By settling in Shanghai, Grand Farm will stand on this highland of talent and capital, make use of its high-quality business environment in line with international standards, stand on the frontier, look to the world, and better realize its long-standing strategic dreams and aspirations.



Drive New Retail
发力新零售

2020年10月，大庄园集团被评为“天猫正宗原产地十大严选优质农产品”，并在“双十一”天猫同行业排名达到最高层第7层级；在京东“618”实力榜和“双十一”同行业排名中，均排在羊肉榜第一。

In October 2020, Grand Farm Group was rated as "top 10 strictly selected high-quality agricultural products of tmall's authentic origin" and reached the highest level of the seventh level in the same industry of tmall during the "double 11"; it ranked first in the mutton list in Jingdong's "618" strength list and "double 11" industry ranking.



2020年10月15日，大庄园集团北京分公司盛大启幕。
On October 15, 2020, the Beijing Branch of Grand Farm Group opened.



2020年11月12日，大庄园上海旗舰店正式开业。
On November 12, 2020, Grand Farm Shanghai flagship store officially opened.

Employee Development 员工发展

大庄园始终关注员工成长与企业发展相结合，把员工成长列入企业的使命。坚持送高层骨干到清华大学EMBA学习，每年都会选送一批基层优秀员工去国外学习交流牛肉分割技术，同时成立了大庄园企业商学院，建立了企业个人、团队学习和战略研修相结合的培训体系，同时积极开展员工文体生活和职业技能培训，在全国首届牛肉职业技能分割大赛上，获得冠军。

Grand Farm has always promoted the development mode of staff and enterprise development combination, taking the staff growth as one of the enterprise's missions. It constantly sends high-level backbones to Tsinghua University for study EMBA and every year it will send a number of outstanding grassroots employees abroad to study and exchange beef and sheep boning technology. In addition, Grand Farm Business Commercial College has been founded, and the training system integrating business individual learning with team learning and strategic research has also been established. The staff style life and vocational skills training are actively carried out. Grand Farm team won the championship at the China's first beef professional skills boning contest.



2012年8月16日，在大庄园首届全国肉类食品行业国家级牛肉分割职业技能竞赛中，大庄园的员工一举夺得冠军

On August 16, 2012, in the first state-level beef boning professional skill competition in the meat food industry, Grand Farm staff won the championship and runner-up.



2014年11月3日，在中新牛羊肉分割技术交流活动，大庄园国家级牛肉分割技能竞赛冠军张磊与新西兰顶级红肉分割大师克里威德现场切磋分割技艺

On November 3, 2014, in the China-New Zealand beef and sheep boning technology exchange activities, Grand Farm's national-level beef boning skills champion Zhang Lei and New Zealand's top red meat boning master Kerry Wade learn the boning from each other.



2014年8月4日，大庄园集团与V&V Walsh集团在西澳开展管理、技术经验交流活动

On August 4, 2014, Grand Farm Group and V & V Walsh Group carried out management and technical experience exchange activities in Western Australia.



2015年3月8日，大庄园派出6位经验丰富的牛肉分割技师，赴新西兰阿兰茨集团ME21工厂，进行交流学习和技术支持

On March 8, 2015, Grand Farm sent 6 experienced beef cutting technicians to the ME21 factory of Alliance Group in New Zealand for exchange of learning and technical support.



2014年9月27日，“万人走进大庄园”活动邀请大庄园集团各分公司杰出员工代表的家人，来到大庄园阿米利亚庄园，亲身感受企业文化和人文情怀

On September 27, 2014, the activity of "Ten Thousand People come to Grand Farm" invited the families of representatives of outstanding employees of each branch of Grand Farm Group to come to Grand Farm Amelia Manor, to experience the corporate culture and humanistic feelings in person.



大庄园的企业文化就是打造一个快乐工作、学习、发展的平台，实现集体和个人的梦想双赢。每一年，只要在大庄园工作满五年的员工，都可以获得出国旅游的机会，这是大庄园集团长久以来的一项特色员工福利。多年来，韩国、俄罗斯、越南……都留下了庄园人的足迹

The corporate culture of the Great Farm is to create a platform for happy work, learning and development. Every year, employees who have worked in Great Farm for five years can get the opportunity to travel abroad, which is a characteristic employee benefit of Great Farm for a long time. Over the years, South Korea, Russia, Vietnam... Left the footprint of Great Farm staff.



