

Study on the Development Path and Safeguard System of Agricultural Industry under Rural Revitalization

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Abstract: the strategy of rural revitalization is the major decision-making arrangement of the state in the new era put forward by xi jinping in the report of the nineteenth national congress of the communist party of china, and the industrial prosperity is the primary policy of the “20-character policy” of the strategic thought of rural revitalization. Since 2017, the three sectors of government and business have made some achievements in actively deploying, fully practicing and studying the strategy of rural revitalization. On the basis of summarizing the existing achievements, this paper puts forward the goal of realizing the prosperity of agricultural industry from the aspects of optimizing the internal structure of agricultural industry, the extension of agricultural industry chain, the reorganization of agricultural industry, the cross-integration of agriculture and related industries, and the improvement of agricultural production efficiency through technology penetration.

1. Introduction

Compared with the contradiction between the growing material and cultural needs of the people in the primary stage of socialism and the backward social production, the report of the nineteenth national congress pointed out that the main social contradictions have been transformed into the contradiction between the growing needs of the people for a better life and the unbalanced and inadequate development in our country at the present stage. Xi jinpin of important judgment on the major social contradictions reveals the crux of the problem that restricts the development of our country, clarifies the fundamental focus on solving the problems of contemporary china's development, and points out the right direction for planning development and promoting development in the new era. Looking at the actual development at the present stage, it is not difficult to find that the unbalanced development of urban and rural areas and the inadequate development of rural areas are particularly prominent. Since 2004, the cpc central committee and the state council have issued the document no.1 of the central committee with agriculture, rural areas and farmers as the core for 15 consecutive years, repeatedly stressing that the basic position of agriculture cannot be shaken, the development of rural areas out of poverty cannot be ignored, and farmers will spare no effort to increase their income. During the 13th five-year plan period, xi jinping took a clear-cut stand to put forward the 20-word policy of rural revitalization strategy, and made industrial prosperity the first major goal.

Combining the policy guidance on the prosperity of government industry, the practical experience of the business community and the ideological debate of the academic circles, we can realize the development goal of the prosperity of agricultural industry from optimizing the internal structure of agricultural industry, the extension of agricultural industry chain, the internal reorganization of agriculture, the cross-integration of agriculture and related industries, and the improvement of agricultural production efficiency by technology penetration.

2. The Development Path of Industrial Prosperity

2.1 Optimize the Internal Structure of the Agricultural Industry

Since 2004, some agricultural products are still in short supply, the internal structure of the rural industry is unbalanced seriously, and the import dependence of individual varieties is high.

Currently, optimizing the internal production structure of the grain industry, curbing the “corn” production of oversupply, stimulating the long-term “soybean” production, which depends on imports and the increasing demand gap year by year, maintaining the scale of wheat and rice production, expanding the planting area of cotton oil and other agricultural cash crops and feed, changing the existing main grain-type cultivated land structure with grain grain production as the main source of grain production, developing the grain-and-and-grass omnibus structure with equal emphasis on the production of green nutrients, and promoting the coordinated development of the three-element planting structure of grain, economic crops and forage, which are suitable for the present situation of the domestic grain market. While the internal structure of the grain industry is unbalanced, the regional imbalance is also more prominent. From the point of view of regional agricultural supply and demand, the supply of fruits and fruits, vegetables and fresh food in the western provinces is obviously dependent on the provinces in the central part of the east, and the various agricultural products needed by the eastern coastal cities depend heavily on the proximity of the main grain producing areas, and the non-main grain producing areas rely on the main grain producing areas for a long time.

2.2 Extension of the Agricultural Industry Chain

Extending the agricultural industry chain is the inevitable choice for traditional agriculture to transform and upgrade to modern agriculture, promote the structural reform of the supply side of agriculture, solve the contradiction that agricultural products are difficult to sell at a low price, and promote farmers to increase their income and speed up the fight against poverty. For a long time, the traditional mode of production, such as small-scale farming, small-scale management and decentralized management, has been clearly incompatible with the development and expansion of modern agriculture. We must focus on the integration of the agricultural industry chain and the promotion of the value chain, comprehensively cover the supply of agricultural means of production, product research and development, production and operation, warehousing and logistics, publicity and marketing, quality supervision and after-sales service, focus on cultivating a number of leading agricultural enterprises with good growth and strong driving force, vigorously develop deep processing of agricultural products, promote the standardization of agricultural production, product specialization and marketing standardization, and change the passive situation of short agricultural industry chain, low added value of agricultural products, and the lack of agricultural comprehensive benefit and competitiveness, and promote the value of every link of agricultural industry chain.

