

Research on the Problems and Optimization Paths of the Integrated Development of Rural Primary, Secondary and Tertiary Industries in China

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ABSTRACT

The integrated development of rural primary, secondary and tertiary industries has become an innovative path for China to promote rural revitalization. This paper focuses on the main problems of rural primary, secondary and tertiary industries in China, including imperfect government governance, insufficient quality and efficiency, and incomplete platform carrier and public service guarantee. This paper proposes that during the 14th Five-Year Plan period, to promote the deep integration of China's rural primary, secondary and tertiary industries, we should focus on the multi-sectoral coordination and promotion mechanism, improve the quality and safety system of agricultural products, build service platforms and optimize infrastructure.

Keywords: *Integrated Development of Rural Primary, Secondary and Tertiary Industries, Rural Revitalization, China.*

1. INTRODUCTION

In recent years, China has made efforts to implement the rural revitalization strategy and promote rural development. Among them, the integrated development of the primary, secondary and tertiary industries in rural areas has become an innovative path for China to promote rural revitalization. Various regions have combined their local agricultural base and industrial advantages to innovate industrial integration development mode. While significant progress has been made in the development of integrated rural industries, there are still some problems in China. The purpose of this paper is to outline and analyse the problems of the integration development of industries in rural China and propose the corresponding optimization path.

2. THE PROBLEMS EXISTING IN THE INTEGRATED DEVELOPMENT OF PRIMARY, SECONDARY AND TERTIARY INDUSTRIES IN RURAL CHINA AT THE PRESENT STAGE

2.1. The imperfect governance of the integrated development of the primary, secondary and tertiary industries in rural areas

It lacks integration and coordination in policy planning and implementation of industrial integration development. Different government departments have formulated a series of rural industrial integration development plans. However, the coordination mechanism between governmental departments is not perfect, and different development plans are only based on departmental functions, and there is still room for further optimization in terms of coordination and integration. In particular, factors such as the transformation and enhancement of the governance concept of some government departments are not effective enough, resulting in the fragmentation of policy planning, which affects the implementation of policy planning. In the implementation of the policy, the

synergistic promotion mechanism among all relevant departments is still not perfect enough.

There are constraints of driving force among county governments. Different county governments have competitive behaviors among themselves in promoting the integrated development of rural industries. The competition among county governments around promoting the integrated development of rural industries has caused county governments to pay unreasonable costs in relevant aspects of economy, society and ecology. It has led to the problem that some county governments have a strong short-term drive and a weak long-term drive, showing that they only focus on the current investment to attract projects to be signed and introduced, while ignoring whether the projects can be developed in the region in a lasting way.

Rural reform of streamlining administration and delegating power, improving regulation and upgrading services needs to be deepened. At present, all kinds of subjects are willing to participate in the development of rural industries, but some rural areas still have poor service consciousness, approval restrictions and other problems in the management of new industrial integration and new models. Rural reform of streamlining administration and delegating power, improving regulation and upgrading services needs to be further promoted.

2.2. The insufficient quality and efficiency of the integrated development of the primary, secondary and tertiary industries in rural areas

The extension of rural primary industry is not enough. Most business entities mainly supply agricultural raw materials and primary agricultural products. The chain cultivation from the production end to the consumption end of agricultural products is not sufficient, and the construction of supply chains such as transportation and marketing of agricultural products is not perfect. At present, the circulation network of agricultural products in some rural areas is not sound enough, and the construction of cold chain logistics is not sufficient. They restrict the timely connections between production and marketing and affect the extension of the primary industry. There are also many problems in the quality and safety of agricultural products. Not only there are the harmful substances of agricultural products caused by environmental pollution around the farmland exceeded, but there are also safety problems caused by the excessive use of pesticides, fertilizers and other inputs by agricultural producers, such as excessive pesticide residues etc.

The expansion of the rural secondary industry is insufficient. The development level of China's agricultural products processing industry on the whole is not high enough. Especially, the processing industry laid

out in rural areas is still too few and has insufficient capacity. At present, the ability of various business entities to carry out deep processing and comprehensive processing of agricultural products is not strong enough, and there is still much room for improvement in the added value and comprehensive use of products. According to estimates, China's agricultural products processing conversion rate is 67.5%, nearly 18 percentage points lower than that of developed countries [1]. At the same time, the ratio of China's agricultural products processing industry to total agricultural output value is 2.3:1, far lower than the level of 3.5:1 in developed countries [1]. These problems and shortcomings to a large extent lead to the poor driving capacity of rural secondary industry to the primary industry. They also restrict the development of the service industry such as the circulation that supports the secondary industry.

