

Guide to Success: Foreign Experience and Enlightenment of Rural Revitalization Strategy

Taking France as an Example*

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Abstract—The strategy of rural revitalization proposed by the 19th National Congress of the Communist Party of China pointed out the direction for the work of “agriculture, rural areas and farmers” in the current and future period, and also draw a clear road map for the future development of China's agricultural and rural areas. Many countries in the world have accumulated a lot of successful experiences in the process of developing agriculture and rural revitalization. France's eco-agriculture has a very exemplary effect. It analyzes the advantages of French eco-agriculture from the formulation and improvement of laws and regulations, the improvement of management system, the high standards of technical indicators, the promotion of special funds so that we can increase publicity and promotion. It provides useful lessons and inspiration for Chinese rural revitalization strategy in the new era.

Keywords—*rural revitalization strategy; foreign experience and inspiration; French eco-agriculture*

I. INTRODUCTION

The 19th National Congress of the Communist Party of China proposed seven overall strategies for China's economic and social development, one of which is the rural revitalization strategy. The report of the 19th National Congress pointed out: “The problem of agriculture and rural peasants is a fundamental issue concerning the national economy and the people's livelihood. The issue of solving the 'three rural issues' must always be the top priority of the party's work.” [1]The proposal has greatly boosted the morale of more than 500 million farmers in China and painted a clear, grand and beautiful blueprint for them. The policy of “not forgetting the original, facing the future, and absorbing the outside” is equally applicable in the implementation of the rural revitalization strategy. As a result, many countries such as Japan, South Korea, Thailand, France, and the United States have explored a series of successful experiences in the process of developing agriculture and exploring rural development, which is worthy of our reference. This article will focus on France as

key case to explore French successful experience in the field of ecological agriculture and the useful enlightenment brought to us.

II. SUCCESSFUL EXPERIENCE OF MANY FOREIGN COUNTRIES

Since the last century, many countries in Asia, Europe and the Americas have made useful attempts in the process of developing modern agriculture and implementing rural revitalization. They have achieved fruitful results and accumulated rich experience. A large number of studies, typical representatives and success stories are worth learning for reference.

The first example is the “New Village Movement” in South Korea. In the early 1970s, South Korea launched the “New Village Movement” at a low starting point of only about 40% of urban development and urbanized population. In the initial stage of the movement, the Korean government paid great attention to the rural areas and provided cement to all 33,000 villages nationwide for free to use infrastructure such as housing and roads to continuously improve agricultural production and living environment. At the same time, the use of propaganda, education, financial support and other means and methods have greatly changed the spiritual outlook of the broad masses of farmers and increased their enthusiasm for the construction of new countryside. Since 2005, with the rapid increase of urbanization rate, to lighten the burden, the government has begun to transform itself into a policy of peasants themselves, rural applications, government screening, and subsequent support to reduce the burden on the new rural areas. In just a few decades, due to the promotion and popularization of the “New Village Movement”, it quickly changed the old and backward face of the rural and rural areas in South Korea, and let the farmers taste the sweetness, which also played an important role in promoting the rapid development of the Korean economy.

The second example is Japanese “one village, one product” model. Japan's rural revitalization plan has an early start, strong foundations, and various measures and also ideal effects. Especially the “one village, one product” model launched in the field of eco-tourism agriculture has the most representative and demonstration effect, maintaining rural operation and agricultural production. It has played a

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significant role in maintaining rural operations and agricultural production. In the field of agricultural production, in order to improve crop production efficiency and expand agricultural product sales channels, Japan has adopted various methods to consolidate the agricultural base. For example, in the aspect of protecting cultivated land, Japan has adopted intensive management and joint management methods; In the promotion of production, the development, production and processing of local native products are particularly strengthened; Even if the rural population is aging, it will not easily let the cultivated land be abandoned. On the one hand, the “long-term care insurance system” was introduced to compensate the elderly for serious or chronic diseases and various expenses for living in nursing homes. On the other hand, the land is intensively cultivated, or cultivated in person, or concentrated in large households to cultivate, and gradually promote agricultural modernization and scale of agricultural land; Of course, Japan's best in rural revitalization is the “one village, one product” model launched in the field of eco-tourism agriculture, which guides local farmers to find local specialty industries, to develop and produce agricultural products with unique local characteristics, and to promote these agricultural products to the domestic and international markets.