2.3 Internal Reorganization of Agriculture

Internal reorganization of agriculture can be achieved through crop inter-planting and circular agriculture. Crop inter-planting is to make full use of inter-plant distance, sowing or transplanting post-season crops in the early season. Agricultural planting must respect the laws of nature and the laws of crop growth, make full use of the limited space, extend the growing season of after-season crops, and implement vegetable sheath seedlings, vegetable sheath beans, large sets of small, high sets of short, Yin sets of Yang, long sets of short, frame racks, early sets of late, deep sets of shallow, melon sheath beans according to local conditions, with a view to improving the multiple cropping index and the total annual yield. At the same time, making full use of species diversification and microbial science and technology, relying on local ecological resources, building an independent and mature single or multiple compound agricultural module management model is rooted in improving the local ecological environment, optimizing the industrial structure, saving agricultural resources, improving the output effect, creating a new multilevel circular agricultural ecosystem, and realizing a virtuous cycle among agriculture, forestry, animal husbandry and so on.

2.4 Cross-Integration of Agricultural Industries

Agriculture is a “one after another” industry, which not only has three traditional functions of food security, raw material supply and employment income increase, but also three new functions of sightseeing and leisure, ecological protection and cultural inheritance. In recent years, all localities have fully integrated the advantages of regional resources, taken the construction of

modern characteristic agricultural demonstration areas and special small towns as platforms, scientifically planned and rationally distributed, created a series of fine products of integration of agriculture and culture, such as leisure agriculture demonstration area, agricultural sightseeing tourism demonstration area, characteristic agriculture demonstration area, agricultural science and technology exhibition hall, agricultural theme park and so on, invested in a number of agricultural museums, agricultural culture park, folk culture township, local culture exhibition, village culture park and other agricultural and other agricultural and cultural integration projects, built a number of historical, regional and ethnic characteristics of tourism villages and rural tourism demonstration villages, actively conceived the integration of agriculture with healthy health and development, and the cross-integration of agriculture with culture, tourism and health preservation has effectively expanded the functions of agriculture, and created a new growth point of agricultural rural economy.

2.5 Technology Penetration Improves Agricultural Production Efficiency

Science and technology is the first productive force, agricultural quality and efficiency cannot be separated from the support of advanced technology. Agricultural production must take the lead in research and development of high-yielding, high-quality and healthy varieties, continuously improve technology, continuously reduce the harm of basic agricultural means of production such as chemical fertilizers, agricultural membranes and pesticides to human health and environmental pollution, and promote the application of modern information technology in agricultural production, operation, marketing, management and service fields. Vigorously develop e-commerce of agricultural products, make full use of various network tools to communicate market demand in time, avoid the embarrassing situation of high-yielding and unsalable agricultural products or even rotten to the field, and constantly improve the distribution and integrated service network.

3. The Safeguarding System of Industrial Prosperity

3.1 Prerequisites for Industrial Prosperity: Land System Reform and the Sustainability of Supporting Policies

In order to overcome the typical problems of scattered management, weak ability to resist natural disasters and poor ability to adapt to market, we must develop modern agriculture and attach importance to large-scale operation. In order to realize the large-scale operation, it is very important for the standard and orderly development of the rural land circulation market. The standardized and orderly market for the transfer of land contractual management rights has an active role in speeding up the readjustment of the agricultural industrial structure, promoting the operation of agricultural scale, realizing the efficient utilization of agricultural resources, promoting the prosperity of agricultural industries and increasing the income of farmers. To promote the orderly and orderly land circulation market, we must first insist on not changing the use of land agriculture, let go of many institutional constraints on rural land, and solve the problems of asymmetric information, opaque prices, unspecific beneficiaries, unreasonable distribution of benefits and inadequate government supervision in the process of land circulation. At the same time, the transfer of land must adhere to market prices to guide the free trade of land among large grain producers, specialized cooperatives, agricultural science and technology parks, ecological parks, leading agricultural enterprises and other agricultural scale operators. Finally, the relevant government departments should constantly improve and implement various support policies, such as land use, taxation, finance and finance, and guide financial funds and social capital into the fields of intensive processing of agricultural products, prevention of frost, floods, pest control and water-saving irrigation, and integrated services for agricultural production and supply and marketing. Set up agricultural industry development fund, give full play to the guidance and leverage of financial funds, and leverage social capital to support the development and growth of agricultural industry chain.

