

# Practical Countermeasures for the Development of Characteristic Agriculture in the Context of Rural Revitalization Strategy

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## ABSTRACT

This paper aims to explore the practical countermeasures of characteristic agriculture in Shaanxi in the context of rural revitalization strategy. Firstly it analyzes its feasibility in Shaanxi based on SWOT analysis methods, and then establishes its industry system, production system and management system, finally, cultivates the whole industry chain of characteristic agriculture to accelerate the development of modern characteristic agriculture in Shaanxi.

**Keywords:** *Rural Revitalization Strategy; Shaanxi; Characteristic Agriculture*

## 1. INTRODUCTION

The development of rural characteristic industries is the economic basis of rural revitalization and a powerful assistant to promote rural revitalization. The Ministry of Agriculture has formulated and issued the Regional Layout Plan for Characteristic Agricultural Products (2013-2020). Document No.1 of the Central Committee clearly called for speeding up rural characteristic industries, developing diversified characteristic agriculture according to local conditions in 2019. It shows that characteristic agriculture has risen to the national strategy. The domestic research on characteristic agriculture is becoming more diversified and systematic under the guidance of national policy. Mao Nan, Wan Honglian, Shi Wenjie, et al.(2019) pointed out the sustainable development paths of kiwifruit industry [1]. Wu Qiang, Liu Yuanli, Chen Chunyan, et al .(2020) pointed out that there should be leading industries and superior industries and we should construct the industrial structure system of characteristic products, constantly optimize the spatial structure and the management system of characteristic agriculture, cultivate characteristic agricultural brands and perfect agricultural production service system[2]. Chen Zhifeng, Wang Haiping, Zeng Yurong (2020) pointed out that it can prolong the industrial chain, increase the added value, and steadily promote the modern agriculture with regional characteristics in Fujian Province [3]. Due to the promotion of China's national policies and scientific research projects, the domestic research on characteristic agriculture is increasingly systematic featured by quantitative analysis. The methods of evaluating regional characteristic agriculture from the aspects of agricultural resources, market location, ecological suitability,

production scale and economic benefit are increasingly abundant. Future research on characteristic agriculture will also produce more perspectives and methods. The existing literature has laid a deep theoretical foundation for the research in this field, but different regional cultures have different mechanisms and effects on the characteristic agriculture. The development path of characteristic agriculture in Shaanxi enjoys its own characteristics, so there is almost no direct research literature on characteristic agriculture in Shaanxi. This work mainly studies the practical countermeasures of characteristic agriculture in Shaanxi in the context of Rural Revitalization Strategy.

## 2. VALUE OF CHARACTERISTIC AGRICULTURE IN THE CONTEXT OF RURAL REVITALIZATION STRATEGY IN SHAANXI

### *2.1. Enhancing market adaptability of agricultural products*

We should vigorously develop characteristic agriculture in Shaanxi. It is increasingly urgent to promote characteristic agricultural products. The degree of marketization of characteristic agriculture is higher. We should enhance our ability in connecting characteristic agricultural products with the market demands. Developing characteristic agriculture will promote pollution-free agricultural products, green food, and organic food, etc. We can enhance our market adaptability in agricultural products and better meet the demands of the market by vigorously developing characteristic agriculture [4].

## **2.2. Improving productivity of agriculture**

It is necessary to promote the development of characteristic agriculture in Shaanxi, increase we have made great achievements in fruit industry in Shaanxi with different characteristic, form the whole industry chain, produce high-quality agricultural products, and pay attention to its marketing system [5].

## **2.3. Optimizing the industrial structure of agriculture**

By developing characteristic agriculture in Shaanxi, we has accelerated the reform of agricultural supply side, changed the traditional agricultural production mode in the past, vigorously promoted efficient cash crops, innovated the agricultural development mode, strengthened the characteristic advantage industry, continuously adjusted the agricultural industrial structure, promoted the development of rural tourism industry, established an efficient characteristic agricultural industry development system and optimized the agricultural industrial structure.

## **2.4. Establishing qualified agricultural systems**

It requires us to take supply-side structural reform and focus on opening up its production, distribution, circulation and consumption to develop characteristic agriculture[6]. We should give full play to the role of innovation drive, promote the development of characteristic agricultural industry characterized by its high quality, green, intelligence and integration, establish modern agricultural industrial systems, production system, and management system and a high-quality agricultural system.