3月8日，是一个属于女性的节日，每年的这个时候，大庄园的女同胞们都会得到一份特殊的礼物：一次到指定体检中心进行免费全面体检的机会，感受到大庄园这个大家庭的关怀和爱护

March 8th is a festival for women. At this time of year, the women of the Great Farm will get a special gift: an opportunity to have a free and comprehensive physical examination in the designated physical examination center, and feel the care and love of the Great Farm family.



Grand Farm 社会责任

三十九年来，大庄园始终坚守梦想、责任与担当，在快速成长的同时，秉持“食泽天下，业润社会”的理念，时刻不忘回馈社会，多年来，在公益事业、慈善事业、宗教事业、扶贫事业等方面，已经累计投入7000多万元。

Over the past 39 years, Grand Farm has always adhered to its dream, responsibility and responsibility. While growing rapidly, it adheres to the concept of "benefiting the world and benefiting the society" and always gives back to the society. Over the years, it has invested over 70 million yuan in public welfare, charity, religion and poverty alleviation.



2019年5月21日，大庄园集团向黑龙江省齐齐哈尔市泰来县蒙古族学校捐赠100万元。
On May 21, 2019, Grand Fram Group donated 1 million yuan to the Mongolian school in tailai county, qiqihar city, heilongjiang province.



2006年，大庄园集团为肇东市向阳乡捐款修建的庄园路正式开工，时任黑龙江省副省长申立国参加仪式并剪彩。
In 2006, Grand Farm donated to Xiangyang Township in Zhaodong City for the construction of Grand Farm Road. The vice governor of Heilongjiang Province, Shen Ligu attended the donation ceremony and cut the ribbon.



大庄园集团自1992年开始，始终坚持敬老，为多家敬老院捐款、捐物。
Since 1992, Grand Farm has always insisted on respecting the elderly and donating to many nursing homes.



2002年，大庄园希望小学落成，时任黑龙江省副省长王佐书参加仪式。
In 2002, Wang Zuoshu, then vice governor of Heilongjiang Province, attended the ceremony when Grand Fram Hope Primary School was completed.



2010年，大庄园集团捐资1000万元支持环保公益事业，时任黑龙江省副省长于莎燕参加启动仪式。
In 2010, Grand Farm donated 10 million RMB to support environmental protection public welfare undertakings. The vice governor of Heilongjiang Province Yu Shayan attended the launching ceremony.



2011年，在新西兰地震赈灾捐款晚会上，大庄园集团董事长陈希滨、董事陈姣姣与新西兰大使伍开文及前商务参赞比尔·夏普合影。
In 2011, chairman Chen xibin and director Chen jiaojiao took a group photo with New Zealand ambassador to China, Carl Worker, and former commercial counselor, Bill Sharp, at the earthquake relief donation gala in New Zealand.



2014年1月31日，时值中国马年春节，为了感谢大庄园集团在救助全球癌症患病儿童慈善活动中做出的突出贡献，西澳方面特地为在此访问的陈希滨董事长精心举办了充满中国元素的“马年之夜”，并且送上了新年礼物。

On January 31, 2014, the Chinese New Year of the Horse Festival, in order to thank Grand Farm for its outstanding contribution to the charity activities of the global cancer-affected children, the Western Australian side specially organized a "New Year's Eve of Horse" full of Chinese elements for Chairman Chen Xibin and gave a New Year gift.



Leadership Concern 领导关怀

从中国最大进口羊肉生产转化基地，到全球最大的进口羊肉生产加工基地；从单纯的国内贸易，到如今成为世界上最大牛羊肉生产企业的中国总代理商；从没有自主品牌的原料供应商，到创建了高于国内肉类食品安全生产标准和产品质量溯源体系的行业引领者……大庄园所获得的跨越式发展，离不开这片厚土，更离不开各级政府领导的关怀与扶持。

Grand Farm grows rapidly from China's largest imported sheep production base to the world's largest imported sheep production and processing base, from the simple domestic trade to now the general agent in China for the world's largest beef and sheep production enterprise, from the raw material supplier lack of independent brands to the industry leader creating higher meat production safety standards and product quality traceability system……The great leap-forward development of Grand Farm is benefitted from the thick soil, and is inseparable from the care and support of the leaders of all levels of government.



2005年10月29日，时任黑龙江省省长，现任中央政治局常委、全国人大常委会委员长栗战书到大庄园视察工作。

On October 29, 2005, Li Zhanshu, then Governor of Heilongjiang province and now member of the Standing Committee of the Political Bureau of the CPC Central Committee and chairman of the Standing Committee of the National People's Congress, visited Grand Farm to inspect the work.