3.2 The Core of Industrial Prosperity: Improving the Mechanism for the Distribution of Benefits

The fair and reasonable benefit distribution mechanism will arouse the enthusiasm of the participants in the agricultural industry chain and realize the sustainability of the prosperity of the agricultural industry. In practice, farmers are the direct founders of the value of products in the agricultural industry chain. If the quality of agricultural products provided by farmers is not consistent with the market demand, other participants in the industrial chain will not be able to realize their own interests. Therefore, the benefit distribution mechanism should put the farmer's benefit in the primary position. Secondly, the agricultural cooperative is the intermediate link between the farmers and the market, and she acts as a series of services to maintain and increase the value of agricultural products, such as coordinating the supply structure of agricultural products within the cooperative, standardizing the production and operation of agricultural products, communicating the tripartite information of production, supply and marketing, discovering market demand and negotiating negotiations, and settling interests disputes. Therefore, the distribution of benefits must not ignore the value of farmers' professional cooperatives. Leading enterprises are the important implementer to promote regional agricultural quality and increase efficiency, promote farmers to become rich and realize the value-added sales of agricultural products, and the agricultural industry chain without leading enterprises is incomplete. In a comprehensive view, the perfect benefit distribution mechanism should highlight the importance of farmers, agricultural specialized cooperatives and leading enterprises, attach importance to their contribution to the agricultural industry chain, explore a diversified benefit distribution system based on commodity contract, with factor input as the link, respecting the law of market price, fully mobilize the enthusiasm of value creators, communicators and enhancers in the agricultural industry chain, and form a new mechanism of “complementary investment, risk sharing, income sharing and resonance” between enterprises and farmers, so as to enable stakeholders in the agricultural industry chain to share the benefits of improving quality and efficiency and integrating development.

3.3 The Key to Industrial Prosperity: the Return of Labor Force to the Countryside and the Enhancement of the Sense of Mission in Agricultural Production

For a long time, rural lack of funds, lack of technology, lack of talent seriously restrict the development of agriculture. With the reform of the state's financial support for agriculture and tax and fee system in favor of the policies of agriculture, rural areas and farmers, the situation of lack of funds and technology in rural areas has basically been greatly improved. However, we also have to admit that due to the limitation of natural conditions, most of the farmers in western China are engaged in agricultural production, and the enthusiasm to increase agricultural investment is still not very high. Farmers are the first to achieve the prosperity of the agricultural industry, if their ideas are stubbornly unwilling to engage in agricultural production, the situation of agricultural prosperity has never been opened up. Moreover, large areas of unused and abandoned rural land in the western region, as well as a large number of hollow villages, old, sick and disabled villages, have made us realize that the rural areas are not only surplus labor outflows, but are now without labor available. The new forms of agriculture, such as facilities and agricultural bases, agricultural science and technology parks and sightseeing parks set up in various localities, have contracted a substantial proportion of the farmers who have not been “cherishing the earth as gold” for a long time, which further proves that it is not groundless to lack the rural labor force and to be less willing to engage in agriculture. Under such circumstances, the prosperity of agriculture is not only to strengthen the support of modern agricultural talents, cultivate new type of professional farmers, guide the personnel of various scientific research institutes and the graduates of colleges and universities to the agricultural countryside, but also to guide the return of the young and middle-aged agricultural labor force to the countryside, bear in mind the mission of agricultural production and not forget the original intention of growing grain and vegetables.

3.4 The Fundamentals of Industrial Prosperity: the Boundary between Market Regulation and Government Regulation

Distinguishing the boundary between government and market is fundamental to realizing industrial prosperity. In the process of agricultural development, the government should play a good role in macro-guidance and supervision. First, the enthusiasm of guiding social funds into the field of agriculture. For a long time, the return on traditional agricultural investment is very low, and a large number of rural people would rather go out to work than keep their homes on the land, resulting in poor enthusiasm of social funds to invest in agriculture. The government should actively analyze the reasons for the long-term sluggish return on regional agricultural investment according to the actual situation of local agricultural development, broaden the traditional thinking of agricultural development, innovate the thinking of development, explore the types of agricultural industries that are not only suitable for the local reality but also produce considerable investment returns through industrial integration, improve farmers' enthusiasm for farming and investment initiative, and promote all kinds of social funds to flow to rural areas and invest in agriculture. Second, increase investment in important agricultural infrastructure. Investment in agricultural infrastructure is often large, with a long recovery cycle, and ordinary people have no capacity at all to invest in major infrastructure such as agricultural water power grids, rural road logistics, modern information networks, anti-freezing, frost-proof, drought-and-flood prevention and other major infrastructure. Third, encourage and support the development and research of agricultural insurance. As we all know, agriculture is extremely vulnerable to natural disasters. Every year, due to natural disasters such as drought, flood, frost and other natural disasters, grain-free areas are as small as one village, one town and several provinces. Fourth, continuously improve the market information collection and analysis ability. The characteristics of small farmers in agricultural production in our country make agricultural producers pay little attention to the change of agricultural market demand, which requires the government to collect, collate and analyze the demand of agricultural products market, guide farmers to adjust the structure of agricultural production in time, and avoid the structural surplus and shortage of agricultural products market supply. Fifth, innovation incentive agricultural development policy mechanism. Government departments should adhere to the implementation of the existing agricultural compensation policy, actively explore a series of supporting policies to stimulate the vitality of agricultural rural development and improve the enthusiasm of farmers, and guide farmers to cultivate their feelings for agricultural rural areas and land through policies.

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