

Research on the Current Situation and Countermeasures of "One Village One Product" Industry Development in the Background of Industrial Revitalization ——Taking Lishui Village in Pingding County as an example

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Abstract: The "Guiding Opinions of the State Council on Promoting the Revitalization of Rural Industries" in 2019 calls for accelerating the development of "one village, one product" and promoting the revitalization of rural industries. "One village, one product" is an important way to promote the revitalization of the industry. In the process of advancing poverty alleviation, it has achieved remarkable results in poverty alleviation. Lishui Village, Pingding County, Shanxi Province is a typical area for the development of "one village, one product" characteristic industry. In recent years, the village has actively used its advantaged resources to develop forsythia and other Chinese medicinal materials, and has achieved certain results on the road to combat poverty. At present, the poverty-stricken population in Lishui Village decreases year by year, the income of the poor has also increased, and the villagers' lives have gradually improved. However, under the background of China's vigorous promotion of rural industry in the new era, there is still some resistance to the development of "one village, one product" characteristic industry in Lishui Village. This article combines the development status of "one village, one product" industry in Hungshui Village, Pingding County, analyzes the problems existing in the development of characteristic industries in rural areas, and proposes development countermeasures.

1. Introduction

The "Guiding Opinions of the State Council on Promoting the Revitalization of Rural Industries" in 2019 calls for accelerating the development of "one village, one product" and promoting the revitalization of rural industries. "One village, one product" is an important way to promote the revitalization of the industry. In the process of advancing poverty alleviation, it has achieved remarkable results in poverty alleviation.

Lishui Village, Pingding County, Shanxi Province is a typical area for the development of "one village, one product" characteristic industry. In recent years, the village has actively used its advantaged resources to develop forsythia and other Chinese medicinal materials, and has achieved certain results on the road to combat poverty. At present, the poverty-stricken population in Lishui Village decreases year by year, the income of the poor has also increased, and the villagers' lives have gradually improved. However, under the background of China's vigorous promotion of rural industry in the new era, there is still some resistance to the development of "one village, one product" characteristic industry in Lishui Village.

This article combines the development status of the "one village, one product" industry in Hungshui Village, Pingding County. This article analyzes the typical villages relying on "one village, one product" characteristic industry to eliminate poverty under the background of industrial revitalization, summarizes its development effects and problems, and proposes development The countermeasures will provide reference for other similar-type poverty alleviation villages and

promote the revitalization of rural industries. We will ensure a successful conclusion of the fight against poverty and achieve the simultaneous establishment of a well-off society in the rural areas.

2. Development status

In recent years, Lishui Village has implemented the "1 Village, One Product" characteristic industry poverty alleviation project based on the "1131 Project", and the village committee invested more than 600,000 yuan to set up a collection of tea plantation, processing, sales, seedling cultivation, Shanxi Huiyuan Sihai Agricultural Technology Co., Ltd., which integrates sales and processing of agricultural products; e-commerce activities in rural areas drive the sales of agricultural and sideline products in the village; integrate existing forsythia resources in neighboring villages to promote the vigorous development of the forsythia industry.

In 2017, the Hungshui Village achieved overall poverty alleviation, the number of poor people decreased year by year, the income of the poor also increased, and the lives of villagers gradually improved. However, under the background of vigorously promoting the revitalization of rural industries in the new era, continuing to give play to the role of local industry in increasing income is the key link to achieve stable poverty alleviation and non-return to poverty, and it is necessary to continuously strengthen industrial poverty reduction and promote industrial revitalization.

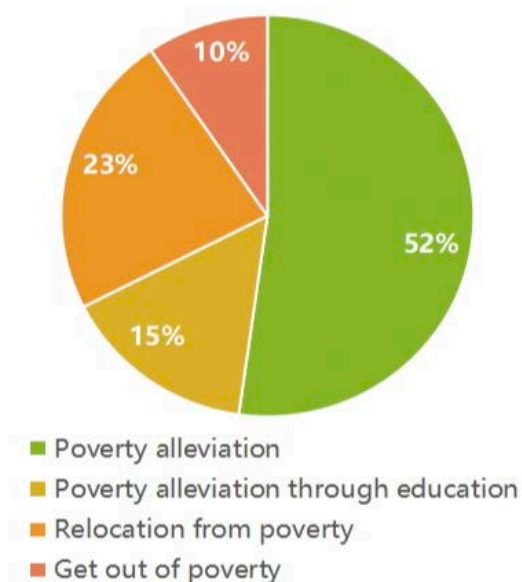


Figure 1. Distribution of population under different poverty alleviation measures. Source: Village Committee of Lishui Village

