

Research on the Development of New Agricultural New Industry under the Background of Supply - side Reform

—based on the investigation and analysis of Sichuan

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Abstract: Based on the summary of theory, policy combing and field investigation, taking Sichuan Province as an example, this paper analyzes the specific requirements of agricultural supply-side structural reform on the integration of agriculture and the secondary and tertiary industries and the development of new industries and new agricultural industries, summarizes the agricultural supply. In the light of the typical patterns of the integration of agriculture in the first, second and third industries during the reform in China, the author analyzed the major challenges and existing problems in the integration of industries and the development of new industries in the light of the present situation of Sichuan's agricultural industry, and pointed out the corresponding problems Propelling path.

1. Introduction

In 2017, Central Document No. 1 proposed to speed up the reform of the agricultural supply-side with the main objective of increasing farmers' income and ensuring effective supply, which has played a certain role in promoting the economic development in rural areas. At the same time, it also planned a new direction for rural work. Since the beginning of this year, all the municipalities and autonomous regions in Sichuan Province have been focusing on structural adjustment, lowering costs, making up for shortcomings, improving quality, promoting integration and sustainable development, and actively promoted structural reforms in the agricultural supply side. In line with the general ideas and requirements of the central and provincial governments, based on the survey data of 10 cities and prefectures in Sichuan Province in 2017, this paper grasps the present situation of the present situation of agricultural supply-side reform and rural new industries in Sichuan Province, and summarizes the problems, and put forward corresponding countermeasures and suggestions accordingly.

2. The agricultural supply-side reform and the status quo of integration of the three industries

As one of the 13 major grain producing areas in the country, Sichuan Province has enjoyed a reputation as a land of abundance in the country. From 1978's reform and opening up to more than 30 years ago, with remarkable achievements, we have continued to further promote structural reforms in the agricultural supply-side. Clearly proposed to vigorously develop the pigs, vegetables, fruits, tea, Chinese herbal medicines, sericulture and other ten advantages of specialty industries, while promoting the cultivation of new industry new main body, and enhance the capacity of sustainable development and enhance the quality and safety of agricultural products, and the National Modern Agricultural Demonstration Zone, Pilot demonstration of the integration of rural industry in the country, demonstration project of provincial-level modern agricultural demonstration counties and provincial-level modern agriculture and animal husbandry key counties as the carrier, and concentrate on building a batch of bases with high production levels, close planting and breeding facilities, perfect scenic spots and facilities, Strong ability, high level of social service, "Internet +" wide application, brand sales, improve the system and mechanism, close interest, social

capital participation, financial support for the integration of modern agriculture industry demonstration zone, leading the agricultural industry and 23 Industry to accelerate the integration of development.

3. The Problems

The lack of understanding of the reform of agricultural supply-side by cadres and employees at various local levels, the lack of clear-cut ideas and the lack of concerted efforts in the construction are the common problems in the research process.

What is the agricultural supply-side reform, what its content and requirements, many local cadres and practitioners are the lack of corresponding knowledge. Survey found that some cities and counties and even agricultural system staff at all levels believe that agricultural supply-side reform is the reduction of food crops by cash crops, blindly follow the trend of the cash crops grown, do not pay attention to the suitability of the local location and the market Long-term development.

Local governments lack scientific and rational long-term planning in industrial layout and spatial layout. Some cities and counties in the investigation blindly pursued output and large-scale development but failed to form brand competitiveness with less market potential. Some cities and counties have brands Awareness, but more than greedy wide network, want to cover everything, trying to develop multiple brands, in fact, but not the reputation of a product ring. Including what types of agricultural products should be developed, how much they should be developed and whether they are suitable for development, which are not clear in many places.

Agricultural producers and managers, government workers and social forces are not enough to promote the structural reform of the agricultural supply side. The initiative, enthusiasm and creativity of all parties involved are not strong enough. Some staff members in some areas even have some resistance. Agricultural production and operation Most of the new type of entities are not strong, the added value of products is not high, and some counties and districts do not even have a new type of representative with local representation. The mechanism of "interest-sharing in rural areas" with "shares + cooperation" is still not sound.

Due to the drive of interests and the positioning of local governments, they all strive to develop products with high market prices or choose planting varieties based on the market quotations of previous years. In the survey, some areas saw vigorous cultivation due to the good market conditions of citrus last year. Uniform planning is not based on its own characteristics of a reasonable layout and accurate positioning, as most areas are growing citrus, low-level repeated planting, vicious competition among industries, and local advantages, special industries have not been well played; Other characteristics of the industry there is also the phenomenon of homogenization, such as Dazhou is still a lot of development of crisp Lee, the market has become saturated, the product under pressure to sell under.