The third example is Thailand's “one district, one specialty” program. The Thai government has taken a variety of initiatives in the area of rural revitalization, just like Japan. For example, develop transportation infrastructure, including high-speed rail, dual-track railways, highways, airports, border ports, terminals and other projects, to promote urban and industrial development, and so to promote the development of other fields and industries; Promote the cultivation of organic agricultural products, processing of hand-made products and rural tourism, especially the launch of the “One District, One Special Product” program, which can benefit the people from the source — farmers to intermediaries, distributors and even consumers. This has greatly stimulated the entrepreneurial spirit of farmers, increased their income, and greatly helped farmers' employment and life.

The fourth example is the US \$1.5 trillion “infrastructure plan”. Most of the planned funds are used to improve infrastructure such as rural transportation, hybrid energy and broadband connectivity. Specifically, \$50 billion is used to support rural areas to rebuild and transform infrastructure projects such as transportation, hydro-power, and broadband, and another \$50 billion to reward transformative infrastructure projects and expand existing infrastructure financing projects, finance working capital funds and things like that. As early as the beginning of the 20th century, the United States' agriculture and countryside were very prosperous, but by the 1960s and 1970s, a large number of rural people had migrated to cities. Recently, there has been another trend in the settlement of population in the United States. That is, most of the population lives in 2-3 hours from the big cities, so that they can enjoy both the fresh air in the suburbs and enjoy the medical and entertainment of the cities. With the gradual implementation of Chinese “Village Revitalization Strategy”, more and more people will move

from big cities to rural areas or small cities. New technologies, new working methods and efficient passenger transport systems will make it possible to work in rural areas and transfuse and revitalize the countryside.

III. THE DEVELOPMENT OF FRENCH ECOLOGICAL AGRICULTURE

The road that France has taken in the rural revitalization and development of the agricultural economy is not the same as the measures taken by the above-mentioned countries to increase investment in infrastructure and create brand effects. However, the effect is the same, and it is also a broad road. Its far-reaching influence and demonstration can not be underestimated. The French government mainly adopts modern science and technology and management means comprehensively to launch ecological agriculture. It has achieved a virtuous circle in both ecologically and economically, and it is an effective way to develop and revitalize agriculture.

Been affected by the EU's “common agricultural policy”, as early as 1931, some farmers in France spontaneously used organic fertilizers to improve soil fertility. They planted high-quality protein wheat for flour and bread. The ecological agriculture began to appear. In 1958, the first ecological agriculture organization in France was established, marking the official birth of ecological agriculture. In 1961, the French Ecological Agriculture Association was established. Under the influence of the social movement that returned to nature at that time, this association better promoted the development of ecological agriculture. In the 1980s, France signed “ecological agriculture” into the law, which pushed the eco-agriculture policy to a new height and institutionalized and legalized this policy. In the new century, the French ecological agriculture land in 2016 is about 1.5 million hectares, accounting for 5.7% of the total agricultural land area in France. By 2021, this proportion is expected to increase to 8%.

France's eco-agriculture combines modern science and technology and management tools to promote the increase of agricultural products and better achieve the EU's "common agricultural policy", which is to solve the problems of surplus agricultural products, improve the competitiveness of agricultural products, and promote rural development. A virtuous cycle has been achieved both ecologically and economically. It is effectively unifying environmental sustainability and maximizing economic benefits, and it is a good choice for rural revitalization strategies.

IV. THE SUCCESSFUL EXPERIENCE AND ENLIGHTENMENT OF FRENCH ECOLOGICAL AGRICULTURE

"Implementing the rural revitalization strategy is a major decision-making arrangement made by the party's 19th National Congress. It is a major historical task for building a well-off society in an all-round way and building a socialist modern country in an all-round way. It is the general grasp of the work of the 'three rural issues' in the new era." [2]And how to implement this strategy is the key issue we are considering now. Among the many strategic initiatives, eco-

agriculture is the development direction of future agriculture and a good choice for implementing the rural revitalization strategy. On the road of developing ecological agriculture, we should actively learn from the successful experience of France and improve the economic benefits of agriculture.

The success of French eco-agriculture, with its broad promotion and application value, is closely related to the government's correct policy orientation and institutional mechanisms.

A. Formulating Ecological Agriculture Laws and Long-term Development Plans

Laws and regulations are the crystallization of collective wisdom, which is more normative and fundamental. Once determined, it has strong binding force. In 1980, France introduced the "Guidelines for Agricultural Development", which laid a solid foundation for the development of ecological agriculture in the country. In 1997, France formulated the "Ecological Agriculture Development Plan" to actively promote the transformation of traditional agriculture to ecological agriculture. The government's active actions in laws and regulations and development planning guide social resources gathered to ecological agriculture, so that France can always be in the leading position of ecological agriculture. In comparison, China does not have a set of strict and standardized eco-agricultural industry standards as in France, enterprise standards and product standards, and the threshold for eco-agriculture is low. As a result, the current eco-agriculture sector is mixed and consumers are at a loss. Obviously, we need to strengthen the laws and regulations and development planning of ecological agriculture.

