



四川百年牛市的顶“牛”之路

Finding Secrets of “Niu” in Sichuan’s Century-old Beef Cattle Market

得胜牛市，位于巴中市平昌县得胜镇莲花村，迄今已有600余年的历史，是川东北地区现存规模最大、市场最旺、声誉最好的牛市。

Desheng Cattle Market, located in the Lotus Village, Desheng Town, Pingchang County, Bazhong City, Sichuan Province, with a history of more than 600 years, is the largest, most prosperous, and most popular existing cattle market in northeastern Sichuan market.

2012年，得胜镇结合传统耕牛养殖基础和悠久的牛市历史，开始发展肉牛产业。有了历史悠久的牛市做依托，平昌县持续推进肉牛产业全链建设，聚焦培育肉牛重点产业集群。

In 2012, Desheng Town started developing the beef cattle industry on its traditional cattle farming basis and the historic cattle market. Backed by the historic cattle market, Pingchang County in Bazhong City has continued to promote the development of the cattle industry, focusing on the cultivation of key cattle industry clusters.

早期，牛市交易多用手势和口头暗语，现在基本不再使用，但是讲价时的“气势”不能少——这时就需要平价员来协助议价，这也让得胜牛市的交易价格更加透明。

In early times, unique gestures and argots were commonly used in trading. They are less frequent today. However, one must still bargain with confidence and assertively. Here, price evaluators play a crucial role in negotiation. As a result, a more transparent pricing system has formed at the Desheng Beef Cattle Market.



得胜镇肉牛养殖场。



得胜镇有着悠久的养牛传统。

据统计，得胜牛市年成交量超1.5万头，年交易额达2.5亿元。肉牛产业已经成为当地农业领域的一项主导产业。

Statistics show that the Desheng Beef Cattle Market has an annual trading volume of over 15,000 cattle, with an annual transaction amount of RMB 250 million. The beef cattle has become a dominant industry in local agriculture.

当地肉牛养殖场采用“售母收犊，户繁企育”的发展模式，并在牛舍里建立生物酵解床，对粪污采取快速及时的固态化酵解处理，避免了污水和臭气排放。

The local livestock farms adopt the development model of “selling cows and recycling calves, with livestock farmers breeding calves and enterprises fattening them”. Additionally, these farms have established biological fermentation beds in the cowshed to implement rapid and timely solid-state fermentation treatment for faeces. As a result, there is no sewage discharge or odor emission.

目前全镇共有92家肉牛养殖场，550个养殖户。依靠肉牛产业，2023年全镇养殖户平均每户年增收可达4000余元。

At present, there are 92 beef cattle livestock farms and 550 cattle breeders in the town. Relying on the beef cattle industry, each local livestock breeder can see an average annual income increase of over RMB 4,000 by 2023.

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得胜镇的大型养殖场鸟瞰。