The high-end development of the rural tertiary industry is lagging behind. The depth of the connection between information technology and agriculture has yet to be strengthened, and the role of transforming and upgrading agriculture has not yet been fully manifested. Although the sales volume of rural e-commerce has been growing rapidly, the level of agricultural products sold by e-commerce is not yet high enough. Most of them are primary agricultural products with simple packaging and processing, and the ability to develop medium and high-end agricultural products is still insufficient. Although various business entities have registered many e-commerce brands, most of them are still not well known due to insufficient investment in brand building and other reasons, and the brand value varies greatly. The characteristics of rural leisure tourism are still not well explored, with obvious homogeneous characteristics and insufficient development of resources such as cultural heritage, character history and local customs in agriculture and rural areas, and insufficient supply of niche, precise and high-end products and services. The service industry of producer services is not extensive enough. There are still some problems in agricultural waste resource utilization, marketing of agricultural products and personalized services.

2.3. The incomplete platform carrier and public service guarantee for the integrated development of the primary, secondary and tertiary industries in rural areas

The platform carrier, facilities and equipment to support the development of industrial integration in some rural areas are still relatively weak. Roads, information and communication, storage and logistics facilities in some rural areas are not sound. In the establishment of rural industrial integration development parks in some rural areas, unscientific

planning and blind competition have led to the decentralized layout of parks, resulting in low industrial concentration and low park aggregation, and making it difficult to form industrial cluster development synergy. According to the survey, only 28% of rural industries in China are gathered in various parks at present [2].

The public services related to industrial integration development in some rural areas are not perfect. The system of rural property rights protection and its implementation are not perfect enough, and the rights and interests of land management rights holders and the protection of property rights of enterprise investment are damaged from time to time. The government service awareness in some rural areas is weak, and too many unreasonable approval procedures and obstacles are set for the environmental protection and taxation involved in the rural industrial integration development projects, which affects the actual promotion of the projects. The service supply in some rural areas in terms of policy consultation, agricultural machinery promotion, business registration, product certification, and brand building, etc. is insufficient, which restricts the development projects of the main body of rural industrial integration development.

3. THE OPTIMIZATION PATH OF THE INTEGRATED DEVELOPMENT OF PRIMARY, SECONDARY AND TERTIARY INDUSTRIES IN RURAL CHINA

3.1. Sound and multi-sectoral synergistic promotion mechanism for the integrated development of the primary, secondary and tertiary industries in rural areas

The integration and coordination of policy planning and implementation should be enhanced. Governments at all levels should steadily improve the interdepartmental coordination and promotion mechanism, eliminate the problem of multiple management and decentralized policy-making, and enhance the coordination of relevant departments in the development of integrated rural industries in terms of policy support, funding arrangements, and project planning, etc. [3]

The scientific and characteristic nature of local government's development of rural integration industry should be enhanced. Local governments play a leading role in the development of rural industrial integration in their regions. They must deeply analyse and base on the resource endowment and advantageous characteristics of their regions, formulate scientific development plans, broaden development ideas, pay attention to overcoming the problems of serious homogenization and insufficient differentiation, and take the path of development with characteristics suitable for their regions.

The coordination and differentiation of local governments in the region in developing integrated rural industries should be enhanced. As counties are the main battlefield of rural industrial integration development, it is important to enhance coordination and differentiation among county governments in the region to promote the development of rural industrial integration, avoid undue competition in the introduction of projects, and enhance the driving force to support industrial integration development.

3.2. The improvement of the quality and safety of agricultural products system

The quality grading system for agricultural products should be improved. On the quality grading of agricultural products, we should scientifically set the standard extreme difference, enhance the operability of grading indicators, promote the development of a unified national quality grading of bulk agricultural products, and carry out quality product evaluation of local varieties [4]. It is important to support agricultural enterprises, e-commerce platforms and other business entities to develop corporate standards based on national and local standards, and to use automatic sorting equipment to quickly test the appearance, quality structure, nutrition and other indicators of agricultural products, determine the grade, and promote the realization of high-quality agricultural products at a good price.

