



From banners to brand awareness:
the Transformation of Stockbreeding in Hulunbuir, 1732-2016

Thomas DuBois, History and Anthropology AOE

Hulunbuir

100k km² of grassland

How do place and product fit into Chinese and global history (aka, the "big picture")?

Sources and methods

Three directions and Five periods



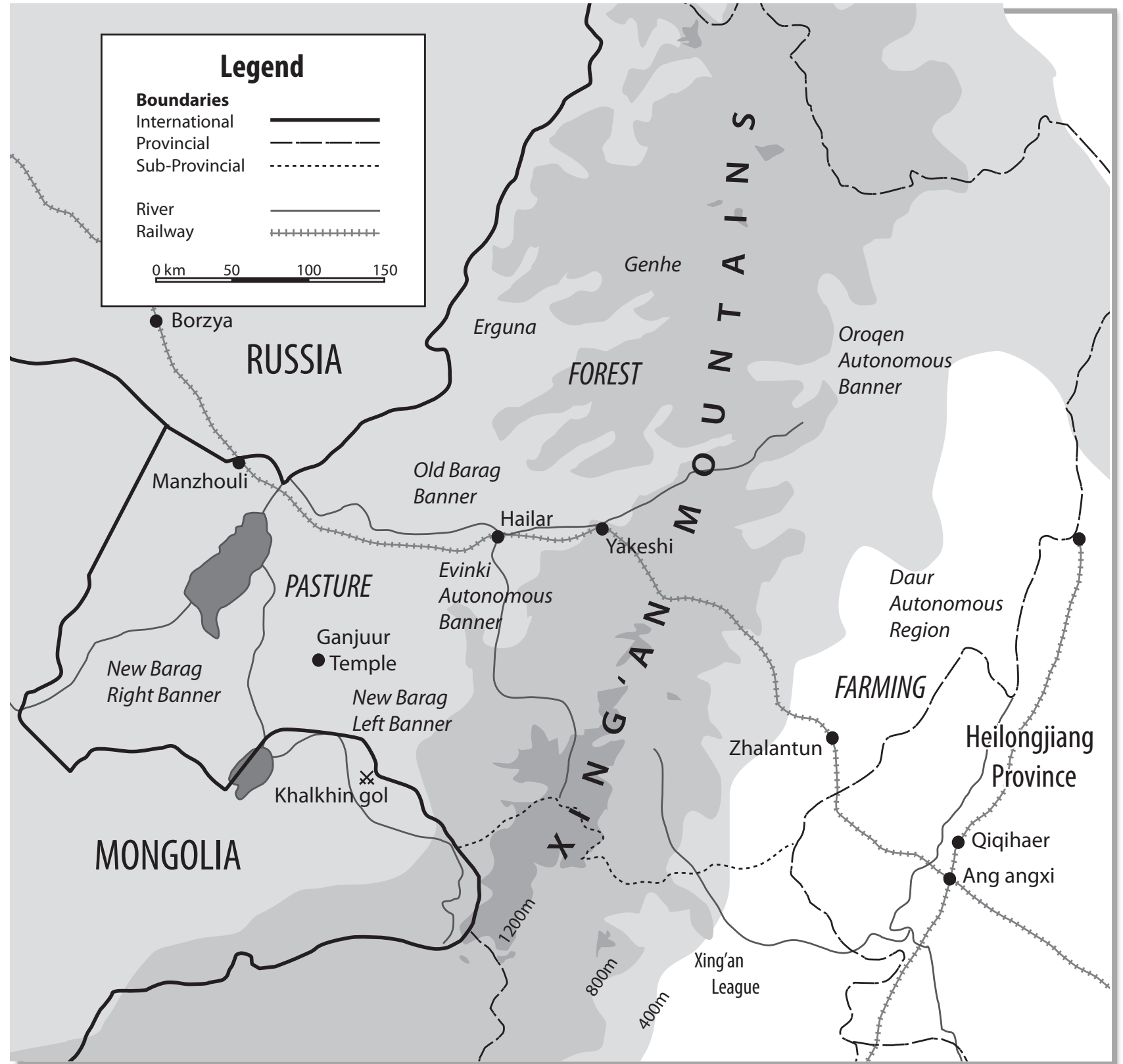
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1. mid to late Qing

