

Research on the Integration and Development of Rural Industries in China under the Background of Rural Revitalization

Yina Xu^{1,2}, Wenxiong Lin^{3,4}

¹Anxi College of Tea Sciences, Fujian Agricultural and Forestry University, Fuzhou, 350002, China

²Jinshan College, Fujian Agricultural and Forestry University, Fuzhou, 350002, China

³Institute of Agroecology, Fujian Agriculture and Forestry University, Fuzhou, 350002, China

⁴Key Laboratory of Ministry of Education for Crop Genetics/Breeding and Integrative Utilization, Fujian Agriculture and Forestry University, Fuzhou, 350002, China

Keywords: Agriculture; Industrial integration; Rural revitalization strategy

Abstract: With the development of economy and society, people's living standards are constantly improving. People's demand for agriculture is no longer just to fill their stomachs, but also needs green and healthy agricultural products, beautiful rural scenery and livable ecological environment. In the process of industrial evolution, the phenomenon of industrial integration can be seen everywhere, and it has been proved in practice that it is an important force to promote economic development. If the rural industry is to flourish, it is necessary to vigorously promote the integration and development of the primary, secondary and tertiary industries in rural areas, and promote agricultural efficiency, rural prosperity and farmers' income with good industries, so as to realize rural revitalization. Under the background of rural revitalization strategy, studying the integration and development of rural industries is an inevitable requirement for promoting the transformation and upgrading of rural industries, and also a powerful driving force for realizing the rural revitalization strategy. By studying the new consumption demands of urban and rural residents, planning the direction of rural industrial integration, this paper puts forward measures such as increasing investment in science and technology, improving farmers' skills, and strengthening modern agricultural supporting reforms, so as to jointly promote rural industrial integration.

1. Introduction

To steadily realize rural revitalization, we must improve the quality of agricultural development, cultivate new driving forces for rural development, and build a rural integrated development system of primary, secondary and tertiary industries [1]. The integrated development of industries is an important way for the prosperity of rural industries and the increase of farmers' income. In the process of industrial evolution, the phenomenon of industrial integration can be seen everywhere, and it has been continuously confirmed in practice that it is an important force to promote economic development [2]. It promotes industrial development, reduces production costs, improves business performance, and improves the industrial structure and economic growth mode of the whole country. In the context of the new normal economy, structural contradictions have become the main contradiction in China's agriculture, and rural industrial integration is not only an innovative breakthrough to promote the optimization and upgrading of industrial structure, develop new rural formats and increase farmers' income, but also the key to promoting agricultural supply side reform, but also an important path choice to realize China's agricultural modernization [3]. The implementation of Rural Revitalization is a major historical task of building a well-off society and a socialist modern country in an all-round way. It is the historical inheritance and innovative development of China's "three rural" work. To prosper rural industries, we must vigorously promote the integrated development of rural primary, secondary and tertiary industries, establish and improve the integrated development system of rural primary, secondary and tertiary industries, promote agricultural efficiency, rural prosperity and farmers' income with good industries, and realize rural revitalization [4].

At this stage, agricultural development is being integrated with different industries such as science and technology, logistics, culture and tourism and finance, which has improved production efficiency and promoted scientific and technological innovation and industrial upgrading [5]. Studying the integrated development of rural industries under the background of Rural Revitalization Strategy is not only an inevitable requirement to promote the transformation and upgrading of rural industries, but also a powerful push to realize the Rural Revitalization Strategy. With the development of economy and society, people's living standards are constantly improving. People's demand for agriculture is no longer just to fill their stomachs, but also green and healthy agricultural products, beautiful rural scenery and livable ecological environment [6]. At this stage, the narrowing of the gap between urban and rural areas requires strengthening. Both urban and rural areas need their own development characteristics. There is an urgent need to coordinate urban and rural development in order to realize a new urban-rural industrial-rural relationship of mutual promotion between workers and farmers, urban-rural complementarity, comprehensive integration and common prosperity. In order to make farmers truly grasp their economic rights and interests and realize the large-scale and intensive development of rural areas, industrial integration, as a way to communicate the relationship between industries and regions at the same time, is undoubtedly a road suitable for the development of "agriculture, rural areas and farmers".

2. The importance and necessity of accelerating rural industrial integration

2.1. Internal requirements for the optimization and upgrading of agricultural industrial structure

In the process of rural industrial integration, product quality, process management and technological innovation can be upgraded, such as functional agricultural products, organic agricultural products, ecological agriculture, experience agriculture, etc., which are all modern agriculture with higher form, higher value form and higher added value. At present, the agricultural development has encountered bottlenecks. In the face of the fact that the prices of major agricultural products such as soybeans and pork have exceeded the import prices and the restrictions of the WTO, the policies of raising prices and increasing subsidies can no longer be effectively implemented [7]. At the same time, it also faces the constraints of ecological environment and resources and environment. Traditional agriculture can no longer continue to promote the development of rural economy efficiently by relying on extensive management of resource consumption, input of agricultural materials and ecological environment, nor does it conform to the production mode of agricultural modernization. The penetration and application of technology between the primary and secondary industries has reduced the differences in production efficiency among various industries, forming a new way of resource allocation in the agricultural industry and attracting resources with higher efficiency and added value of technology [8]. The agricultural management mode has also been upgraded, and the agricultural industry has developed into intensive, large-scale, high added value and deep processing, and the industrial structure has been continuously optimized and upgraded.