The traceability system to strengthen the quality of agricultural products should be established. The national agricultural product quality and safety traceability management information platform is relied on to strengthen the source traceability of agricultural products, traceability of flow, and information query, etc., and promote the integration of traceability system data and connection. The county-level input supervision and traceability and data collection work should be improved, and the aggregation of multiple types of data, such as operational data, input use data and supervision and inspection data, should be increased for all kinds of agricultural business entities to promote traceability of the quality of agricultural products [5]. Comprehensive law enforcement at the grass-roots level should be strengthened. Supervisors should be replenished, grass-roots traceability sites should be built, equipment should be strengthened, and the law enforcement capacity of county, township and village regulatory agencies should be enhanced. The risk assessment of the quality and safety of agricultural products should be strengthened, and monitoring efforts should be increased for key areas to prevent and resolve risks.

3.3. The optimization of service platforms and infrastructure for the integrated development of the primary, secondary and tertiary industries in rural areas

The information services platform should be improved. All regions should focus on all types of business entities in the development of agricultural products in the public service needs of e-commerce, to further optimize the national agricultural business information public service platform, integrated production and circulation, online and offline, spot futures, domestic and the big data of international agricultural products. A comprehensive and multi-level information dissemination network should be built to provide supply and demand information, purchase and sales matching and other services. It will support localities to accelerate the improvement of public service platforms for rural electric businesses, provide information and consultation, quality management, brand building, travel and other services, and remove the barriers to information communication between farmers and citizens for agricultural products. At the same time, the cooperation with enterprise e-commerce platforms should be strengthened, and consumer evaluation should be handled in a timely manner to actively expand the sales channels of agricultural products and open up the online market of agricultural products [6].

The rural property rights trading platform should be improved. It is important to adhere to the direction of electronic development and promote the establishment of a multi-level networked rural property rights trading platform, especially the soundness of county-level trading centers, township exchanges and village-level trading service stations. The interconnection and interoperability in business and functions among all levels should be promoted. The services such as information release, contract signing, equity assessment and financing guarantee of land management rights transfer should be provided, and the data related to rural land contracting and transaction should be kept, updated and used. At the same time, the collective operating assets and other property rights related to agriculture will be included in the platform. It will support the both parties to carry out various transactions around these property rights such as leasing, letting and cooperation etc. The system of online contract signing for land management rights transfer should be improved. And digital certificates, electronic passwords and blockchain technology should be adopted to carry out online transactions, strengthen contract information management and save transaction costs. It is important to actively broaden the service content, and provide price guidance, accounting and audit, project planning and other services for both sides of the transfer. Moreover, it is important to explore the interconnection

between the trading platform and the financing guarantee platform [7], innovate the pledge loan service for agricultural property rights, improve the cooperation mechanism of government, bank and guarantee, promote the platform to share the information of mortgage registration and post-credit supervision, and improve the accuracy of the management of agricultural property rights and the accessibility of loan services.

The problems of facilities related to the integrated development of rural industries should be solved. All regions are supported to solve the problems of post-production commercialization processing facilities for agricultural products, strengthen the construction of origin warehouses, distribution centers and other facilities, enhance the storage capacity of origin, guide each agricultural business entity to be equipped with equipment for cleaning, processing, and packaging, etc., and enhance their primary processing capacity of agricultural products. All regions are supported to guide the agricultural business organizations to participate in the construction of county, township and village level cold chain logistics centers through awards and subsidies, and discounted electricity prices, etc., to build pre-cooling, refrigerated transport and other facilities to upgrade the processing capacity of rapid storage and distribution of fresh agricultural products. At the same time, cooperation with express enterprises, e-commerce enterprises and other organizations should be strengthened to promote the creation of a full cold chain logistics system. It is necessary to provide support to all places in accordance with the requirements of high-standard farmland construction, accelerate the improvement of irrigation and drainage, transmission and distribution, country roads, farmland protection and other infrastructure, and enhance the level of machine operations.

4. CONCLUSIONS

During the 14th Five-Year Plan period, we need to focus on solving these problems existing in the integrated development of rural primary, secondary and tertiary industries, improve government governance capacity and public services, deepen cooperation among industrial business entities, cultivate new integrated business forms and models, and improve the quality of integrated development.

ACKNOWLEDGMENTS

In this paper, the research is financially supported by the Scientific Research Plan Project of Tianjin Education Commission "Research on the historical process and experience enlightenment of the Communist Party of China in exploring the integrated development of rural primary, secondary and tertiary industries" (Grant No. 2021SK088).

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