

Research on Rural Industrialization Development Strategies under the Perspective of Rural Revitalization

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Abstract: With the continuous promotion of rural revitalization strategies in our country, the development of rural agricultural industrialization has gradually become a key part of our social and economic development. This study, based on the significance of innovative agricultural industrialization development, addresses the current issues facing agricultural industrialization development, such as weak awareness of industrialization development, insufficient labor force in rural areas, lagging industrialization infrastructure, and low investment in industrialization development under the perspective of rural revitalization. It proposes strategies such as actively promoting the concept of industrialization development, implementing talent introduction policies, strengthening the construction of industrialization infrastructure in rural areas, and enhancing financial support for agricultural industrialization, with the aim of providing useful references for innovative agricultural industrialization development in the context of rural revitalization in our country.

Keywords: Rural revitalization; Agricultural industrialization; Development path; Innovation

Published: Dec 29, 2024

DOI: <https://doi.org/10.62177/chst.v1i3.121>

1.Introduction

As globalization advances and our country's economy grows rapidly, the economic development of rural areas, as the cornerstone of the national economy, is increasingly showing its irreplaceable role. However, rural areas in our country are relatively lagging behind in economic structural transformation, industrial upgrading, and resource integration^[1]. Agriculture has long been one of the pillars of our economy, but the proportion of agricultural output value has been declining year by year, and farmers' income growth is slow. At the same time, issues faced by rural areas, such as the influx of migrant workers to cities, lagging rural infrastructure, and difficulties in land transfer, have exacerbated the predicament of rural development^[2, 3].

The rural revitalization strategy, as an important component of the national macro policy in the new era, aims to comprehensively build a modern socialist country, promote the modernization of agriculture and rural areas, and strive to solve the "three rural issues"^[4]. However, how to ensure that the countryside is truly revitalized and agriculture is genuinely modernized requires in-depth exploration and research into new paths for agricultural industrialization development. Innovative agricultural industrialization is an inevitable requirement for the development of modern agriculture, and it is also an effective way to achieve rural revitalization^[4]. Only by truly realizing the deep integration of agriculture with modern industries, agriculture with cities, and agriculture with modern rural areas can we truly drive the sustained and healthy development of the rural economy.

This article conducts an in-depth analysis of the development path of innovative agricultural industrialization from the perspective of rural revitalization, aiming to provide beneficial theoretical guidance for relevant policy formulation and practical operations, and to offer references and insights for promoting the sustainable and healthy development of agriculture and rural areas in China.

2.The significance of innovative agricultural industrialization development under the perspective of rural revitalization.

2.1 Increase the added value of the agricultural industry

Innovative agricultural industrialization has a significant driving effect on improving the added value of the agricultural industry. On one hand, it emphasizes the application of technological innovation in agricultural production. By using modern biotechnology, agricultural information technology, and intelligent agricultural machinery, innovative tools and methods can greatly improve the quality of agricultural products, transforming them from low added value to high added value. On the other hand, innovative agricultural industrialization also promotes the deep processing of agricultural products and the extension of the added value chain^[5]. Traditional agricultural products often undergo only basic processing, such as shelling and peeling, while modern innovative agriculture transforms agricultural products into various functional, portable, and ready-to-eat foods, greatly broadening the market range of products.

2.2 Fully explore agricultural development resources

Innovative agricultural industrialization development, as a development model driven by innovation and deeply integrated with modern technology, management experience, and market mechanisms, has a natural advantage in fully tapping agricultural development resources. Innovative agricultural industrialization focuses on introducing and utilizing advanced agricultural technologies, such as biotechnology, agricultural big data, and smart agricultural machinery. The application of these technologies can more precisely understand the status and changes of traditional agricultural resources such as soil, water sources, and climate, thereby enabling scientific management and rational utilization of these resources^[6]. Innovative agricultural industrialization also emphasizes the optimization and upgrading of the entire production process, which includes seed breeding, land use, production management, post-processing, and market sales. In this model, agricultural resources are maximized and utilized most efficiently, avoiding waste and misallocation of resources.

2.3 Promote the integrated development of rural industries

Innovative agricultural industrialization development, as a new direction for current agricultural development, provides a solid foundation and effective approach for the integration of rural industries. Firstly, innovative agricultural industrialization development focuses on the comprehensive integration of resources, which includes not only agricultural production resources but also the cultural, historical, and natural resources of the countryside. Based on this, rural areas can create a comprehensive system that integrates agriculture, tourism, culture, education, and other industries, making the countryside not only a place for production and living but also a tourist destination, cultural experience area, and educational base^[7]. Secondly, innovative agricultural industrialization can fully explore the history, traditions, and culture of rural areas, incorporating these elements into agricultural production and sales, forming agricultural products with local characteristics and cultural connotations. In addition, rural culture can also be combined with industries such as tourism and education, forming multiple fields such as cultural experience, cultural dissemination, and cultural education.