2008年5月9日，黑龙江省第十一届人民代表大会第二次会议上，时任黑龙江省省委书记，现任全国人大常委会副委员长吉炳轩与黑龙江省人大常委会、大庄园集团董事长陈希滨亲切合影。

On May 9, 2008, Ji Bingxuan, then secretary of Heilongjiang Provincial Party Committee and now vice chairman of NPC Standing Committee, took a group photo with Chen Xibin, member of Standing Committee of Heilongjiang Provincial People's Congress and chairman of Grand Farm Group, at the second meeting of the 11th People's Congress of Heilongjiang Province.



2013年9月10日，全国人大常委会副委员长陈竺来到黑龙江大庄园国际现代农牧产业园区参观调研并指导工作。

On September 10, 2013, Chen Zhu, vice chairman of NPC Standing Committee, visited Heilongjiang Grand Farm international modern agriculture and animal husbandry industrial park to inspect work.



2014年5月11日，时任黑龙江省省委书记王宪魁来到黑龙江大庄园国际现代农牧产业园区调研并作重要指示。

On May 11, 2014, Wang Xiankui, then secretary of Heilongjiang Provincial Party Committee, visited the Heilongjiang Grand Farm international modern agriculture and animal husbandry industrial park and gave important instructions.



2015年4月7日，大庄园集团董事长陈希滨、董事陈焱陪同时任黑龙江省省长、现任自然资源部部长陆昊出访新西兰、澳大利亚期间，与新西兰阿兰茨集团CEO大卫·斯维尔亲切会谈，商讨双方进一步拓展合作空间。

On April 7, 2015, chairman of Grand Farm Chen Xibin and director Chen Jiabin accompanied Lu Hao, then governor of Heilongjiang Province and now minister of Natural Resources, to visit New Zealand and Australia. During the visit, they held cordial talks with New Zealand Alliance Group CEO David Sverre to discuss the further expansion of cooperation between the two parties with David Sverre, CEO of New Zealand Alenz group, to discuss how to further expand the cooperation space between the two sides.



2015年11月4日，时任黑龙江省省长陆昊一行莅临大庄园集团黑龙江食品工业园区就产业发展情况进行调研和指导。

On November 4, 2015, Lu Hao, then governor of Heilongjiang Province visited Heilongjiang Grand Farm food industry park to conduct research and guidance on industrial development.



2016年4月4日，大庄园集团董事长陈希滨在时任黑龙江省省委书记王宪魁和新西兰官员的见证下，与全球最大羊肉出口企业新西兰阿兰茨集团签署战略合作协议。

On April 4, 2016, Chen Xibin, Chairman of Grand Farm Group, signed a strategic cooperation agreement with New Zealand Alliance group, witnessed by the then secretary of Heilongjiang Provincial Party Committee, Wang Xiankui, and New Zealand official.



2016年9月13日，锡盟大庄园开业前夕，内蒙古自治区党委书记李纪恒进行了长达一个小时的调研，在给予大庄园高度评价和殷切希望的同时，他还欣然题词：锡盟大庄园，世界共分享。

On September 13, 2016, on the eve of the opening of Grand Farm Xilin Gol, Li Jiheng, secretary of the Inner Mongolia Autonomous Region Party Committee, after an hour-long investigation, he gave high praise and hope to the Grand Farm, and he was glad to write the inscription: Grand Farm Xilin Gol, shared by the world.



2017年8月11日，时任中共中央政治局委员、中央统战部部长，现任中共中央政治局委员、国务院副总理孙春兰来到大庄园锡盟生态牛羊肉产业示范园视察，对大庄园做出的贡献表示了充分肯定。

On August 11, 2017, Sun Chunlan, then member of the Political Bureau of the CPC Central Committee and the head of the Central United Front Work Department and now member of the Political Bureau of the CPC Central Committee and vice minister of the State Council, visited Grand Farm Ecological Beef and Sheep Meat Industry Demonstration Park in Xilin Gol. The contribution of the Grand Farm was fully acknowledged.



2018年4月17日，黑龙江省省委书记张庆伟到大庄园肇东基地调研，高度赞扬了大庄园的坚守与奉献，并鼓励大庄园进一步做强做精。

On April 17, 2018, Zhang Qingwei, secretary of the Heilongjiang Provincial Party Committee, went to Zhaodong base for investigation and highly praised the perseverance and dedication of the Grand Farm and encouraged it to become stronger and more refined.