2.2. The inevitable choice to improve the appearance of rural environment

Rural revitalization requires the rural environment to be ecologically livable, and the development of ecological agriculture and modern agriculture is conducive to protecting the rural ecological environment and making the overall rural environment more livable. We should take agricultural production as the central link, push the industrial chain to extend before and after delivery, realize the whole linkage and industrialization of agriculture, and build the whole industrial chain of agriculture. Modern agricultural products processing, using modern processing technology and technology, greatly improves the utilization rate of agricultural products and by-products, reduces the consumption of natural resources, and reduces the pollution pressure on rural water, soil and gas. It is also necessary to promote the integration of agriculture and commercial circulation, and develop new formats such as agricultural super-docking, agricultural enterprise

docking, direct supply and direct sales, central kitchen, and member agriculture. We should promote the integration of agriculture and information industry, make use of modern information technologies such as modern big data, Internet and Internet of Things, and actively develop new formats and modes of networked, intelligent and refined modern rural industries such as e-commerce of agricultural products, smart agriculture and digital agriculture.

2.3. The urgent need to improve farmers' income

At present, the biggest development imbalance in China is the imbalance between urban and rural development, and the biggest development insufficiency is the insufficiency of rural development. Rural residents are increasingly eager to narrow the income gap between urban and rural areas, enjoy the fruits of development on an equal footing, and live a richer life. Under the background of a new round of industrial technological revolution represented by information technology, biotechnology, new material technology and new energy technology, the integration and development of rural industries has become possible. The integration, innovation and cross-application of various technologies are not only beneficial to the innovation of traditional industries, but also create a huge space for the development of new models and new formats, and bring more oriented consumption. The emergence of new industries and formats in the process of rural industrial integration has promoted the expansion of market scale, created more rural employment opportunities, and provided more jobs and social welfare for local farmers. While farmers are engaged in agricultural production, they can also be employed in the fields of agricultural products processing, sales, services, rural tourism, etc., which is of great significance for increasing farmers' income and getting rid of poverty and becoming rich. Ecology adopts biological chain technology, integrates planting and aquaculture, and combines later projects such as processing and cultural tourism, which not only realizes the recycling of agricultural emissions, but also increases the added value of agricultural industry.

3. Ways to promote the integration of rural industries.

3.1. Planning the direction of rural industrial integration

Socialism with Chinese characteristics has entered a new era, and the existing agricultural supply structure is far from meeting the new demands of urban and rural residents' consumption. The new characteristics of urban and rural residents' consumption have become the vane of industrial transformation and innovation. In order to meet the needs of all stakeholders to obtain reasonable income from the value-added income of the industrial chain, industrial integration needs to establish a close interest linkage relationship, and guide different types of business entities and different stakeholders to form a new pattern of division of labor and cooperation, complementary advantages and even hierarchical development, classified development and network linkage [10]. Traditional smallholder farmers are limited by management scale, capital, technology, talents, information and other factors, so it is difficult for them to make achievements in brand cultivation of agricultural products, processing and circulation, socialized agricultural services, and the development of leisure agriculture and rural tourism. However, the main body of the new agricultural management has the subjective desire and organizational advantages to promote the integration of rural industries. The relatively stable interest linkage mechanism formed between the main body and small farmers and the resource organization ability for industry and market make the resource elements gather and reorganize within the scope of agriculture and rural areas, thus achieving higher economic benefits.

3.2. Fully integrate with emerging information technology

Rural industrial integration should rely on resource endowment and location advantages, and on the basis of stabilizing traditional characteristic agriculture, constantly tap the internal development potential of agriculture, improve the comparative benefits of agricultural production, and thus enhance its ability to nurture and promote rural secondary and tertiary industries. With the continuous upgrading of consumption level of urban and rural residents, people pay more attention

to the quality of products, and the demand for quality and diversification of agricultural products supply is getting higher and higher, which is being upgraded to be more nutritious, greener and more ecological. Therefore, agricultural development must aim at the new characteristics of urban and rural residents' consumption, find new opportunities and new kinetic energy for industrial integration and development, fully tap the natural, ecological and cultural resources in rural areas, extend the industrial chain, and enhance the value function of the industrial chain. In the new era, the social, economic and cultural foundations of rural ecological governance have undergone profound changes, and the existing governance methods are difficult to meet the requirements of the times of rural revitalization and development. In the process of activating rural resource elements, rural industrial integration should give full play to the role of major professional households, family farms, cooperatives and other new agricultural business entities, so as to drive forward agricultural production, deepen agricultural division of labor, expand agricultural functions backward and promote rural industrial integration.