3.“Problems Facing the Development of Innovative Agricultural Industrialization under the Perspective of Rural Revitalization”

3.1 Poor awareness of agricultural industrialization development

In the context of rural revitalization, the industrialization of agriculture is an inevitable trend and direction for contemporary agricultural development. However, the promotion of innovative agricultural industrialization still faces the problem of poor awareness of industrialization development, which is mainly influenced by various deep-seated factors.

First, many rural areas' agricultural production still remains in traditional, small-scale production methods based on family units. This production method makes many farmers deeply attached to it, but its efficiency in utilizing land, labor, and other

resources is relatively low. Influenced by traditional concepts, many farmers have not truly recognized the economic and social benefits brought by agricultural industrialization.

The information dissemination and acquisition mechanisms in rural areas are still not well-established. This leads to many farmers having misconceptions about agricultural industrialization or insufficient awareness of its advantages and value. Compared to urban areas, rural regions have significant gaps in educational resources, educational models, and training systems, resulting in farmers lacking a comprehensive and forward-looking perspective in agricultural production and management.

The third factor is the instability or ambiguity of the external environment, such as policies, markets, and capital, which also affects farmers' attitudes towards agricultural industrialization. Many farmers, when faced with these uncertainties, tend to stick to traditional and stable management methods, rather than risk trying new agricultural industrial models. There are also some farmers who misunderstand agricultural industrialization as merely scale expansion, neglecting the multiple dimensions it actually involves, such as technology, management, branding, and markets. This one-sided understanding further exacerbates the cognitive bias towards agricultural industrialization.

3.2 Labor Shortage in Rural Areas

The insufficient labor force in rural areas is an important constraint on the current innovative agricultural industrialization development, involving multiple social, economic, and cultural factors, as well as their interactions.

First, the continuous development of our country's economy has accelerated the process of urbanization, leading to a large influx of rural labor into cities. Farmers move to cities in search of more stable and relatively higher-paying jobs, resulting in a significant decrease in the rural population, especially among the young and productive demographic. This large-scale population movement has led to a continuous shrinkage of labor supply in rural areas.

Then, the intensity of agricultural production labor is high, and the economic returns are relatively low. Compared to other industries in the city, the ratio between labor input in agriculture and economic return does not have a clear attraction for farmers. Even the labor force that stays in rural areas may choose to engage in non-agricultural activities, such as rural tourism, handicraft production, and other industries to obtain higher income.

Finally, the education and training system in rural areas does not fully match market demands. With the update of agricultural technology and production modes, agricultural production requires not only traditional labor but also labor with technical and management skills. However, the training and introduction mechanisms for such labor in rural areas are not yet 完善, leading to a certain disconnection between rural labor and the needs of agricultural industrialization.

3.3 Underdeveloped Infrastructure for Rural Industrialization Development

The backwardness of infrastructure in rural industrialization development is also one of the key issues restricting the process of innovative agricultural industrialization under the perspective of rural revitalization.

There are significant shortcomings in rural transportation facilities. Many rural areas still rely on gravel roads, narrow bridges, and limited public transportation, which not only means that the connection from the countryside to the urban area is restricted, but more importantly, local products and resources have difficulty smoothly entering larger markets, affecting the prices and market share of agricultural products.

The water supply, electricity supply, and information communication facilities in rural areas are relatively underdeveloped. Although there have been improvements in these areas in recent years, there is still a significant gap compared to urban areas. For example, the broadband access speed and coverage in rural areas are relatively low, which undoubtedly limits the development of informatization, e-commerce, and remote education in rural regions.

The rural storage and processing facilities are relatively lacking. This directly affects the storage, transportation, and sale of agricultural products, resulting in a large amount of agricultural products being unable to receive proper storage or sale shortly after harvest, leading to waste.

The ecological environment management and public service facilities in rural areas are also insufficient. Many rural areas lack effective garbage disposal and sewage treatment facilities, leading to increasingly severe environmental pollution problems. At the same time, the distribution and conditions of public service facilities such as sanitation and education also differ from

those in cities, which indirectly affects talent cultivation and population structure in rural areas.

3.4 Little investment in industrial development

Under the background of the rural revitalization strategy, the relatively low investment in the development of agricultural industrialization is also a prominent issue. Compared with other industries, the start-up capital, research and development funds, and operating funds for agricultural industrialization often face shortages. This funding shortfall directly affects the research and promotion of agricultural technology, the improvement of agricultural product quality, and the perfection of the agricultural industrial chain. Some potentially viable agricultural projects are difficult to start or carry out due to a lack of sufficient financial support. This directly impacts the efficiency and effectiveness of agricultural industrialization in rural areas.