B. Rationalizing the Management System of Ecological Agriculture

Once the system is smooth, it will be efficient. A sound and complete management system is the key and guarantee for promoting the healthy development of ecological agriculture. In order to promote close contact with public organizations, industry associations, research institutions, sales companies, environmental protection organizations, consumer protection agencies and other units related to the development of ecological agriculture, tracking and assessing development status, promoting information exchange and coordination, the French government established Eco-Agriculture Development and Promotion Agency in 2001. After the establishment of the institution, it actively played its function of uploading and releasing, which promoted the connotative and normative development of ecological agriculture. So far, there is no specialized institution for the development of ecological agriculture in China. The current line management divides animals, plants and seafood into different departments. This management model of segmentation is not conducive to the integration of standards, planning, supervision and other resources, which will inevitably lead to a certain waste of resources and inter-departmental push, so it is inevitable to rationalize the development strategy and institutional mechanism of agriculture and rural areas.

C. Adhering to the High Standards and Forward-looking Technical Indicators

In today's era, the development of technology is changing with each passing day, and the requirements for service quality are increasing. Nowadays, for the development of ecological agriculture, service and technology are equally important. Since the 1980s, France has formulated more than 20 technical indicators for eco-agriculture labeling, and has clarified the basic principles of the substances that can be used in production and the preservation and processing of agricultural products. It is the high standards and forward-looking nature of these technical indicators that have further established that French eco-agricultural products not only have a good reputation among the consumer groups, but also occupy a favorable high standard of industry development. At present, China has not established an effective service system and high-standard technical indicators. In some places, it is still impossible to provide farmers with high-quality varieties, seedlings, fertilizers, and technical support, credit and information services. In the practice of developing ecological agriculture, we need to study technical measures in depth, such as how to develop traditional technology and how to introduce, absorb and digest the high and new technology, to gradually establish our own technical advantage and service system.

D. Establishing Special Supporting Funds to Support

Compared with traditional agriculture, the cost of ecological agriculture requires considerable investment. To this end, the development of ecological agriculture must consider how to balance social and economic benefits. France has established a future eco-agriculture development fund managed by the Eco-Agriculture Development and Promotion Agency. In the five years from 2008 to 2012, the fund invested 3 million euros per year. Under the guidance of this funding policy, it has created a good situation in which the area of ecological agriculture has tripled. Due to the good implementation effect, a new round of five-year plan was launched in 2013. On the basis of the original, it has increased the financial support for ecological agriculture, from the original 3 million euros per year to 4 million euros to promote the structural adjustment of French organic agriculture in the production field. In terms of matching funds, in fact, China's annual subsidies for agriculture are quite numerous, and the intensity is also very large. Whether we can reform our subsidy policy, reduce direct subsidies to traditional agriculture, increase investment in ecological agriculture, or improve people's livelihood and the environment, so as to guide more traditional agriculture to ecological agriculture.

E. Strengthening the Publicity and Promotion of Organic Agriculture

In fact, most consumers know that ecological agricultural products are pollution-free and healthier, but consumers will hesitate when facing the more expensive prices. In general, agricultural products harvested in an ecological way are twice or even several times more expensive than ordinary agricultural products of the same type. This gap needs to be

publicized and promoted so that more and more people can know, understand and accept. In this regard, in the prevalence of new media, it is necessary to increase publicity, strengthen the connection between the village and the city, pave the way for the smooth entry of nutrients and healthy food from the countryside into the city, so that farmers can sell their green products in time. It also makes it easier for consumers to purchase their favorite green products to occupy the physical market; On the other hand, in order to broaden the sales channels, it is necessary to vigorously cultivate new farmers, especially to increase e-commerce training for farmers, use the Internet to publicize, promote and sell their own agricultural products, and occupy the online market with genuine and authentic products. One real and one virtual, the combination of virtual and real, gradually realize the brand effect.

V. CONCLUSION

In short, when we implement the strategy of revitalizing the countryside, we must adhere to the two-legged walk. The most fundamental thing is of course to strengthen our Chinese characteristics; On the other hand, we must also implement the principle of “foreign use for the Chinese”. We can learn more from successful experiences like France and other countries.

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