Follow the trend is a pathological development of the industry, do not do market research, quick results, leading most farmers and businesses do not conduct in-depth market analysis, do not take the difference, scale, brand management mode, not with the actual extension of industry Chain, blindly expand the scale of production, blindly or simply adjust according to the current market price. During the survey, some areas did not know the market as a whole. There are many places in the country where grapefruit are planted and there are many varieties. However, planting some 200,000 mu of grapefruit in only one city in some areas made the market oversupply.

4. Industry integration is not high

Due to the interdependencies between industries, industries permeate, cross and overlap with each other, but at present the degree of integration among industries is not high. According to the survey, there are college incubator parks in Pujiang and Meishan, and there are many rural electric power development projects Business projects, but are in their infancy, and there are many problems, most of the development of agricultural products have a shelf life, easily damaged in the transport process, deterioration. In spite of the development of the fruit industry in other parts of the

country, all of them are developing independently and are not well linked with the second and third industries. In particular, the integration of tourism has yet to be explored and innovated in its development model.

The structural imbalance here mainly refers to the supply and demand mismatch. The survey found that some agricultural products oversupply, the phenomenon of excess appears, especially some fruits, due to the initial market conditions, we follow the trend of planting, leading to rotten fruits. Another example is the tea, there are currently about 5000000 acres of tea area in Sichuan, showed a year-by-year upward trend, but there are still some areas have increased the desire to grow tea. The other part of the strong demand for agricultural products, the supply is obviously inadequate, mainly some unique brands, such as the capital of the Tarot Blood Orange unique, due to its unique climate and soil conditions, the county planted area of 16 hectares, accounting for 80% of the province, sold throughout the country, but the output does not meet the needs of consumers.

Due to the improvement of people's living standards, the quality and safety of agricultural products are also increasingly demanding. However, the existing products can not meet the new demands of consumers for agricultural products. During the course of the investigation, it was found that a large number of black spikes appeared in rice in some areas, leading to a sharp decrease in yield and deterioration of rice and a certain degree of quality and safety affected. In addition, some government officials interviewed said that relatives at home would send in each harvest season A lot of rice, but will still buy other Thai Thai rice, pearl rice, etc., because home grown rice taste is not good. In addition, a large number of agricultural products sprayed with pesticides and fertilizers, etc., and the use of unscientific, people's demand for green non-polluting food continues to grow.

More effective means more supply that can meet the needs of people. However, at present, there are many primary products and fewer processed products of agricultural products. There are many low-end products and few middle and high-end products. There are many general brands and few famous brands. There are many single-function products and many kinds of functions Less product Low-grade, general supply of agricultural products more, a lot of waste of products and resources, high-quality and specialty products are in short supply, that is, the effective supply, obviously can not meet people's increasingly high-end consumer demand. Grapes can be made into wine, kiwi fruit can be processed into fruit juice, dried fruit, etc., most of the processing industries have yet to be developed.

At present, a large amount of land in our province has been occupied by the existing industries. For the new industries to develop, there must be corresponding land as a support. The scarce land resources in our country will not allow the development of the industries and then expand the roads that occupy the cultivated land by extension. The allocation of land resources Contradictions such as: The survey found that rural tourism owners desire for rural tourism and government policies do not match the rural tourism supply and basic farmland red line policy sharp contradiction, the new construction land scale index approval process is too cumbersome and time-consuming. How to optimize the allocation of land resources, optimize the industrial structure and finally promote economic development has become an urgent issue to be solved.

Lack of project support for the development of local industries in our province, project support for agriculture and rural areas is very small, for project support is difficult, the project is relatively small, to play a more difficult, such as: the survey found that capital as the first blood orange County , There is no project to support the funds; local industries have a bottleneck in the application for loans, existing loans for agriculture less, fewer enterprises to meet the requirements of the provincial regulations, most small businesses, the lack of information transparency, lack of effective security, lack of collateral, financial Institutions are reluctant to provide credit services, and local enterprises lack operating capital, leading to slow progress in building industries.

Due to the relative lack of competitiveness of local places in attracting talent, the local living environment, medical standards and salary levels are relatively backward, local education funding is too small, teaching conditions are poor, teachers are relatively weak, and local drop-out rates are much higher than those in urban areas Rate, hinder the improvement of local labor quality. A serious

lack of front-line young talent and science, technology and professional skills of human resources, the formation of the uneven distribution of urban and rural human resources, the number of local human resources advantages and disadvantages of quality coexist.