Ming and early-Qing
approaches to grassland

Surug (苏鲁克) system

Hulun cheng 呼倫城 1734

Relocation and new banners



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Structured trade ties

Distance trade links

Shanxi merchant houses

Ganjuur 甘珠爾 market

Largely non monetized

Regional grain supply



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2. Railway and expansion 1901-1931

Completion of the China Eastern Railway

New industries, new markets, new commercial institutions

Railway and the animal trade

Meat export market

From Ganjuur to Hailaer

New ways of selling and buying

Why I doubt claims about control of market



Railway and the animal trade

ANIMAL TRADE AT GANJUUR MARKET

Meat export market

From Ganjuur to Hailaer

New ways of selling and buying

Why I doubt claims about control of market

	Cows	Horses	Sheep
1912	6,000	1,500	15,000
1916	3,000	2,500	3,000
1922	1,700	1,500	5,000
1934	1,183	589	3,454

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3. Japanese rule

Manchukuo

Japanese businesses in Hailaer

Theft vs. controlled commerce

Decline in stocks



3. Japanese rule

TRADE VALUE OF ONE HORSE

Manchukuo

1934 1945

Bean oil (jin) 541.9 73.6

Japanese businesses in Hailaer

Baijiu 302.4 38.3

Theft vs. controlled commerce

Cotton (jin) 115.4 42.5

Decline in stocks

Boots (pair) 20.6 5.1

Tea (bricks) 83.1 4

3. Japanese rule

TOTAL HERD SIZE*, HULUNBUIR

Manchukuo		Cattle	Horses	Sheep and goats
Japanese businesses in Hailaer	1906	124,418	170,172	1,460,876
Theft vs. controlled commerce	1925	170,688	180,896	1,597,995
	1937	200,809	175,592	1,167,072
Decline in stocks	1946	105,304	50,192	540,422

* ask me about the asterisk!

4. State-led development

1945-1949 brief chronology

Production vs class struggle

"New *surug* system"

Violence and grain



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FIVE XINBAERHU HOUSEHOLDS, CIRCA 1950

	"Landlord"	Rich	Middle	Poor (some property)	Poor (labor only)
	牧主	富牧	中牧	贫牧	贫牧
Household members	7	5	4	3	3
WORKERS	6	0.5	0	0	0

CAPITAL [INCOME]

Cows	72 [1]	80 [18]	40 [4]	16 [2]	10 [0]
Sheep	2000 [750]	680 [180]	143 [53]	0 [0]	2 [0]
Horses	90 [15]	10 [2]	11 [0]	2 [0]	2 [0]
Wool	1400 jin	500 jin	unclear		

