

# *Development Status and Optimization Strategy of Leading Agricultural Enterprises under the Background of Rural Revitalization Strategy*

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**Abstract:** Under the background of the rural revitalization strategy, it is necessary to strengthen the construction of the agricultural industrial chain of colleges and universities, and improve the agricultural and rural industrial chain, to enhance its industrial value, to continuously inject fresh blood into the agricultural and rural areas, and to further promote the integration of urban and rural industrial economy. This paper mainly studies the development of leading agricultural enterprises and their optimization measures under the background of rural revitalization strategy.

Leading agricultural enterprises should actively integrate themselves into the rural revitalization strategy, take agriculture and rural areas as the "base camp" for long-term economic development, and integrate production factors with industries perfectly by combining rural resource advantages, economic bases and humanities conditions, and form a pattern of processing and circulation, in order to help the local formation of leading industries and develop agriculture and countryside into a model of one village, one industry and one product.

## **1. The Role of Leading Agricultural Enterprises in Rural Revitalization Strategy**

Under the background of rural revitalization strategy, there are good opportunities for the further development of leading agricultural enterprises. First of all, with market-oriented operation, leading enterprises can make full use of the existing resources of enterprises, and do a good job of docking with farmers in products, technology, market and capital resources, to further expand the scale of agricultural production and strengthen their competitiveness. Secondly, in terms of organization and management, leading enterprises can integrate modern elements into the management and training of farmers, and transform the traditional land-based agriculture into a workshop worker with rules and regulations and responsibility. In addition, leading enterprises can attract farmers to share through a certain equity system model, so that in addition to receiving wages in enterprises, farmers also enjoy the dividends generated in the operation of enterprises, thus closely linking the interests of farmers and enterprises. At last, in the process of development, leading enterprises also need to improve the production of industrial chain and absorb more talents to expand the scale of enterprises. Therefore, it is extremely important to develop the urban-rural integration policy, laying

a solid foundation for leading enterprises in new towns.

## **2. The Development Status of Leading Agricultural Enterprises under the Background of Rural Revitalization Strategy**

In recent years, China's leading agricultural enterprises have developed rapidly, and the number and scale of enterprises have continued to increase, showing strong market competitiveness and the ability to drive agricultural and rural development. In particular, since the State Council of China promulgated a special policy to support the accelerated development of leading agricultural enterprises in 2012, leading agricultural enterprises have entered a new round of "golden period" of development. According to statistics from the Ministry of Agriculture of China, by the end of 2016, the number of leading agricultural enterprises in China had reached 130,300 and the annual income of leading agricultural enterprises had nearly 100 billion RMB. Among them, there were 1,131 national key leading enterprises, which was mainly distributed in the eastern coastal areas and traditional agricultural provinces. Shandong Province ranked first in the number of 85, and 16 provinces have more than 36 national key agricultural leading enterprises. According to another survey, more than half of China's leading agricultural enterprises had the income of 2-15 billion RMB, and enterprises with more than 10 billion RMB were mainly concentrated in the eastern coastal areas. In terms of business type, China's leading agricultural enterprises are mainly distributed in the food processing and food manufacturing industries.

Rural revitalization requires industrial prosperity, and quality agriculture and green agriculture are the main lines. To realize the transformation of large agricultural countries into powerful agricultural countries, the primary task is to build a new agricultural industrial system and accelerate the process of agricultural modernization. Therefore, leading agricultural enterprises, as a new type of agricultural management entity closely linking farmers with the market, are expected to meet unprecedented development opportunities. At present, the Chinese leading agricultural enterprises play an important role in organizing farmers to enter agricultural modernization, which has led to the emergence of such models as "enterprise + farmers", "enterprise + intermediary organizations + farmers", "enterprise + intermediary organization consortium + farmers", and "association + enterprise + intermediary organization consortium + farmers" which has gradually become the mainstream model at present.

## **3. Measures to Optimize Agricultural Leading Enterprises in the Context of Rural Revitalization Strategy**

### **3.1 Improving the basic management system of agriculture**

First of all, leading enterprises should formulate a suitable program for agricultural development, so that enterprises can carry out agricultural development under the protection of the system. The reform of the rural land system is closely related to the basic rights and interests of the peasants, so it is necessary to reform the rural land system and improve the basic management system of agriculture. It is pointed out in relevant literature that the improvement and consolidation of the basic management system of rural agriculture mainly depends on the reform of the land system. Only by ensuring the stable development of land contracting relationship can agricultural enterprises develop for a long time. The most important thing is to properly handle the relationship between farmers and land, so that rural land can truly realize the system of "three powers". In addition, through the reform of the rural collective property rights system, the farmers' basic rights and interests are guaranteed, which effectively stimulates the enthusiasm of the peasants and improves the rapid development of leading agricultural enterprises. Only by

revitalizing the development of rural agriculture can we further improve the basic management system of rural agriculture and keep up with the development of leading agricultural enterprises.