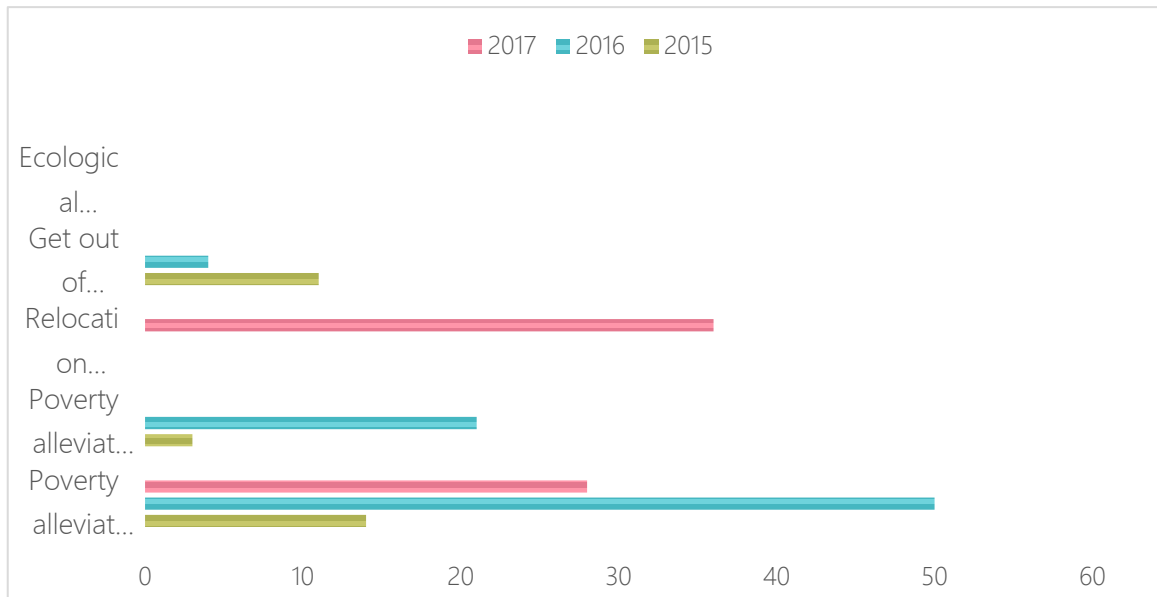


Figure 2. List of five batches of poverty alleviation tasks in Lishui Village. Source: Village Committee of Lishui Village

3. Problem

3.1 The planting method is single and the operation and development structure is simple.

In Lishui Village, through the large-scale artificial planting of forsythia, the principle of "who grows and who benefits" has been implemented. At present, a large forsythia production scale has been formed. It has adverse impacts on the ecological environment in the planting area, and there are differences in the quality of the land. The output quality of forsythia varies, and farmers selling it without classification or providing it directly to enterprises will greatly reduce economic income. Although the forsythia primary processing base has been established, the industrial development still revolves around the "forsythia" itself. In addition, there are other plantations in the village, which are independent from the forsythia industry. The structure of operation and development is too single.

3.2 Imperfect product marketing channels are not conducive to industrial development.

First of all, Lishui Village is remote, far from the county seat, and the terrain is closed. It needs to cross multiple villages to communicate with the outside world. Although road transportation is the main mode of transportation, the villagers have no cars and can only sell elementary schools to the county town by simple transportation. There are certain restrictions on products and transportation. Second, village committees and enterprises lack understanding of expanding sales channels, and lack of clear positioning of the sales market, which lags the marketing system. Villagers sell agricultural products scattered, which hinders the development of forsythia and related industries.

3.3 The propaganda method is traditional and the industry is not well known.

The scope of propaganda is small and the propaganda methods are more traditional. Although Lishui Village has held two "Red East Hui Natural Oxygen Bars" and hawthorn picking festivals, the popularity of Lishui Village has increased, but due to the aging of publicity methods, lack of funding for industrial development, and villagers' understanding of "one village, one product" insufficient, unable to grasp the characteristics, improve product connotation, forsythia brand is difficult to establish. For a long time, the popularity of the forsythia industry has been low; coupled with the high cost of building a forsythia industry brand, more marketing efforts and strategies need to be invested, which makes the establishment of green brands and pollution-free brands more difficult.

