

Research on the Role of Agricultural Informatization in Rural Economic Development

Zhang Xuqi

Xi'an International University, Business school, Xi'an, Shaanxi ,China

Keywords: Agricultural Informatization, Rural Economic Development

Abstract. The development of Chinese agriculture must unswervingly take the road of agricultural information. In this context, this paper analyzes the role of agricultural informatization in the development of rural economy and the problems it faces, and puts forward some constructive suggestions on further improving the level of agricultural informatization.

Introduction

With the rapid development of Chinese science and technology, Chinese agricultural development has entered a new stage, in order to further accelerate the construction of agricultural information, not only can promote the new stage of rural economic development, but also can promote farmers to increase income and improve agricultural competitiveness, and thus promote the construction of agricultural information in the role of rural economic development.

The construction of agricultural information so that farmers in the process of understanding the industry information, provides a more information channels, but also allows farmers to understand the market changes in the first time. Therefore, the rural economic structure to a certain extent has been greatly changed. In the agricultural production and management, investment in more information technology equipment and equipment, you can quickly improve the efficiency of agricultural production and processing. As a result, the competitiveness of the rural market has also been further improved. In order to be able to build agricultural information in depth, not only the income of farmers increased a lot, and the rate of income growth is relatively fast, and promote the development of rural areas to a well-off society, in addition, the rural economy can enter into another stage, Information technology continues to build the good results, but also for rural economic growth has laid a solid foundation.

The Connotation of Agricultural Information

The so-called agricultural informatization refers to the acquisition, processing, dissemination and application of agricultural information in the agricultural field through the use of modern information technology, so as to effectively develop and utilize various agricultural resources, including natural resources, human resources and market resources. Intelligent tools as the representative of the new productive forces, and then promote the development of modern agriculture, promote rural economic and social progress of the dynamic evolution process. The informationization of agricultural informatization is the whole process of agriculture, which mainly includes: informationization of farmers' consumption and consumption, informationization of agricultural production management, informationization of agricultural science and technology, informationization of agricultural management and management, informationization of agricultural market circulation and informationization of agricultural resources and environment.

The Status of Chinese Agricultural Information

The organizational system gradually improved. As of the end of 2006, all provinces in the country, 97% of the land (city), 80% of the county-level agricultural departments are equipped with information management and service agencies, 67% of agricultural towns with information service

stations; development can be passed directly to farmers Information of rural information staff of 17 million people.

The network platform begins to take shape. Chinese agricultural information network has a strong support services to become Chinese agricultural information "wholesale market", the Ministry of Agriculture has also built an office network platform, opened the command and dispatch satellite communication system, initially built to China Agricultural Information Network as the core, set more than 20 A professional network as one of the national agricultural portal, the number of visits in the global agricultural website ranked second. At the end of 2006, local agricultural and agricultural information service websites were established at the provincial level, about 80% of the prefecture level and 40% of the county-level agricultural departments. National township information service station, a computer and the Internet can account for about 80%. Agricultural information service network is rapidly to the intermediary organizations, leading enterprises, wholesale markets, villages and brokers and grow large extension.

Information collection and resource development channels are maturing. Through the sample survey, the typical investigation, etc., the establishment of the basic coverage of agriculture, markets, resources and other important information collection system 36, the provincial agricultural departments have established a regular agricultural and rural economic situation, the chamber of commerce, information resources, integrated development work made good progress. The establishment of the agricultural market monitoring and early warning system, in the regulation of agricultural products market has played a positive role. Application of remote sensing technology for disaster prediction and agricultural production has also achieved remarkable results.

The information dissemination coverage gradually expanded. The Ministry of Agriculture has established a "information release calendar" as the main form of information dissemination system, formed the subordinate China Agricultural Information Network, Peasant Daily, China Central Television program, rural magazine and the Central Agricultural Broadcasting School and other media-based Media participation in the information release window; around the agricultural sector are also associated with the media, open up information dissemination channels, efforts to expand the scope of information services.

The Role of Agricultural Informatization in Promoting Rural Economic Development

Optimize the resources allocation and improve the economic efficiency of agriculture. Modernized rural areas are market-oriented rural areas, but also information-based rural areas, agricultural information to promote the agricultural science and technology and its achievements in the promotion and popularization, improve the agricultural information service system for farmers to provide accurate and timely information services, With information to guide farmers to consciously carry out economic restructuring, thereby enhancing the economic efficiency of agriculture. In the context of economic globalization, not only domestic and foreign market sales information, scientific and technological information, but also on domestic and foreign agricultural policy and its changes in information, agricultural producers to optimize the allocation of resources have an important role.

Reduce the market transactions risk and improve the efficiency of agricultural market circulation. The agricultural market risk is largely due to the lack of information and production caused by the lack of agricultural information caused by the blindness and lag. The more information available to farmers, the more accurate the investment and production decisions, the smaller the market risk. Agricultural information for the realization of agricultural prenatal, middle and postpartum organic convergence, deal with agricultural production, distribution and consumption of dynamic relations, to achieve the balance of agricultural supply and demand, providing a strong material and technical basis. Agricultural informatization plays an important role in agricultural market operation and agricultural production arrangements, which can directly link the market transactions, which greatly reduces the circulation, simplifies the transaction process and saves the transaction cost.