2018年11月7日，上海进博会期间，黑龙江省省长王文涛和副省长程志明参加了大庄园集团与世界最大牛肉生产企业JBS的商务会谈。

On November 7, 2018, during the Shanghai Expo, Wang Wentao, the governor of Heilongjiang Province, and cheng zhiming, vice governor of Heilongjiang Province, participated in business talks between Grand Farm and JBS, the world's largest beef producer.



PREMIUM MEAT
FROM GRAND FARM
**Enterprise
Honors**

Enterprise Honors 企业荣誉

- 农业产业化国家重点龙头企业
National key leading enterprises of agricultural industrialization
- 国家级食品安全示范单位
National food safety demonstration unit
- 中国牛羊肉协会会长单位
President unit of China Beef and Sheep Meat Association
- 世界肉类组织执委单位
Executive committee unit of world meat organization
- 中国双驰名商标
Dual China Well-Known Trade Mark
- 中国牛羊肉行业唯一终身成就奖
The only lifetime achievement award of Chinese beef and Sheep Industry
- 中国肉类食品行业综合实力二十强
Chinese Meat Industry Top 20 by comprehensive strength
- 中国牛羊肉行业唯一肉类食品功勋企业
Only meritorious enterprise in Chinese beef and Sheep Industry meat products
- 中国最受消费者喜爱与尊敬的牛羊肉品牌
Most popular and respected brand of beef and Sheep in China
- 中国肉类食品行业最具价值品牌
Most valuable brand in Chinese meat industry





黑龙江大庄园肉业集团有限公司

Heilongjiang Grand Farm Meats Group Co., Ltd.

地址：黑龙江省肇东市经济开发区创业大道490号
Add.: No.490, Chuangye Avenue, Zhaodong Economic & Technological Development Zone, Heilongjiang Province

大庄园集团哈尔滨总部

Grand Farm Group Harbin Headquarters

地址：黑龙江省哈尔滨市道里区群力第四大道399号汇智大厦19-21层
Add.: Floor 19-21, Huizhi Mansion, No.399, 4th Avenue Qunli, Daoli District, Harbin City, Heilongjiang Province

大庄园集团上海总部

Grand Farm Group Shanghai Headquarters

地址：上海市闵行区闵虹路166号中庚环球创意中心T2-10F
Add.: Level 10 T2, Zhonggeng Global Creative Center, 166 Minhong Road, Minhang District, Shanghai

大庄园集团北京分公司

Grand Farm Group Beijing Branch

地址：北京市朝阳区麦子店街36号龙宝大厦401
Add.: Room 401, Longbao Building, 36 Maizidian Street, Chaoyang District, Beijing

锡林郭勒大庄园肉业有限公司

Grand Farm Xilin Gol Meats Co., Ltd.

地址：内蒙古锡林郭勒盟锡林浩特市大庄园路1号
Add.: No.1, Dazhuangyuan Road, Xilin Hot City, Xilin Gol League, Inner Mongolia

黑龙江大庄园冰城黑牛牧业科技有限公司

Heilongjian Grand Farm Bingcheng Heiniu Husbandry and Technology Co., Ltd.

地址：黑龙江省肇东市经济开发区大庄园路99号
Add.: No.99, Dazhuangyuan Road,Zhaodong Economic & Technological Development Zone, Heilongjiang Province

黑龙江大庄园中央厨房食品制造有限公司

Heilongjiang Grand Farm Central Kitchen Food Manufacturing Co., Ltd

地址：黑龙江省肇东市经济开发区创业大道490-2号
Add.: No.490-2, Chuangye Avenue, Zhaodong Economic & Technological Development Zone, Heilongjiang Province

黑龙江大庄园国际贸易有限公司

Heilongjiang Grand Farm International Trade Co., Ltd.

地址：中国黑龙江省哈尔滨市道里区群力第四大道399号汇智大厦19层
Add.: Floor 19, Huizhi Mansion, 4th Avenue, Qunli, Daoli District, Harbin City, Heilongjiang Province, China

黑龙江大庄园肉业连锁经营有限公司

Heilongjiang Grand Farm Meat chain operation Co., Ltd

地址：黑龙江省哈尔滨市道里区群力第四大道399号汇智大厦19层
Add.: Floor 19, Huizhi Mansion, 4th Avenue, Qunli, Daoli District, Harbin City, Heilongjiang Province



电话(Tel) : 400-7897-999

网址(Website) : www.dazhuangyuan.com

地址 : 中国黑龙江省哈尔滨市道里区群力第四大道399号汇智大厦19-21层

Add. : Floor 19-21, Huizhi Mansion, No. 399, 4th Avenue, Qunli, Daoli District, Harbin City, Heilongjiang Province, China

2020年12月第三次印刷