EXPENSES

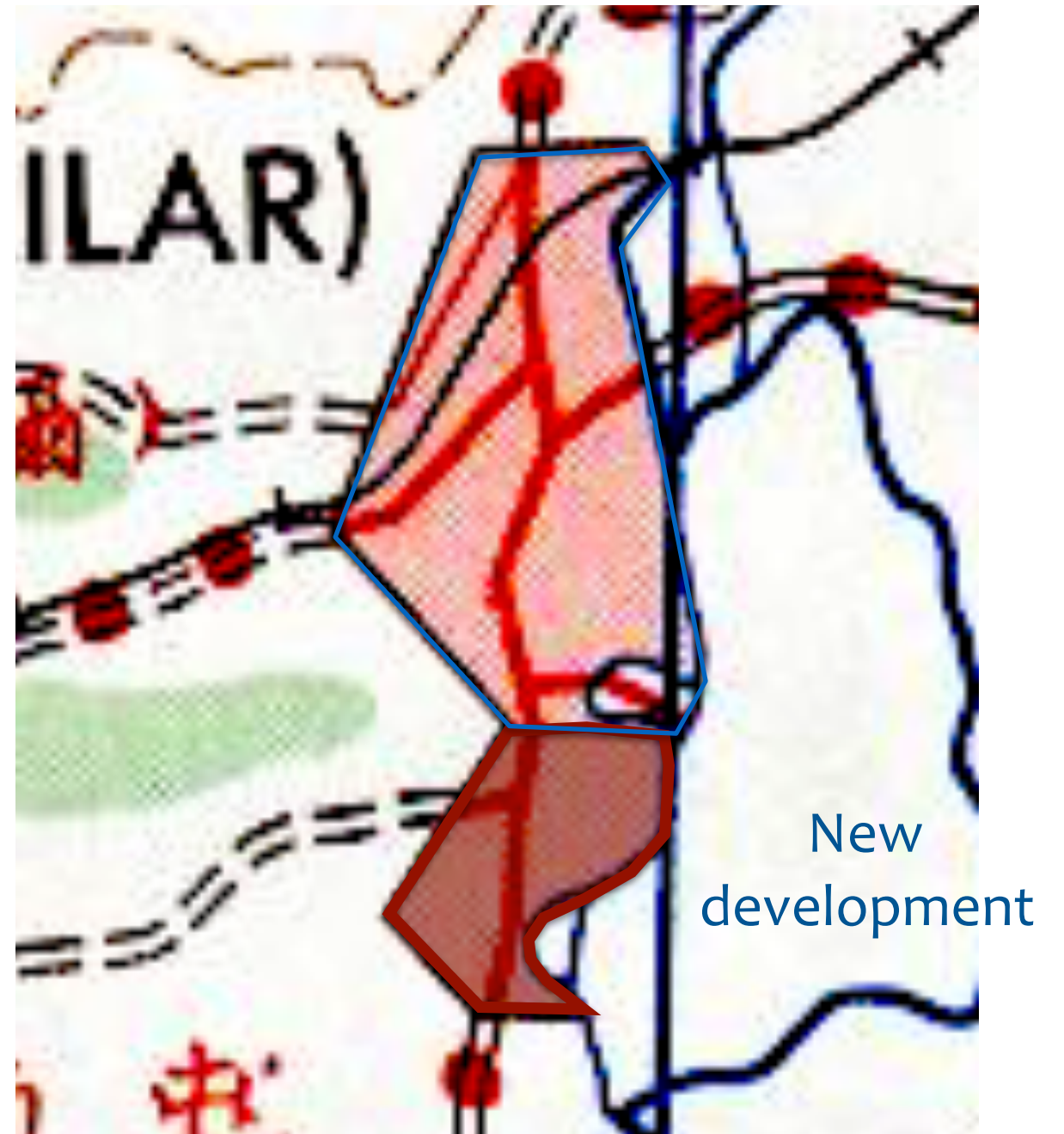
SALARY (+ / -) in sheep equiv.	-675	-172	-80	+20	+37
Meat for eating	257	78	42	18	15
Clothes, food and tea	141	123.8	38	25.7	9.2