3.3. Improve and optimize factor resource policies

In the process of rural industrial integration and upgrading, the demand of agricultural subjects for science and technology funds is growing rapidly, and relying solely on government financial input is far from meeting the demand. Therefore, it is necessary to speed up and improve the agricultural science and technology input mechanism with government input as the guide and social diversified input as the main body. The local government should join enterprises to attract investment and increase the road construction and upgrading, so as to realize water, electricity, etc. in villages and households, and give priority to the development of villages and towns that can better realize industrial integration, thus driving the development of the whole region. We should also focus on promoting rural informatization construction, covering optical fiber networks in an all-round way, establishing cooperative relations with e-commerce enterprises, improving the storage, processing and wholesale parks of various agricultural products, and providing specialized supplies. At the same time, we should pay attention to the overall planning of new urbanization construction, guide the secondary and tertiary industries directly related to agriculture to concentrate in county towns, key towns and industrial parks, re-plan living areas and commercial areas, and build characteristic rural areas with complete functions and clear division of labor. The government mainly invests in the basic innovation research of agricultural science and technology, while the social subjects mainly invest in the application and industrialization of agricultural science and technology.

4. Conclusions

Agriculture is not only the production of agricultural products, but also the secondary and tertiary industries associated with agriculture. On the whole, industrial integration has revitalized urban and rural factor resources, improved the mobility of factors, and promoted the development of rural revitalization. Promoting the integration and development of rural industries is an important measure to implement the rural revitalization strategy, a solid material foundation to realize rural revitalization, and an important guarantee to increase farmers' income, promote the orderly development of agriculture and promote rural prosperity. In the process of activating rural resource elements, rural industrial integration should give full play to the role of major professional households, family farms, cooperatives and other new agricultural business entities, so as to drive forward agricultural production, deepen agricultural division of labor, expand agricultural functions backward and promote rural industrial integration. Rural financial institutions can provide micro-credit and e-commerce to help the poor according to the characteristics of the rural market, while paying attention to the crowding-out effect of rural financial capital on farmers' employment. Rural industrial integration should pay attention to the promotion of party building and grass-roots organizations to realize industrial integration, constantly build the organizational foundation for party building to lead industrial development, and seek the benign interaction between rural governance and industrial development.

Acknowledgements

Leisure Agriculture Planning and Design, The Project "Innovation and Entrepreneurship Education Reform" (Excellent Resource Sharing Course) of Fujian Province, 2017(jx180206): Research on the Mechanism of Farmers' Livelihood Capital on Production Scale——Based on Survey Data of Oolong Tea Producing Areas in Fujian Province, Educational Research Project for Young and Middle-aged Teachers, The Education Department of Fujian Province(JAS19524): Provincial Demonstrative Applied Professional Group:Professional Group of Agroecology and Rural Leisure Industry(y160201):The construction direction of Applied Subject "Agricultural and Forestry Economic Management" discipline——Rural and Regional Development, Applied Subjects in Fujian Province(yz180205)

References

- [1] Guo Xiaoyan. Financial Dilemma and Innovation of China's Rural Industrial Integration and Development[J]. Agricultural Economics, 2020, 403(11):108-110.
- [2] Hao Lili, Zhang Bin. The development model and promotion mechanism of China's rural industrial integration in the new era[J]. Academic Exchange, 2016(7):116-121.
- [3] Jiang Changyun. The main organizational forms to promote the integration of rural industries and their effect on increasing farmers' income[J]. Economic Research Reference, 2017, 000(016): 3-11.
- [4] Hu Yufeng, Ding Youqiang. The impact of government subsidies on the value-added of the industrial chain under the background of rural industrial integration[J]. Financial Research, 2019, 441(11):93-103.
- [5] Yang Jianli, Xing Jiaoyang. Research on the integrated development of rural industries in China [J]. China Agricultural Resources and Regional Planning, 2017, 038(009): 72-78.
- [6] Han Xiaoying. A Chinese-style exploration of the integration and development of rural industries from an evolutionary perspective [J]. Business Economics Research, 2017, 000(005):189-192.
- [7] Sun Jiangchao. On the development model and focus of rural industrial integration [J]. Agricultural Economics, 2020, 398(06):35-37.
- [8] Cheng Li, Kong Fangxia. Measurement and influencing factors of the development level of rural industrial integration in the upper reaches of the Yangtze River [J]. Statistics and Information Forum, 2020, 035(001):101-111.
- [9] Guan Haojie. How to construct a comprehensive evaluation index system for the integration and development of rural industries[J]. People's Forum, 2016(7): 52-54.
- [10] Cheng Hua, Wang Qiang, Shi Yicheng. Analysis of the environment and situation of the integration and development of rural industries in Jiangsu Province[J]. Jiangsu Agricultural Sciences, 2019, 47(15):72-76..