

High-Quality Development Model and Policy Requirements of My Country's Rice Industry under the Background of Rural Revitalization Strategy

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ABSTRACT. Important: Promoting the high-quality development of the rice industry, ensuring the basic self-sufficiency of grains, and the absolute safety of rations are the basis for achieving comprehensive high-quality development of agriculture and the revitalization of rural areas. Promoting the high-quality development of the rice industry in the context of the rural revitalization strategy requires not only the implementation of new development concepts, but also the requirement to promote the structural reform of the rice supply side, but also to enhance the ability of grain farmers to participate in rural revitalization. This article takes Heilongjiang Province, a major rice-producing region, as an example. By summarizing the practice and innovation model of Heilongjiang Province in the process of promoting the high-quality development of the rice industry and the current dilemmas, it proposes the policy requirements for the high-quality development of the rice industry in China.

KEYWORDS: Rural revitalization strategy, High-quality development of the rice industry, Model, Policy demand, Heilongjiang province

1. Introduction

The rural revitalization strategy is a major policy decision made by the 19th National Congress of the Communist Party of China, and is the third major agricultural reform in the history of agricultural development in New China. In the process of promoting the rural revitalization strategy, ensuring national rice safety is the foundation. It is necessary to adhere to quality and green agriculture to achieve high-quality development of the rice industry in order to eventually achieve a comprehensive rural revitalization.

2. How to Develop High-Quality Rice Industry under the Background of Rural Revitalization Strategy

The report of the 19th National Congress of the Communist Party of China stated that “China's economy has shifted from a stage of high-speed growth to a stage of high-quality development. We must adhere to quality first and benefit first, and focus on supply-side structural reforms to promote the quality, efficiency and power of the economy. change”. Implementing the strategy of rural revitalization is one of the main tasks of building a modern economic system. Promoting high-quality development of rural revitalization is one of the basic requirements and major directions for implementing the strategy of rural revitalization.

2.1 How to Develop High-Quality Rice Industry under the Background of Rural Revitalization Strategy

The rice industry must implement the new development concept, highlighting the requirement of promoting the structural reform of the rice supply side as the main line. China's rice industry has the phenomenon of “increasing three quantities” in production, imports and inventories. At the same time, the efficiency of the rice industry is low. In recent years, China's rice planting area accounts for about 68% of crop planting area, but rice output value accounts for agricultural output value (excluding forest, Animal husbandry, fishery) is only about 36%, and lack of deep processing of rice, short chain, low value-added. The high-quality development of the rice industry must implement the development concept of “innovation, coordination, green, openness and sharing” to promote the supply-side structural reform as the main line, improve the quality of rice supply, promote the construction of rice branding, and improve the

quality of industrial integration in the rice field. To enhance the dynamic adaptability of the supply side to the demand side.

2.2 Strengthen the Ability of Grain Farmers to Participate in Rural Revitalization

One of the basic principles for the implementation of the rural revitalization strategy is to “adhere to the peasant's dominant position”, that is, to mobilize the enthusiasm, initiative, and creativity of farmers to participate in the rural revitalization, and to protect the fundamental interests of the peasants and promote the common prosperity of farmers as the starting point and the implementation of the rural revitalization strategy. The main body of rice production and management in China is still dominated by small farmers, but small farmers are facing many practical challenges such as small scale of operation, land fragmentation, aging of operators and part-time operation. How to integrate small farmers into the modern agricultural development track The organic connection of modern agricultural development is a historical task before us. In the context of the rural revitalization strategy, the high-quality development of the rice industry needs to promote the development of small farmers and get rich together, that is, to establish small farmers and large grain farmers, cooperatives, leading enterprises and society through the development of land equity, land circulation, land trust and other management methods. The benefit-sharing mechanism of “risk sharing and benefit sharing” formed by new-type business entities such as chemical service organizations through share cooperation and profit return.

3. Practical Innovation Model and Difficulties Faced by the High-Quality Development of the Rice Industry in Heilongjiang Province

Heilongjiang Province is an important rice production area in China. It uses 1/10 of the country's arable land to produce 1/10 of the country's corn and 1/6 of rice. For many years, the rice output has remained above 200 billion catties. For the food problem of more than 100 million people in Heilongjiang Province, 70 billion kilograms of raw grain and processed products are also mobilized each year, which has made outstanding contributions to ensuring the safety of national rice. In recent years, great progress has been made in the construction of rice infrastructure, comprehensive agricultural production capacity, and scientific and technological equipment in Heilongjiang Province. In the rice industry, the “three major systems” of production system, operation system, and industrial system have been initially established. Shanghai has promoted the high-quality development of the rice industry.