Infrastructure and industry

Hailaer 1921



Hailaer 1950





Republican-era Hailaer





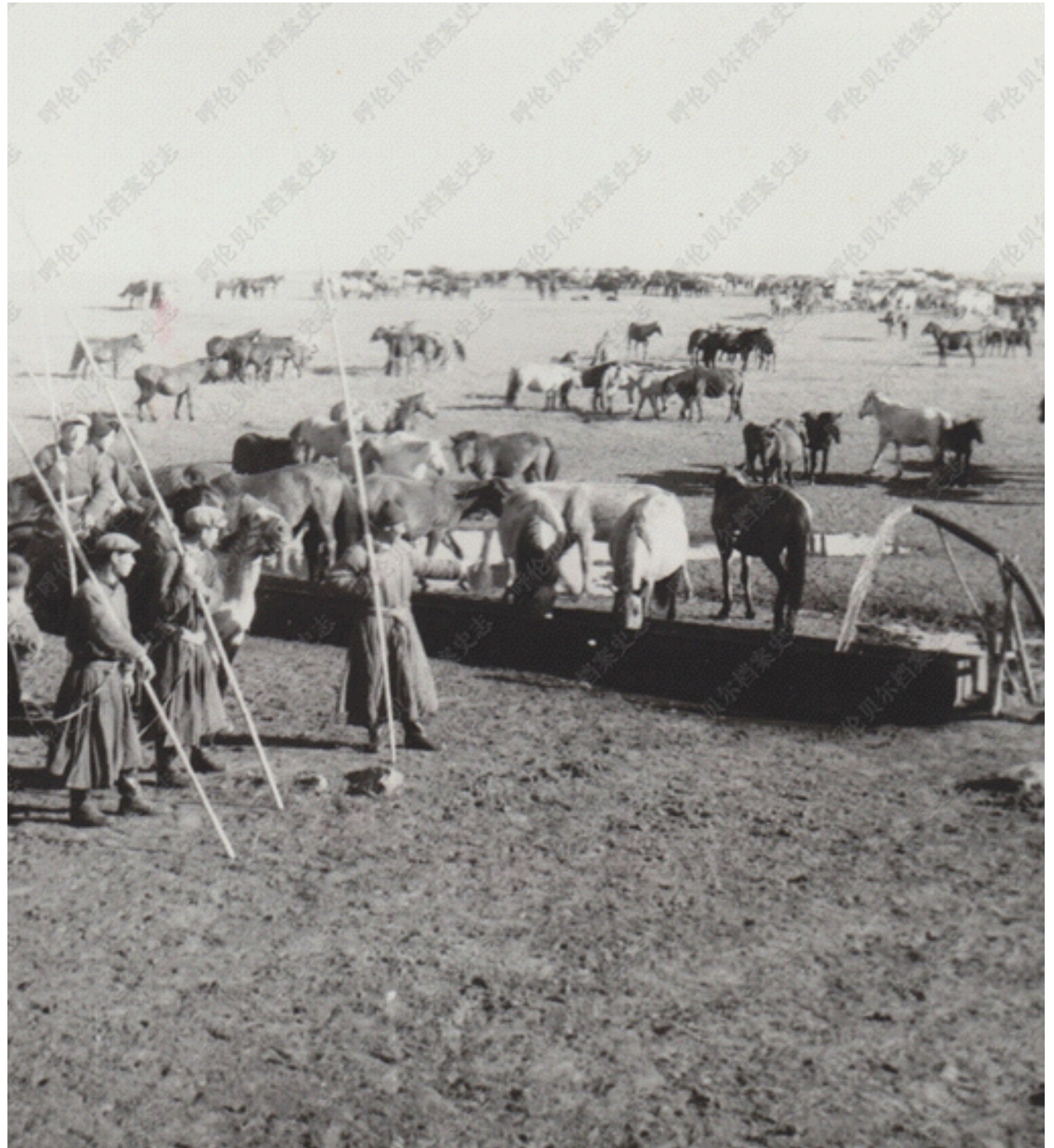
Amugulang (新巴尔虎左旗), 1950

Infrastructure and industry

State in 1949

Urbanization and
developmental investment

Creation of secondary
industries



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5. Decollectivization and new networks