## **3. THE CURRENT SITUATION AND PROBLEMS OF CHARACTERISTIC AGRICULTURE IN SHAANXI**

### **3.1. The Current Situation of Characteristic Agriculture in Shaanxi**

Characteristic agriculture in Shaanxi mainly manifests in the fruit industry, animal husbandry, the facility agriculture and so on. First of all, we have made great achievements in fruit industry in Shaanxi. There are the largest apple production base and apple juice processing base in the world; There is the largest production area of kiwifruit in the world and the output of kiwifruit, which is an important industry of modern characteristic agriculture in Shaanxi; Secondly, animal husbandry is mainly reflected in milk goat in Shaanxi, storage volume, production, improved seed scale, processing capacity, products,

product market share, brand number, and R & D capacity. Other eight indicators of milk goat in Shaanxi rank in the first in China; finally, the scale of facility agriculture in Shaanxi ranks sixth in China, accounting for the first place in the northwest region. The species of flowers, seasonal fruits and vegetables, edible fungi and others are diversified.

### **3.2. Problems of the Development of Characteristic Agriculture in Shaanxi**

We have made great achievements in developing characteristic agriculture, but there are still some problems in characteristic agriculture in Shaanxi. First of all, the development scale of characteristic agriculture in Shaanxi is small. Although it has formed the characteristic agriculture such as in fruit industry, animal husbandry and facility agriculture, its standardization level is low and the standardization consciousness of characteristic agriculture is weak. There is no production standard of characteristic agriculture; Secondly, We lag behind in building its marketing system and lack a unified marketing system. In addition, its brand recognition is low. Thirdly, We rarely apply science and technology in its products and related science and technology are backward in serving characteristic agriculture, which is not conducive to the high-quality characteristic agriculture in Shaanxi. Finally, the regionalization advantage of characteristic agriculture in Shaanxi is not prominent and the regional planning of characteristic agriculture lags behind, which seriously affects the economic benefit of characteristic agriculture in Shaanxi.

## **4. SWOT ANALYSIS OF CHARACTERISTIC AGRICULTURE DEVELOPMENT IN SHAANXI**

### **4.1. To Strength of Characteristic Agriculture in Shaanxi**

There is certain strength in characteristic agriculture under the context of Rural Revitalization Strategy. First of all, the geographical location makes it have the advantage of natural resources. The climatic conditions are suitable for a variety of crops, thus we can produce rich and colorful agricultural products. Secondly, the advantages are obvious in Shaanxi, and there are many colleges and universities in Shaanxi, which can provide talent support for the development of characteristic agriculture in Shaanxi.

#### ***4.2. Weakness of Characteristic Agriculture in Shaanxi***

Shaanxi is a large agricultural province, but its agriculture is not strong enough. The development mode of agriculture in Shaanxi is more traditional, the agricultural industrial structure needs to be optimized, and characteristic agricultural development lacks a solid basic environment.

#### ***4.3. Opportunities of Characteristic Agriculture in Shaanxi***

There are good opportunities for the development of characteristic agriculture in Shaanxi under the CONTEXT of the Rural Revitalization Strategy. Provincial Party Committee and Provincial Government in Shaanxi issued Opinions on the Implementation of X+3 Project in order to promote the modernization of characteristic agriculture. 3+X is a scientific decision made by the provincial party committee and the provincial government in view of natural resources and the current situation of characteristic agriculture in Shaanxi. There is a historical opportunity for the development of characteristic agriculture with the development of the Belt and Road Initiative.

#### ***4.4. Threat of Characteristic Agriculture in Shaanxi***

We should take full advantage of regional characteristics and develop characteristic agricultural industries in all regions under the context of the Rural Revitalization Strategy. Shaanxi is more competitive in the development of characteristic agriculture, but Shandong and Henan are in the leading place in the development of characteristic agriculture.

### **5. PRACTICAL COUNTERMEASURES FOR THE DEVELOPMENT OF CHARACTERISTIC AGRICULTURE IN SHAANXI**

#### ***5.1. To make full use of characteristic agricultural resources***

It is necessary to vigorously promote the development of characteristic agriculture, dig deep into characteristic agricultural resources, advocate the concept of science, low carbon, green and ecology, highlight the local characteristics of rural areas, fully carry out research on characteristic resources, tap rural landscape resources, pastoral scenery, industrial resources, folk customs and other high-quality resources, vigorously develop rural leisure tourism agriculture, deeply integrate rural first with second and third industries, gather rural high-quality

resources, integrate all kinds of rural elements, and vigorously promote the development of characteristic agriculture in Shaanxi in the context of the Rural Revitalization Strategy[7].

#### ***5.2. To Improve the Performance of New Business Agents***

We should give full play to the efficiency of new management programmes by developing characteristic agriculture in Shaanxi such as professional large households, family farms and farmers' professional cooperatives.[8]. We should highly innovate the new management programmes, agricultural machinery management and talent introduction mechanism, combine all kinds of new management programmes, build such supermarkets featured by distinct agricultural service, establish its machinery services and labor services and other platforms, and provide comprehensive services for all kinds of new management programmes.