3.4 Village-enterprise cooperation was low and failed to form a connection between production and sales.

In 2016, with the support of the government and the Yangquan Rural Credit Cooperative, Lishui Village invested more than 600,000 yuan to establish Shanxi Huiyuan Sihai Agricultural Technology Co., Ltd., which led to 10 households with 20 poverty-stricken people without working capacity and borrowed mutual funds to invest in fixed dividends of 450 per year. yuan. Picking tea and labor income increase the income of the villagers by 60,000 yuan each year, driving the income of the poor people with working ability, but there is only one in the village, coupled with less financial support and insufficient funds, the forsythia tea only undergoes simple processing. There are no high-end forsythia tea products on the market, which have low economic benefits. This makes the company unable to truly play a leading role in the demonstration of leading enterprises, fails to form a good connection and cooperation relationship with the village committee, and cannot form a long-term effective production and sales docking relationship, which cannot lead to the "one village and one product" in Lishui Village. Development of the industry.

3.5 Weak infrastructure construction and poor industrial development environment.

Infrastructure construction plays a very important role in economic development. The weak infrastructure in Lishui Village has greatly affected the development of "one village, one product". First, the planning of Lishui Village lacks long-term planning, which is a big gap compared to urban planning. Second, natural disasters such as floods are likely to cause damage to infrastructure due to terrain and topographical problems, coupled with limited staffing of village officials, the management infrastructure is not strong, and the awareness of protecting public facilities in the rural population is relatively weak, causing most of the public facilities to be seriously damaged; in addition, in the process of infrastructure construction, the village committee cannot be reasonable for government support funds Utilization makes the industrial development lack of guarantee and the industrial development environment is poor.

3.6 The industrial chain is incomplete and the economic benefits are low.

Villagers have low cultural quality, lack of picking and storage technology for forsythia, and cannot pick forsythia in the best season. This caused both the weight and quality of forsythia to decline, which seriously affected the medicinal value of forsythia, coupled with the backward application of technology, the serious lag of facilities and equipment, the grade and level of product packaging was slightly rough, and the standardization of products was hindered. It is not possible to further implement the branding strategy; at present, because the forsythia of Lishui Village has no forsythia deep processing equipment, the development of the plantation industry in the village stays in the production stage, and the products in the sales field are mainly primary products, which makes the product prices low and the villagers' economic income low.

3.7 There is a serious shortage of talents and technology, and farmers' professional quality is low.

Rural education facilities are weak, villagers have a low level of education, and farmers lack knowledge about science and technology, brand effects, etc., especially villagers lack management techniques for forsythia resources. Most villagers do not know the best season for forsythia, and often Delayed picking caused waste of resources, and the predatory picking of forsythia by villagers led to the continuity of forsythia resources; on the other hand, with the development of urbanization, most young people in Lishui Village went out for labor The tendency of young people to return is still not obvious. The village is basically the elderly and children, the young and the young are very few, and the knowledgeable young people are very few, making it impossible to overcome the problems faced by "one village and one product" in the construction process. challenge.

4. Development measures

4.1 Break the single planting model and optimize the structure of business development.

Under the leadership of the two village party committees, the singular forsythia planting model was gradually broken, the local barren hills and wasteland resources were integrated to create a double thousand acres of forsythia base; the types of industrial land and land supply methods were defined, and the forsythia planting level test area was divided. Hierarchical planting of forsythia land is implemented. For poorer grades of land, ordinary forsythia is planted for raw material production. For higher-grade land, high-quality forsythia is planted for further processing of forsythia products. The key planting and promotion object of "one village and one product" is "one product", that is, forsythia, but it is not just a single planting forsythia. Therefore, the village committee should further develop the forsythia into a model and quality, and further Improve soil fertility, reduce pests and diseases, and integrate village planting industry on this basis.

4.2 Improve product marketing channels and promote the development of related industries.

While continuously improving the local forsythia and other agricultural product sales methods, Lishui Village can use information technology such as the digital economy and innovate marketing methods to gradually establish a networked agricultural product marketing data platform and commission third-party companies to analyze the platform sales data. Process and explore the platform-wide data statistics channels, track the online agricultural and sideline product retail data and other information in a timely manner, and use big data to provide a reference for scientific decisions of "new retail"; adjust and optimize the planting structure and rationally organize agricultural production based on market feedback information.