3.1 Typical Case Analysis of Practice Innovation Model

3.1.1 Circular Economy Model

An enterprise in Wuchang County is a leading agricultural industrialization enterprise in rice processing. It has unique expertise and complete intellectual property rights in the comprehensive utilization of rice bran and rice husk after-processing of rice processing. Rice bran is used in the production of rice bran edible oil and rice. The shell is used for fuel production for dryer operations, which adds added value to rice processing. In order to ensure a high-quality source of rice raw materials, an agricultural industrialization consortium was established through the “company + agricultural scientific research institution + farmer professional cooperative union + base”.The established agricultural industrialization consortium will further give play to the respective advantages of enterprises, scientific research institutions, cooperatives, family farms, and farmers, and improve the overall competitiveness and economic benefits of rice business entities.

3.1.2 The Whole Industry Chain Model

A rice industrial park in Heilongjiang Province was led by a leading enterprise to invest in the construction and built a complete industrial chain with “one base and three centers” as the core. “One base” refers to the raw material base, with 450,000 mu of raw grains ordered in the surrounding counties and cities; “three centers” refer to the processing center, warehousing and logistics center, and R&D center, respectively.

3.1.3 Integration of the Three Industries

In the rice industry, Beidahuang has not only created a full industry chain management model that integrates rice seeding, harvesting, storage, processing and transformation, logistics and distribution, and terminal retail, but also based

on “all enterprises are concentrated in industrial parks and all populations The principle of “concentration in Xincheng communities, and concentration of all arable land in agricultural machinery cooperatives” is to follow the road of new industrialization, new agricultural modernization, and new urbanization. New-type

industrialization-enterprises are concentrated in the park, building a rice deep processing industrial park, and intensively deploying agricultural product processing enterprises, warehousing and logistics enterprises, etc. New agricultural modernization in the two major functional areas of processing, warehousing and logistics-the land is concentrated in cooperatives, agricultural production and ecological sightseeing areas are constructed, and large-scale production and organized operation are realized. Enterprises and farmers jointly create professional cooperatives for agricultural machinery services, and at the same time “Stalk feeding sheep, sheep pulling dung, returning manure to the field” recycling agriculture model, and using agricultural machinery services, rice cultivation, forest fruit cultivation, meat and sheep breeding, edible fungus cultivation, vegetable cultivation and other cooperatives to create high-quality rice crop production areas, ecology Sightseeing and leisure agricultural area, standardized animal husbandry area and advantageous special economic crop forest and fruit planting area. New urbanization-farmers are concentrated in the community to build resettlement and leisure areas for rural residents. By relocating villages and living together, farmers can be moved to urban residents and industries Worker transformation.

3.2 The Experience Enlightenment of the Practice Model

3.2.1 The High Quality of Agricultural Products is the Goal Pursued by the Main Body of the Rice Industry.

At present, with the escalation of people's demand for rice, the main body of rice business pursues the quality of agricultural products through various methods. The planting process is mainly reflected in two aspects: one is to reduce the input of pesticides and chemical fertilizers through recycling methods such as rice-shrimp co-culture and the combination of agriculture and animal husbandry; the other is to improve the technology of the rice industry by using information and large-scale mechanization and other material equipment Support, achieve the purpose of saving water, fertilizer and labor, and finally build a clean grain production base.

3.2.2 Building a Tight Industrialization Complex Has Become an Effective Mechanism to Drive the Development of Small Farmers.

At present, in order to ensure the high quality of grain sources, some processing enterprises have extended their industrial chains, and have placed orders or established specialized cooperatives for rice production independently. However, they are faced with the problems of low compliance rates and high operating costs for small farmers. For this reason, many enterprises and scientific research Units, planting professional cooperatives, large grain growers, social service organizations, and small farmers cooperate to build an industrialized consortium, carry out full-process monitoring and communication through Internet technologies such as intelligence and informatization, clarify the function of each main body, and market-oriented The acquisition of guarantees will fully mobilize the enthusiasm of the main bodies to ensure the large-scale, standardized and regional cultivation of rice.

3.2.3 The Integrated Development of the Three Industries is an Effective Way for the High-Quality Development of the Rice Industry.

