

Research on Innovation and Development of Green Food Industry

Haojie Lai ¹*

¹ School of Economics and Management, Three Gorges University, Hubei Yichang 443002, China

* Corresponding author: Haojie Lai

Abstract: As China's socialist modernization drive enters a new era, the development of rural green food industry, as an important part of the strategy of rural revitalization, is of great significance to rural social and economic development. From the perspective of rural revitalization, based on the problems in the development of rural green food industry, this paper expounds the important role of innovation and development of green food industry in increasing farmers' income, promoting sustainable development of agricultural economy and promoting rural economic development. In order to promote the sustainable development of green food industry and realize the strategy of rural revitalization, some strategies were put forward, such as changing development ideas, formulating development plans, strengthening technological innovation, introducing green industry capital and establishing quality assurance system.

Keywords: Rural Revitalization; Green Food; Industrial Development; Rural Economy

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Introduction

Rural revitalization is an important part of the cause of socialism with Chinese characteristics in the new era, an important foundation of the Chinese-style modern economic system, an integral part^[1]of promoting the all-round development of rural

economy and society, realizing the coordination of urban and rural development and the common prosperity of urban and rural residents, and an important strategic measure to realize the great rejuvenation of the Chinese nation. In the process of rural revitalization, green food industry, as an important supporting industry of rural economy, has an important strategic position and broad prospects for development. The innovation and development of green food industry is not only related to the development of rural economy, but also to the improvement of farmers' lives, the sustainable development of agriculture and the protection^[2]of ecological environment.

With the increasing awareness of food safety, health and environmental protection among the broad masses of the people, green food, as an agricultural product with the characteristics of high quality, safety and environmental protection, has attracted great attention. The development of green food industry is of great significance^[3]for meeting market demand, increasing the added value of agricultural products and promoting rural economic development. However, there are still a series of problems and challenges in the development of rural green food industry. First of all, the quality standards of agricultural products are inconsistent and the market supervision is not in place, which leads to the low trust of consumers in green food. Secondly, there are bottlenecks in technology, capital and management in the production, processing and circulation of green food industry chain, which limits the development potential of green food industry; In addition, the relative lack of agricultural production factors in rural areas, the weak technological innovation ability and market competitiveness also restrict the innovation and development^[4]of green food industry.

The purpose of this study is to provide theoretical guidance and reference for the implementation of Rural Revitalization Strategy and the sustainable development of green food industry from two aspects of significance and strategy, and to provide useful enlightenment and reference for the implementation of rural economic development and Rural Revitalization Strategy in China.

1. Significance of Innovation and Development of Green Food Industry from the Perspective of Rural Revitalization

1.1 Raise the Income Level of Farmers and Promote the Coordinated Development of Industry and Agriculture

The innovation and development of green food industry is of great significance for improving the income level of farmers and promoting the coordinated development of industry and agriculture. Firstly, the development of green food industry can provide more employment opportunities and income-increasing channels for farmers, thus improving their income level. Under the traditional agricultural mode, farmers mainly rely on land income to maintain their livelihood, but due to the outflow of rural labor force in the process of agricultural modernization, farmers' income has dropped sharply, and the rise of green food industry has created a new economic growth point^[5] for farmers. By introducing the production, processing and marketing of green food, farmers can participate in more industrial chains, thus increasing employment opportunities and income sources. At the same time, the development of green food industry has also stimulated farmers' entrepreneurship, promoted their transformation from traditional agricultural production to agricultural products processing, rural tourism and other fields, and further broadened farmers' income channels.

Secondly, the development of green food industry can effectively promote the coordinated development of industry and agriculture, and promote the organic convergence of urban and rural economy. In the traditional agricultural model, the acceleration of industrialization and urbanization has impacted on agricultural production, resulting in the lag of rural economic development, while the rise of green food industry has injected new vitality into rural economic development, effectively narrowing the gap between^[6] urban and rural economic development. On the one hand, the development of green food industry has introduced modern agricultural technology and management concepts, promoted the upgrading of agricultural production mode, and improved the quality and added value of agricultural products, which not only helps to meet the growing urban consumption demand, but also provides more income sources for farmers. On the other hand, the development of green food industry has given birth to a series of related industries, such as agricultural products processing,

rural tourism, rural e-commerce and so on, which further promotes the diversified development of rural economy. This mode of coordinated development of industry and agriculture is not only conducive to increasing farmers' income, but also provides high-quality and safe supply of agricultural products for cities.

1.2 Improve the Quality Standards of Agricultural Products and Promote the Sustainable Development of the Agricultural Economy

The innovation and development of green food industry will help to improve the quality standards of agricultural products and promote the sustainable development of agricultural economy. First, the development of green food industry has promoted the improvement of agricultural product quality standards. With the increasing attention to food safety and nutrition and health, green food, as a representative of high quality, safety and environmental protection, has been favored by more and more consumers. Therefore, in order to meet the market demand, agricultural producers must pay more attention to the quality and safety of agricultural products, and strictly control the quality of products in the production process to ensure that agricultural products meet the standards and certification requirements of green food, which is conducive to promoting the quality standards of agricultural products, while providing consumers with more safety. It is conducive to enhancing consumers' trust in agricultural products and promoting the stable development of agricultural products market.