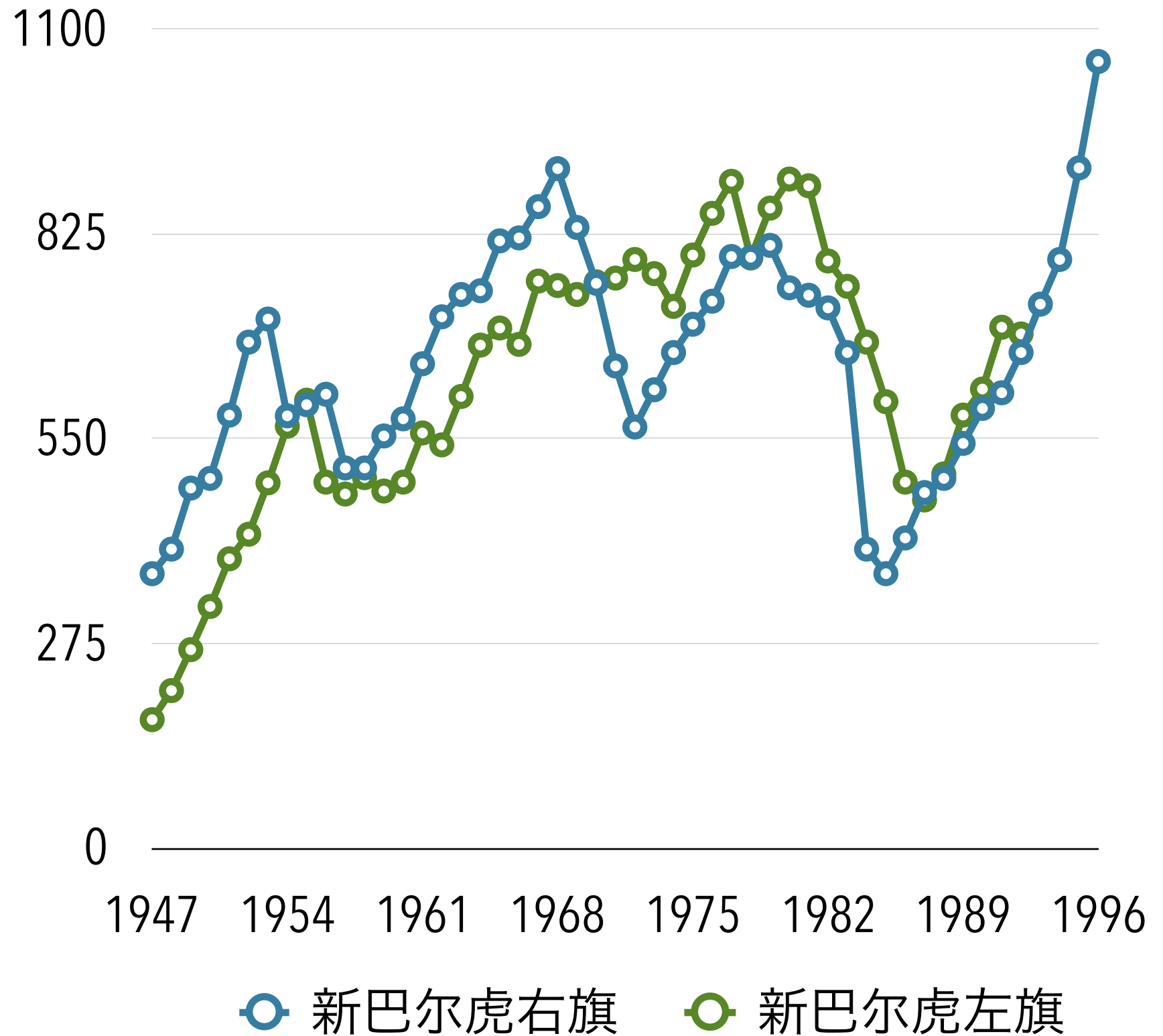
Changes in primary production

Old secondary industries decline, new ones take root

"Branding" of Hulunbeier