### **3.2 Deeply reforming the agricultural structure and accelerate the process of rural agricultural modernization**

The problem of insufficient supply of agricultural products has existed for a long time in China, and the focus of the current agricultural development policy is to increase the output to speed up the rapid development of agricultural industry. Since the reform and opening up, it has played a vital role in the development of China's leading agricultural enterprises. Due to the advancement of the reform process, the problem of agricultural development in China has turned into a structural problem. Therefore, in order to effectively change the current mode of agricultural development, it is the key to effectively improve the comprehensive competitiveness and efficiency of agriculture. In this process, we should pay attention to the modernization of high-efficiency ecological agriculture to further reduce the production of low-end and inefficient agricultural products, and to improve the quality and sales of agricultural products, so that agricultural leading enterprises can better carry out sustainable development. Furthermore, the system construction of modern agricultural enterprises, including the management system, industrial system and production system, should be done to provide support for agricultural leading enterprises becoming an important part of rural revitalization <sup>[2]</sup>. Through modern agricultural science and technology and industrial technology, the agricultural enterprise has developed into a management mode with modern management concepts and organizational methods, and transform the mode of extensive operation of agricultural enterprises in the past, to effectively improve the allocation efficiency of production factors. In addition, we must implement the concept of agricultural integration development to promote the rapid development of agricultural enterprises, including rural eco-tourism, logistics preservation, and rural health, to introduce new agricultural industries into enterprises to accelerate the integration of agricultural enterprises.

### **3.3 Adhering to the development route of urban-rural integration**

In the context of the strategy of rural revitalization, the use of adherence to the development route of urban-rural integration is conducive to changing the previous economic model of urban and rural development, so that urban and rural areas can get better economic development. First of all, they should give full play to the leading and coordinating role of the government and improve the policy and system of urban-rural integration development to achieve the goal of mutual and unified development between urban and rural areas. Secondly, it is necessary to form an open pattern between urban and rural areas so that factors of production can flow freely in the operation of market economy and complete the allocation of factors of production between urban and rural areas, so as to improve the efficiency of economic development, truly achieve the leading role of radiation from urban to rural areas, and further enhance the rural economy. Finally, they should promote the two-way opening-up of urban and rural areas to supplement the existing problems in urban and rural areas. By means of complementary advantages, mutual promotion, mutual improvement and interaction, they can narrow the income gap between urban and rural areas, and realize the joint development of urban and rural areas <sup>[3]</sup>. With the development of urban and rural areas, the economy of leading agricultural enterprises will grow. So in the strategy of sustainable development, they will constantly improve their social competitiveness and develop their economy. Agricultural leading enterprises should play a leading role in this process, and integrate urban and rural areas to develop the economy. Only by promoting the integration of urban and rural agricultural economy, can agricultural leading enterprises stand up and continue to develop. Driven by the rural

revitalization strategy, rural agriculture has developed rapidly, and agricultural leading enterprises have also grown and developed.

### **3.4 Adhering to the strategy of sustainable development**

Sustainable development is the most direct way for an enterprise to develop permanently, and so is the leading agricultural enterprise. Agricultural enterprises should pay attention to the construction of ecological civilization in rural areas and promote the modernization of agriculture. First of all, they should pay attention to the protection of rural ecosystems and vigorously promote the greening of agricultural production, including the greening of lifestyles and consumption patterns. Secondly, they should develop green and high-quality ecological agriculture, protect agricultural cultivated land and control agricultural pollution sources. According to the type of soil and soil, different means are adopted for classification and prevention, and the soil is classified and controlled, including prevention and control, treatment and restoration, to reduce the pollution of agricultural development to soil<sup>[4-5]</sup>. Furthermore, they should increase the intensity of agricultural cleaner production, control the use of chemical fertilizers and pesticides within a certain range, and use more crop straw and livestock waste as fertilizer for crop growth. In addition, policies, such as afforestation, conversion of farmland to forestry, should be advocated to protect water conservation sites and public welfare forests, so that mountains, waters, forests, lakes and fields can coexist, promoting the sustainable development of agricultural enterprises.

### **3.5 Mining the capital of agricultural and rural talents**

Under the background of the rural revitalization strategy, leading agricultural enterprises should pay attention to the mining of capital of agricultural and rural talents to lay a solid talent foundation for the long-term healthy development of their agricultural enterprises. The essence of strengthening and rejuvenating agriculture is the development of talents. Thus, it is necessary to perfect rural basic work and optimize the team structure of rural grass-roots cadres to enhance the quality of grass-roots cadres and cultivate the agricultural work team of "three rural" which refers to loving farmers, loving the countryside, and loving agriculture. In addition, they must actively encourage talents to stay in the countryside and participate in the construction of agriculture and rural areas. Emphasis is placed on cultivating new professional farmers who understand science and technology, culture and management, and strengthening the basic skills and practical ability of training professional farmers to cultivate outstanding new professional farmers<sup>[6]</sup>. What's more, it is necessary to promote the formation of an innovative and entrepreneurial environment in rural areas, to encourage farmers to carry out entrepreneurial innovation, to mobilize the enthusiasm of many farmers, inspire unlimited creativity, perfect the rural entrepreneurial innovation mechanism, and truly implement it into the market economy. The government should also give farmers preferential policies for starting a business, including social security, entrepreneurship training, market access, land use and electricity use. Such an approach will help to reduce the entrepreneurial and operating costs of farmers and further guarantee the success rate of farmers' entrepreneurship.

## **4. Conclusion**

With the constant changes of the times, we must carry out the strategy of rural revitalization to the end, promote the integration of urban and rural economy, and further improve the economic development of leading agricultural enterprises. And leading enterprises should become the drivers and leaders of agricultural and rural development in this process, further promote the green development of agriculture and that of industrial poverty alleviation policies, and improve the

agricultural structure, to effectively enhance their international competitiveness.

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