According to the survey, many counties and cities have paid insufficient attention to new agricultural technologies and lack of professionals. Most of them are farmers who choose long-term local farmers as technical leaders. These peasants, who are experienced but lacking in theoretical knowledge, have little understanding of the latest technologies for new agricultural products that are required to be planted under supply-side reform, and have limited and narrow access to relevant knowledge and technologies, leading them to learn new technologies and Use is also more lagging.

The terrain of Sichuan Province is a basin. Most counties and cities are located in the hills. Small plots of land are abundant. There is little land and soil in the dam, and the distribution is unbalanced. In some places, the steep slopes of mountains and hills restrict the popularization of agricultural machinery. Some cities and counties, such as reactor mechanized road infrastructure is not perfect, most of the land agricultural machinery in the use, transfer, transport and other aspects of the difficulties, it is difficult to play the due efficiency of agricultural machinery, leading to the promotion of new machinery, especially large machines and new technologies Difficult, the desire of the masses to buy low. Second, due to a large number of rural labors moving to the cities, most of them are aged 50 and over, and young people have a smaller and smaller proportion of knowledgeable and knowledgeable people.

5. Countermeasures and Suggestions

Local governments may invite experts and scholars from institutions of higher learning and research institutions to provide training and guidance to grassroots cadres and practitioners and comprehensively reform the connotation and requirements of agricultural supply-side reforms from the perspectives of structural adjustment, brand building, cultivating new momentum and creating new formats Analysis to explain, to enhance the understanding of relevant personnel.

Local governments should closely follow the connotation and requirements of agricultural supply-side reform, uphold the concept of sustainable development, formulate plans for the development of local industries scientifically and reasonably in line with local conditions, adjust the industrial structure in a predictable manner, and avoid blindly market-oriented ones. Focus on brand and quality, to avoid homogenization; brand development should focus on feasibility, to avoid excessive demand for more widely spread network development.

Local governments should improve relevant supporting policies on finance, taxation, land, finance, insurance, science and technology and electricity use to form a policy support and service support system. They should step up publicity and make full use of newspapers, radio, government websites, WeChat, Weibo and other media to create a good social atmosphere to attract all parties involved in the supply side of agriculture reform; to foster leading enterprises, to create a new type of professional farmers, to cultivate the backbone of the rural cooperative economic organizations and leaders; to improve the " Risk sharing, benefit sharing, "the interest of the mechanism to enhance the participation of farmers and promote farmers to increase income and increase efficiency.

Considering the objective factors in the region, coordinating the industrial structure of the region, formulating the planning of special industries and avoiding the phenomenon of homogeneity; implementing the plan of agricultural upgrading and efficiency with advantages and characteristics and adopting the mode of "leading, promoting base, protecting market and supporting policies" We will promote the scale, standardization and specialization of farmer households around the radiation and create a cluster of distinctive industries. We will establish a number of geographical indications of agricultural products and bases of origin protection, build national brands and upgrade and upgrade traditional brand names.

Set up industrial development big data processing and cloud management center, establish information system of supply and demand of agricultural products, improve industrial dynamic monitoring mechanism, comprehensively observe and timely update relevant data of industrial

development, and appropriately adjust industrial structure and scale according to local conditions to optimize planting structure. To study and establish an indicator system of agricultural moderate scale evaluation so as to make the scale of land development compatible with the current level and stage characteristics of agricultural production and the peasant household's agricultural production and operation management ability; to promote the rational allocation of capital, manpower, equipment, technology and other factors of production so that Resources are maximized.

Accelerate the integration of tertiary industry and production, dig out multiple functions such as leisure tourism, cultural heritage and ecological protection in agriculture, vigorously develop new industry new formats such as "one by one or three industries" such as "leisure agriculture, eco-tourism and leisure and recreation"; carry out "Internet + "construction to speed up the development of rural electricity suppliers, encourage special agricultural products to enter Taobao, Jingdong and other electricity supplier platforms and promote the integration of online and offline development; improve the analysis and warning system of major agricultural products information, focus on the development of end-delivery and solve the rural electricity supplier delivery One kilometer "problem.

To adapt to the upgrading of consumption structure and diversified and individualized demand, we should start with improving supply, provide consumers with diversified and excellent product supplies, pay more attention to changes in consumers' tastes, health needs and eating habits, etc., not only to solve to eat enough, but also to meet people's high-end diet needs. In addition to strictly control the number of product cultivation, to avoid oversupply of products, resulting in a waste of resources.