Secondly, the development of green food industry plays an important role in promoting the sustainable development of agricultural economy. Traditional agricultural production mode often has the problem of over-reliance on chemical fertilizers and pesticides, which not only brings pollution risks to the farmland environment, but also reduces the productivity of the land, while the green food industry advocates the concept of sustainable agricultural development, through the introduction of eco-friendly agricultural production mode, greatly reduces the use of chemical substances. This is not only conducive to protecting the agricultural ecological environment, but also to improving soil quality, maintaining the sustainable production capacity of farmland, and helping to promote the agricultural economy towards sustainable

development and high-quality development goals.

1.3 Promote the Adjustment of Rural Agricultural Structure and the Development of Rural Economy

The innovation and development of green food industry is of positive significance to promote the adjustment of rural agricultural structure and the development of rural economy. Under the traditional agricultural mode, rural areas mainly rely on traditional agricultural forms such as traditional crop cultivation and processing of agricultural by-products, which has the disadvantages of single economic structure and short processing industry chain, and is difficult to adapt to the needs of modern society and the income growth^[7] of farmers. In the process of developing rural green food industry, the green transformation of agriculture requires the introduction of modern agricultural technology and management concepts, as well as the cultivation of green agricultural products industry chain, which will help to promote the deep processing of agricultural products and the integration of agriculture and tourism, promote the optimization and upgrading of agricultural structure, and promote rural economic development. In addition, the development of green food industry can also promote farmers to change the traditional mode of agricultural production, improve their production skills and management capabilities, cultivate new agricultural operators, promote the diversified development of rural industries, and provide strong support for rural economic development under the strategic background of rural revitalization.

2. Strategies for Promoting Innovation and Development of the Green Food Industry from the Perspective of Rural Revitalization

2.1 Change the Old Development Ideas and Enhance the Awareness of Rural Green Development

In traditional development thinking, economic growth is often excessively pursued, while ignoring the importance of environmental protection and sustainable use of resources. Therefore, in the process of rural revitalization, we must change this old development thinking and put green development in an important position^[8].

On the one hand, in the process of innovation and development of rural green food industry, we need to establish the awareness of ecological civilization, adhere to the concept of sustainable development, pay attention to the protection of ecological environment and the rational use of resources, fully recognize the close relationship between green food industry and rural economic development, and integrate green development into the overall thinking of rural revitalization strategy. Only by changing the old development ideas and enhancing the awareness of green development in rural areas can we lay a solid foundation for the innovation and development of green food industry.

On the other hand, to enhance the awareness of green development in rural areas, we need to strengthen publicity, education and knowledge popularization. Rural areas often have insufficient understanding of the concept and concept of green development, as well as limited understanding of the green food industry, so it is necessary to strengthen publicity and education, popularize the importance and value of green food industry to rural residents, through publicity activities, training courses, demonstration and promotion, etc. Improve rural residents' awareness and understanding of the green food industry.

2.2 Formulate the Development Plan of the Rural Green Food Industry and Cultivate and Improve the Industrial System

The formulation of rural green food industry development plan is an important measure to promote the innovation and development of green food industry, which is helpful to clarify the development goals and paths of rural green food industry, and to plan the development of green food industry. Its formulation should follow the principles of scientific planning, focusing on comprehensive, systematic and operable.

First of all, we should analyze the current situation of the industry. Through a comprehensive analysis of the current situation of rural green food industry, we can understand the scale, industrial chain layout, technical level, market demand and other aspects of the industry, and also analyze the challenges and opportunities faced by the

industry, including policy environment, market competition, resource supply and other factors. Through the analysis of the current situation, we can provide a scientific basis for planning. Secondly, we should define the development goals and paths, and determine the development goals and paths according to the positioning of the green food industry and the requirements of the Rural Revitalization Strategy. The development goals should be specific and quantifiable, including industrial scale, output growth, and employment increase. The development path should focus on development strategies and measures in key areas such as technological innovation, market development, and quality improvement. The development path should also be formulated in line with local characteristics and resource endowments according to the actual situation of the countryside.

2.3 Strengthen the Technological Innovation Capability of Green Agriculture and Enhance the Added Value of Products

Strengthening the technological innovation ability of green agriculture is a key link in the innovation and development of green food industry from the perspective of rural revitalization, and its significance lies in enhancing the added value of products.

On the one hand, strengthening the technological innovation ability of green agriculture can improve the production efficiency and quality of agricultural products. Green agricultural technological innovation can improve the production efficiency and quality of agricultural products by introducing new agricultural scientific and technological achievements, improving agricultural production methods and increasing the level of agricultural mechanization. For example, through the application of biotechnology, precision agriculture technology and intelligent agriculture technology, resource consumption and environmental pollution in the process of agricultural production can be reduced, the quality and nutritional value of agricultural products can be improved, and then the added value of agricultural products can be increased to meet the needs of consumers for high-quality agricultural products and promote the sustainable development^[9] of green food industry.