Speed up the spread of agricultural technology and the promotion of agricultural science and technology personnel training. One of the advantages of agricultural information technology is the rapid spread of information, information technology through the network and multimedia technology to farmers in urgent need of professional production technology and the latest application experience quickly spread to all over, breaking the time and space constraints. The development of agricultural economy must rely on science and technology, and the development and application of science and technology is the key talent, through the network development, can be widely and quickly spread of agricultural technology, science knowledge, faster and better training of agricultural science and technology talent, through these scientific and technological personnel, To further promote and popularize agricultural science and technology and popular science knowledge, improve the overall scientific and technological quality of farmers.

Improve the international competitiveness of agricultural products. In the context of economic globalization, the key to the development of agriculture in a country is whether it can fundamentally improve the international competitiveness of agriculture. Agricultural informatization is conducive to improving the international competitiveness of agriculture. First of all, agricultural information is conducive to improving the price competitiveness of agricultural products. Because agricultural information system provided by the agricultural input prices, agricultural market conditions and domestic and foreign agricultural policy-oriented information more conducive to farmers to determine their comparative advantages, according to the comparative advantages of resources allocation is conducive to improving the competitiveness of agricultural products. Second, agricultural information is conducive to improving the quality of agricultural products competitiveness. The quality of agricultural products at home and abroad and its changes in the information is the basic content of agricultural information system, when agricultural producers from the network to easily get the quality of agricultural information on the standard and quality standards to plan agricultural production, the quality of agricultural products competition Force will undoubtedly be greatly improved.

The Existing Problems of Agricultural Information Construction

The agricultural information service positioning is not accurate and with poor practicality. There is few national information networks connected to the rural grassroots, information services cannot be extended to the rural grassroots level, and the information service project is single and cannot meet the grassroots demand for agricultural information. According to a sample survey, 72% of the farmers said they had access to information through television, 8% were obtained through newspapers and magazines, and 20% said they had no time to watch TV and newspapers. For the Internet, information desk, mobile phone service, most farmers said never touched.

The awareness of agricultural information needs to be improved. For a long time, small-scale production and management awareness of the farmers used to what kind of support what depends on the way of experience, their lack of awareness of the importance of information. In the sample survey, 50% of the farmers indicated that they had never received any training organized by township or village organizations, 34.8% had received training in agricultural knowledge, and 8.7% had trained in market knowledge. In the absence of systematic training, coupled with the lack of access to information, farmers cannot effectively accept the modern advanced agricultural knowledge and modern agricultural model to change the ideological understanding. The lag of ideology will inevitably lead to the lag of action, but also hindered the advancement of agricultural informatization.

Lack of rural information personnel and the quality of business is not high. The development of agricultural information is ultimately for the farmers. Only the quality of farmers to improve their own, have the ability to enjoy the benefits of the development of agricultural information. Urban and rural education resources allocation is still very uneven, the number of rural vocational schools is limited, the investment in rural education funding to be improved. Education cannot keep up, talent must be lacking, and information network talent is rare. As the rural information occlusion, the

environment is difficult and leading to both cultivate talent, but also the introduction of talent, no talent is more exacerbated by the backward situation, the formation of a vicious circle.

The Countermeasures to Accelerate the Construction of Agricultural Information

The deep development of information resources. The development and utilization of information resources is to improve the quality of information, promote the core of agricultural information content. The database is both an important information product and an important source of information for all agricultural enterprises and farmers to participate in international market competition. The improvement of database technology is a key field of agricultural information technology. Therefore, it is very important to strengthen the research and development of database technology and improve its comprehensive and classification performance.

Improve the practicality and relevance of information services. The construction of information service system must always insist that the grassroots users to provide comprehensive and practical information as the starting point and the foothold of agricultural information to solve the practical problems in rural production. The content of information service should cover the aspects of production materials procurement, crop cultivation and crop processing, agricultural product sales and so on, and enhance the information service targeted, and adjust the content and form of information service according to the regional characteristics.

Improve the effectiveness of agricultural information services. In order to actively carry out the demand of agricultural information service, the demand content, the analysis of demand mode, according to the different needs of information needs, different needs of the object to provide different agricultural information, the use of different services is to improve the effectiveness of agricultural information services way.

Conclusion

In summary, Chinese has got continuous expansion of agricultural information and it can not only allows farmers to obtain massive agricultural information, agricultural production information, market prices and other aspects of information, but also can continue to increase the farmers' income, and thus improve the living standards of farmers. In the increasingly fierce market economy environment, we must change their own production and management concepts, combined with the relevant scientific and technological means, and ultimately can better promote the rapid development of Chinese rural economy.

Acknowledgment

2016 "The School-local cooperation mode of electronic commerce to help Zizhou county economic development research" Funded by Xi'an International University .

References

- [1] B. N. Ma, The role of agricultural informatization in the development of rural economy, J. Modern Agricultural Science and Technology. 44 (2010) 146-147.
- [2] H.X.Zeng, The role of agricultural information construction in the development of rural economy , J. Chinese New Technology and New Products. 18(2005) 55-57.
- [3] J.H.Xue, The role of agricultural informatization in the development of rural economy, J. China Chemical Trade. 32(2012) 189-190.
- [4] Y.J.Qi, A review of agricultural informatization research in China, J. Journal of Anhui Agricultural Sciences, 4(2007) 38-40.

- [5] Y.M.Tian, Research on the present situation and countermeasures of rural informatization service in China, J. Agricultural Network Information, 9(2013) 142-150.