On the one hand, it is necessary to introduce new science and technology, including planting techniques and storage technologies, to develop cold chain logistics, to ensure the quality of transportation and storage and to meet people's demand for safe and high-quality green products; on the other hand, to strengthen quality and safety supervision and establish and improve agricultural products Quality and safety standards system to improve the product differentiation, to achieve high quality and price, and to strengthen the monitoring and early warning, strengthen the regulatory team building, increase publicity and law enforcement efforts and the fight against inferior agricultural products.

Regular market surveys, it is recommended monthly market analysis, what the community need to plant what, to ensure adequate supply. The establishment of agricultural cooperatives, specialized, organized management, development and expansion of the advantages of special industries and intensive processing industries, the formation of more efficient, more effective and more sustainable agricultural products effective supply system.

In order to meet the needs of economic construction and food security, we should base ourselves on activating the existing stock of land, optimizing the existing land for rural collective construction, and taking the road of intensive and reasonable utilization of land, rationally allocating land resources to various industries and making The land use efficiency reaches the maximum level, which needs to be adjusted from the scale of land use of the industry and the land use layout of the industry. Based on the method of area occupancy and regression coefficient of industrial unit output, the land occupancy rate is calculated. Based on the forecast of industrial planning The output value at the end of the period to determine the scale of the land use of an industry; the use of industrial land productivity comparative measurement of the relative level of consumption of various industries in the national economy, combined with the location theory to find a suitable location for industrial development. We will give play to the objective requirements of following the laws of the market, using land-use leverage and guiding different land-use taxes on land acquisition in different locations to guide the rational selection of land users.

Set up a pilot fund for industrial development; increase the types and amounts of agriculture-related loans, adjust the loan-related standards for agriculture-related loans appropriately, establish a guarantee system for loans to new types of agricultural operators, explore credit guarantee companies, and establish guarantee funds to provide guarantee for large- ; As soon as possible to implement the 2017 document No. 1 "inflow of land management rights, agricultural

production facilities and large-scale agricultural machinery" can be pledged policies to expand the effective collateral to enable farmers to get loans as soon as possible; to promote agricultural "three subsidies" reform, The original agricultural comprehensive subsidies, grain farmers direct subsidies, crop seed subsidies into agricultural support and protection subsidies, give full play to subsidies on the role of agricultural supply-side reform; through financial subsidies, tax incentives, financial support and other policies to attract business Capital to local development.

We will establish an undifferentiated market for human resources in urban and rural areas, eliminate urban employment discrimination in local human resources, strengthen the introduction of local agricultural talents, increase input in local infrastructure, health care, etc., optimize the compensation and benefits for agricultural professionals, Know skilled workers and managerial talents, and strengthen the cultivation, certification and support of professional farmers, establish and perfect a new system of cultivating peasants, fundamentally liberate the peasants' thinking, enhance the subjective initiative of peasants, give full play to the backbone of young peasants, We should give play to the role of vocational schools, rural modern distance education networks and agricultural technology promotion and training bases to cultivate talents for grain cultivation, grain management and management personnel and grain intensive processing personnel, and promote farmers' adaptation to the needs of modern agriculture and changes in agricultural science and technology and the market demand for agricultural products. The establishment of a local human resources information base and a human resources mobile service organization will strengthen the construction of local information networks and give full play to the role of information technology in the allocation of human resources.

The key to popularizing new agricultural technologies and technologies is to train professional farmers and agricultural professional managers under the new agricultural management system. Through the establishment of "government-run enterprises" four-way linkage of the training model, the introduction of relevant incentive policies, the relevant universities in the province, the establishment of cross-enterprise training center, and eventually the formation of industry associations, so that quick and effective precision of the new type of agricultural management of the popular Related to new technology, new technical knowledge.

Agricultural Mechanization Want to promote quickly, first of all, to improve infrastructure, and only complete infrastructure to carry out the modernization of agricultural development work, and only under the premise of sound infrastructure to ensure the smooth running of the entire agricultural machinery, strengthen rural mechanization Road construction, fully depth land, in order to pave the way for the introduction of agricultural machinery. Second, the joint agricultural production and marketing enterprises to organize more young, knowledgeable, advanced farmers, especially for agricultural intermediary service organizations and agricultural cooperatives to carry out multi-level multi-level content rich agricultural technology training, and then put it into use, so that the machine Not idle waste.

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