4.3 Innovate publicity methods and increase industry visibility.

To take advantage of the "special" advantage, Lishui Village is rich in forsythia resources and has become a major local feature. In recent years, with the joint efforts of the whole village, the forsythia industry has gradually become a characteristic industry in the village. A special feature, vigorously promote the medical, medicinal and cosmetic value of Forsythia through Weibo, WeChat, mini-programs, etc. . At the same time, improve the connotation of "product", further package and enrich the forsythia characteristic culture, and use the development of Donghui Town to take the opportunity of the Seven Land Reclamation Red Tourism Route as an opportunity. The characteristic tourism festival based on flowers has boosted economic development. Gradually make the forsythia and its related products economic, cultural, tourism, and service functions integrated, improve the forsythia industry's visibility in many ways, and gradually build the forsythia brand.

4.4 Strengthen village-enterprise cooperation and promote docking of production and sales.

Through village-enterprise cooperation, the village committee can use the project funds and assistance funds provided by the government and rural commercial banks to provide financial support for enterprises; the company, as the main body of investment and construction, encourages villagers to participate in enterprise cooperation, and adopts the ability of villagers to participate in stocks and project funds. Shareholding fixed dividends and other methods, that is, the "enterprise + village committee + farmers" model helps villagers increase income and become rich; build processing technology integration bases and intensive processing bases, develop high-quality agricultural products, and extend the agricultural production industrial chain; companies connect village agricultural product plantation bases Establish a sound agricultural product sales and logistics system, and further expand agricultural product sales channels; at the same time, establish a long-term mechanism for product production and sales docking, and gradually form a long-term effective production and sales relationship between leading enterprises, e-commerce platforms and wholesale markets, and promote the development of leading enterprises Keep growing bigger and stronger.

4.5 Improve infrastructure construction and improve the environment for industrial development.

The village committees and the two committees vigorously promote the hardening and improvement of the roads through the village, improve rural production efficiency and quality of life, assist transportation and poverty alleviation related units to build trunk roads in the village; coordinate health, poverty alleviation and other related units, increase the provision of health and medical facilities, and improve Construction of village-level health stations; coordinating related units such as culture and poverty alleviation offices, improving village-level infrastructure construction, giving play to the multi-functional efficiency of village-level activity venues; implementing related measures such as improving the appearance of villages and villages, reforming drinking water projects, To improve the appearance of households, we will continue to accelerate the renovation and upgrade of infrastructure such as water, electricity, roads and networks. Various measures are working together to continuously reduce the resistance to industrial development and provide more convenient conditions for it to further improve the industrial development environment.

4.6 Extend the industrial chain and increase added value.

Focusing on the forsythia in the village, we continue to improve the processing capacity of forsythia products. Forsythia must not only sell its picked forsythia, but also reserve a part of high-quality products for further processing to solve the added value of forsythia products in the primary and secondary industries. Low problems, especially in the medical and cosmetic fields, strengthen ties with agricultural colleges and scientific research institutions, and jointly develop new varieties. Through the in-depth development of products, the intrinsic quality of Forsythia series products is improved, and the industrial chain is continuously extended based on this, integrating the production, processing, and sales functions of agricultural products such as Forsythia, continuously extending and gradually building a more complete and accurate reflection of agriculture Production, processing, logistics, and sales of agricultural products as a whole.

4.7 Carry out agricultural skills training to improve farmers' professional quality.

Lishui Village should send a group of high-quality talents to work in the village's related industries through skills training, talent introduction, and other methods to increase the endogenous driving force for industrial development and obtain more economic benefits. First of all, the village committee should train local planting farmers on planting techniques to improve farmers' planting ability; strengthen contact with relevant agencies such as county-level agricultural committees, poverty alleviation offices, rural credit cooperatives, local colleges and universities, and develop planting techniques. Special events such as lectures, going to the countryside with science and technology, and experience sharing exchanges, stimulate local villagers' enthusiasm, actively learn agricultural skills, and master some advanced planting and breeding technologies; continue to implement the actions of leaders in rural innovation and entrepreneurship, broaden the perspective of farmers, and improve their professional quality To make it gradually grow into a professional farmer, and drive it to become the main force to promote the development of the local "one village, one product".

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