Leading companies are pursuing horizontal integration such as vertical integration of the industrial chain and extension of the industrial chain when developing the rice industry. In terms of vertical integration, some leading enterprises have continuously extended to production, preliminary processing and deep processing, circulation, sales and other links, and some companies have closely connected different links that are spatially separated by means of interest linkages such as share cooperation. The enterprise associates rice cultivation with aquaculture, animal husbandry and other industries, and establishes an organic association between upstream and downstream based on the basic principles of the biological chain. In terms of horizontal extension, some companies combine the rice industry with “Internet +” and some agricultural elements such as farming culture to develop online and offline integration and diversified rice economy.

3.3 The Dilemma Faced by the High-Quality Development of the Rice Industry in Heilongjiang Province

At present, Heilongjiang has carried out multi-mode practical innovations in the process of promoting the high-quality development of the rice industry, which has certain reference value, but it still faces many difficulties in terms of policy support accuracy and the enthusiasm of the business operators to plant rice.

3.3.1 The Rice Industry Support Policy is Not Precise Enough.

The industrial support policy in the process of advancing the development of the rice industry is not precise enough. Heilongjiang Province is a large rice province that mainly produces japonica rice. In the process of advancing the structural reform of the rice supply side, it is proposed to follow the regionalization of the layout, the scale of

management, and the standardization of production. 1. The general idea of developing industrialization and the realization path of special seed, special collection, special storage, and special purpose are to take the lead in pilot, point-by-point, noodle, and steadily push forward. Under the premise of stabilizing the rice area, actively develop high-quality rice with high taste and taste. At the same time, financial subsidies of 0.1 yuan/kg were given to high-quality rice producers. During the field investigation, it was found that this policy was only implemented for one year, lacking accuracy and continuity. The main reason is: on the one hand, Heilongjiang Province promotes high quality the development of high-taste rice is mainly focused on the production side. For the demand-end processing enterprises, it is in a subordinate position. It only needs to sign purchase orders with the producers, but has little participation in the production of rice seeds, management and harvesting. Not in control. The actual result is that no matter whether the quality meets the requirements of the enterprise and there is no initiative, it must be purchased according to the order, which causes the processing enterprise to be less motivated to sign the order. On the other hand, after the high-quality rice was harvested in the month when the financial support funds were issued, both small farmers and large households had sold the high-quality rice, and all the financial support funds were recovered and no longer implemented.

4. Policy Requirements to Promote the High-Quality Development of the Rice Industry

The model innovation of the high-quality development of the rice industry is a practical exploration made by business entities facing market competition. However, to achieve new progress and new results, the high-quality development model requires a more precise and internally driven policy support system.

4.1 Taking the Rice Industrialization Consortium as the Main Body of Policy Subsidies

The rice industrialization consortium is the connection between enterprises, cooperatives, large grain growers, family farms, agricultural socialization service organizations, and farmers through product transactions, through mutual penetration and integration of funds, technology, information, etc., to achieve Optimal configuration of various elements. Policy subsidies are given to the functional roles of different entities in the consortium. For example, processing companies need more financial support in the formation of cluster advantages; the cooperatives, social service organizations and family farms need to increase their support in the mechanized operation of the operation process, as well as in the circulation, drying and storage.

4.2 Taking Industrial Chain Integration as the Policy Support Field

The promotion of the integration of the industrial chain is a practical requirement for the high-quality development of the rice industry. It is necessary to get rid of the traditional policy support of production, processing, storage and other single links, but to take the industrial chain integration as the main field of policy support in the future. Key areas for industrial development and key subjects that form the advantages of clusters, explore the need to propose comprehensive and systematic support needs based on actual needs. The management department consults and approves to reduce the cumbersome or invalid supply caused by the top-down arrangement of the project.

4.3 Market-Driven as Policy Promotion Mechanism

The promotion of GSP subsidy policies, agricultural taxation policies, and insurance policies in the development of the rice industry all require market-driven reforms. In terms of GSP subsidy policies, the actual planted area, output, and quality of grain growers should be considered Factors to form a precise policy guide for multiple grains, high yields and good grains; in agricultural taxation, support the development of deep processing of rice in the main producing areas and form a cluster advantage, improve the industrial chain, and leave more value-added tax on rice processing It is used locally to improve the economics of the rice industry; in terms of agricultural insurance policies, it seeks to compensate by means of income and effectively plays a role in risk compensation.

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