On the other hand, strengthening the technological innovation capability of green agriculture can promote the added value of products and industrial upgrading. Through the research and development of new agricultural products processing technology and product development technology, agricultural products can be transformed into processed products with high added value, and the market competitiveness and economic benefits of agricultural products can be improved. For example, through the processing and refining of agricultural products, more refined products can be produced, such as agricultural extracts, organic fertilizers, agricultural health products, etc., so as to improve the added value of agricultural products. Strengthening the technological innovation ability of green agriculture can also promote the extension of the industrial chain and the upgrading of the agricultural industry, and promote the development of agriculture in the diversified direction of agricultural products processing, agricultural tourism and agricultural products e-commerce.

2.4 Actively Introduce Green Industry Capital and Establish Green Food Industry Clusters

Actively introducing green industry capital and establishing green food industry cluster are also important strategies for the innovation and development of green food industry from the perspective of rural revitalization, whose significance lies in providing financial support and cooperation opportunities for the development of green food industry.

First, the government should formulate preferential policies to encourage the introduction of green industrial capital at the policy level. The government can provide incentives such as tax relief, financial subsidies and financial support to attract capital investment in green industry, and can also set up a special green industry development fund to provide venture capital and development loans for green food enterprises to reduce their financing costs; Secondly, we should strengthen cooperation with financial institutions, broaden the financing channels of green food industry, actively guide commercial banks to set up special loans for green food industry, provide low-interest loans and credit guarantee services for enterprises, and at the same time, we can

cooperate with investment funds, venture capital institutions and other financial institutions to set up green food industry funds. Promote the rapid development of the green food industry; Third, we should strengthen the guidance and supervision of the green industry capital to ensure its legitimate operation. It is necessary to establish a green food industry capital guidance institution, which is responsible for guiding, evaluating and supervising the investment and operation of green industry capital. The institution can formulate relevant access standards and screen out green industry capital with professional quality and good reputation to ensure the quality and sustainable development of capital; Fourthly, we should actively promote the docking and cooperation between green food industry enterprises and capital markets, and promote the capitalization and industrialization of the industry. The government can encourage green food enterprises to go public for financing, provide relevant policy support and convenient conditions, and also encourage enterprises to promote the integration and cluster development of green food industry through mergers and acquisitions, restructuring and other means, so as to achieve scale effect and optimal allocation of resources. Fifth, we should strengthen international exchanges and cooperation in green food industry and attract investment from international green industry capital. We should actively participate in international green industry investment exchanges, broaden cooperation channels, attract international investment institutions and enterprises to enter China's green food industry, and jointly promote industrial innovation and development.

2.5 Establish a green food quality assurance system to improve food quality and safety

The establishment of green food quality assurance system is to ensure the healthy development of the green food industry, its significance is not only to improve the level of food quality and safety, enhance consumer trust in green food, but also to promote the sustainable development of the green food industry.

Perfect green food quality standard system is the foundation. Based on scientific and rigorous research and practice, the green food quality standard system with clear quality

requirements for the production, processing, storage and transportation of green food is the cornerstone of establishing the green food quality assurance system. Detailed and specific technical specifications and standards should be formulated to ensure the safety and hygiene of green food, and should keep pace with the times. Standards are regularly revised and updated to adapt to changes in scientific and technological progress and market demand.

Effective qualification certification and supervision of green food production and operation entities is the core. Establishing the qualification certification system for the main body of green food production and operation, and auditing and certifying the enterprises that meet the requirements of green food quality standards are the top priorities in establishing the quality assurance system for green food. Qualification certification should cover the production technology, product quality management, food safety management and other aspects of enterprises. Regulatory authorities should strengthen the supervision and inspection of the production and operation of green food to ensure that enterprises strictly abide by relevant laws, regulations and quality standards, so as to ensure the quality and safety of food.

A sound green food traceability system is an important guarantee. The traceability system of green food should cover the production, processing and circulation of green food, and monitor and record the whole process of food by means of information technology. The system should record the key information such as the place of production, production process and the source of raw materials of green food, so as to realize the traceability and traceability of green food. Through the traceability system, consumers can understand the production process and quality and safety information of food, thus effectively improving the trust and satisfaction of green food.

Green food quality inspection and monitoring system is an important support. Relevant subjects should establish specialized food quality testing laboratories, equipped with advanced testing equipment and technology, and strengthen the sampling and monitoring of green food. The regulatory authorities should formulate strict testing standards and methods to conduct a comprehensive inspection of the quality of green

food to ensure the safety, hygiene and compliance of food. At the same time, we should establish information sharing mechanism, strengthen cooperation with relevant departments and institutions, and jointly monitor and evaluate the quality and safety of green food.

3. Conclusion

The development of rural green food industry can not only improve the income level of farmers, promote the coordinated development of industry and agriculture, but also improve the quality standards of agricultural products, promote the sustainable development of agricultural economy, and promote the adjustment of rural agricultural structure and the development of rural economy. In order to realize the innovation and development of green food industry, we need to change the old development ideas, formulate development plans, strengthen technological innovation, introduce green industry capital and establish quality assurance system, which provides important guidance and reference for rural revitalization and the development of green food industry.

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