#### ***5.3. To construct Product Marketing System of Characteristic Agriculture***

It is important to construct a marketing system and integrate the supply chain of characteristic agricultural products, adhere to the guidance of regional characteristic agricultural brands, choose Luochuan Apple, Ziyang Selenium-rich Tea, Baqiao Cherry and other brands, strengthen the concept of brand of characteristic agricultural products, plan brand development of characteristic agricultural products, integrate industrial chain resources of characteristic agricultural products, and use new media resources to promote the marketing system of characteristic agriculture in Shaanxi.

#### ***5.4. To promote the industrial clusters of characteristic agricultural***

We should integrate regional advantages. The government should play a leading role, promote the development of characteristic agriculture industrialization, large-scale management, constantly expand the scale of characteristic agriculture, form characteristic agricultural industrial cluster, produce greater competitive advantage, attract more characteristic agricultural means of production, fertilizer seed enterprises, characteristic agricultural breeders, leading enterprises, circulation enterprises, agglomeration, promote the organic integration of characteristic agriculture with secondary and tertiary industries, support the scientific and technological agricultural associations, intermediary service organizations, scientific research institutions, technical training institutions and other relevant scientific and technological service departments to characteristic

agriculture, and promote the development of agricultural industrial cluster in Shaanxi, seen in figure 1.

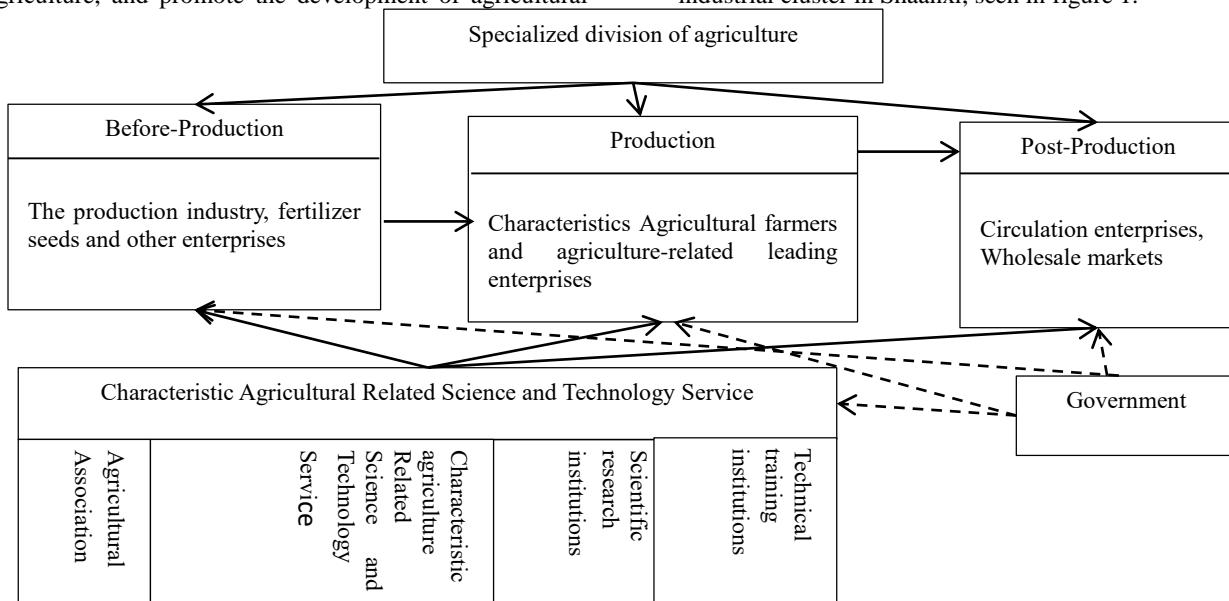


Figure 1. Development Ideas of Industry Cluster of Characteristic Agriculture in Shaanxi

## 6. CONCLUSION

All in all, Shaanxi is a big agricultural province in China. Developing characteristic agriculture is a rational choice to promote the development of agricultural modernization in Shaanxi under the double pressure of limited cultivated land resources and ensuring national grain security. There have been certain construction results in characteristic agriculture in Shaanxi, but the characteristic of the agriculture characteristic is not outstanding. This paper analyzes the feasibility of developing characteristic agriculture in Shaanxi in the context of rural revitalization strategy by SWOT. It should combine regional culture characteristics, make full use of resource characteristics, promote industry cluster of characteristic agriculture in Shaanxi.

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