Production processing outsourced

Total herd size, 1,000 animals



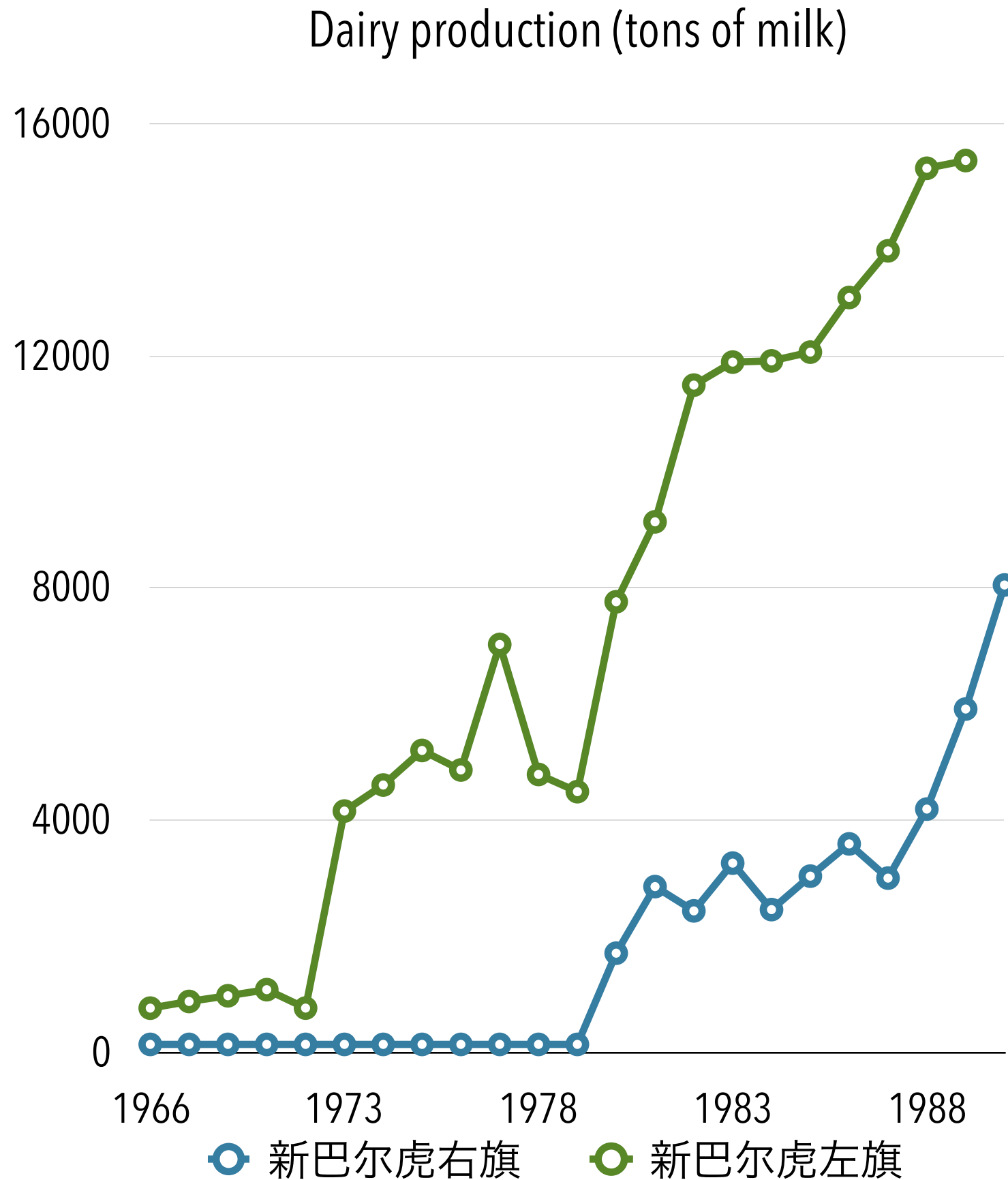
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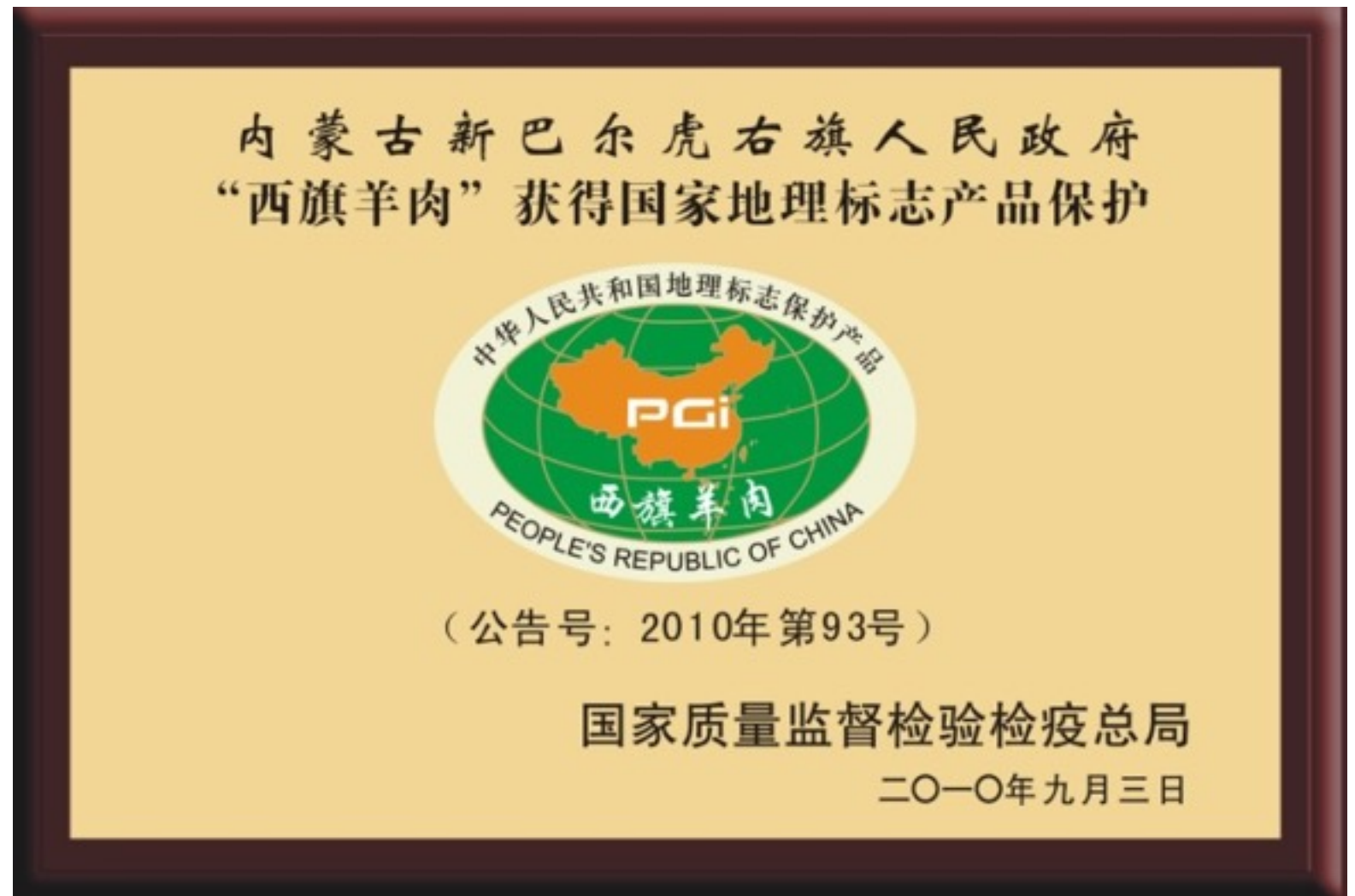
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Conclusions

Three directions (where did we end up?)

History and anthropology

Next steps