4.Strategies for Innovative Agricultural Industrialization Development under the Perspective of Rural Revitalization

4.1 Actively promote the concept of industrialization development

Actively promoting the concept of industrialization development is a prerequisite for achieving innovative agricultural industrialization development under the background of rural revitalization.

First, large rural revitalization forums, seminars, and other platforms can be used to attract agricultural experts, scholars, and representatives of successful cases from various regions to jointly discuss the trends, models, and cases of agricultural industrialization, thereby providing local farmers and entrepreneurs with an opportunity to understand and learn. This platform-based exchange can directly present the benefits and practical experiences of agricultural industrialization, guiding people to recognize it as a feasible and beneficial direction for development.

Secondly, various media resources such as television, radio, and the internet can be utilized to create a series of promotional videos, special programs, and online courses to comprehensively and systematically introduce the basic concepts, development models, and successful practices of agricultural industrialization. These contents can not only help farmers and agricultural practitioners understand the specific operational methods of agricultural industrialization but also inspire their interest and motivation to participate.

Thirdly, in cooperation with agricultural departments at all levels, incorporate the concept of agricultural industrialization into various rural training courses and the educational content of farmer schools, so that more farmers can systematically engage with this concept in their daily learning and training, thereby forming a broad social consensus.

4.2 Implementing Talent Introduction Policy

Under the background of rural revitalization and the development of agricultural industrialization, talent has become one of the most critical resources. The shortage of talent not only limits the technological, management, and innovation capabilities of rural areas but also becomes a key factor restricting the sustainable development of innovative agricultural industrialization under the context of rural revitalization^[7].

First, a clear and specific talent demand list should be developed. This requires an in-depth analysis of the current industrial structure, development direction, and technological equipment in rural areas to accurately identify the types and levels of talent needed. The formulation of the list should not only consider the present but also predict future technological and market development directions to ensure that the introduced talents can meet the long-term development needs.

Second, a comprehensive incentive mechanism should be established. This includes but is not limited to providing competitive salaries, a good working environment, and complete career development opportunities. Furthermore, consideration can be given to providing benefits such as housing subsidies, education discounts for children, and professional skills training to ensure that talent can settle down and work happily in the countryside.

Thirdly, establish close cooperative relationships with higher education and research institutions. This can not only directly introduce graduates and postgraduates to rural areas but also allow students and teachers to better understand the actual situation and needs of rural areas through cooperative projects, internships, and practical experiences, laying the foundation for future cooperation and introduction.

Fourth, actively promote the establishment of exchanges and cooperation with overseas rural and agricultural organizations,

attracting foreign agricultural experts and technical talents to come to rural China for 交流, work, and share their experiences and knowledge.

In addition, for talents already working in rural areas, it is necessary to continue strengthening training and capacity building to ensure they can keep up with the trends in technology and management, and continuously contribute to the revitalization of rural areas and the development of agricultural industrialization.

4.3 Strengthening the infrastructure construction for industrialization in rural areas

Strengthening the infrastructure construction for industrialization in rural areas is a key link to ensure the smooth progress of rural revitalization and agricultural industrialization development. It involves the layout and investment in multiple aspects and serves as the material foundation and guarantee for the transformation of the rural economy.

Strengthen the construction of agricultural production facilities. It is necessary to enhance the construction of farmland water conservancy facilities, improve irrigation efficiency and water use benefits, and ensure the stability of crop growth. At the same time, build efficient water-saving agricultural production models, such as drip irrigation and sprinkler irrigation. Further promote the application of agricultural mechanization and automation to improve agricultural production efficiency and reduce labor costs.

Strengthen the construction of agricultural product processing and storage facilities. Build a number of deep processing parks for agricultural products and agricultural product logistics centers to transform primary agricultural products from rural areas into high value-added agricultural products, increasing the added value of the rural economy. In addition, modern agricultural product storage facilities can ensure the quality and safety of agricultural products, providing strong support for the export of agricultural products and their entry into urban markets.

Improve the construction of rural transportation facilities to connect villages with cities and villages with each other more closely. Build and renovate rural roads, increase public transport routes, making the transportation of agricultural products and farmers' travel more convenient. In addition, the coverage of digital infrastructure such as broadband networks will connect rural areas to the wave of the digital economy, promoting information exchange between rural areas and the outside world.

Green and sustainability are also necessary directions for modern infrastructure construction. Building renewable energy facilities such as solar and wind energy to meet the electricity needs of rural areas while reducing carbon emissions. At the same time, promoting the resource utilization of agricultural waste, such as constructing rural biomass energy projects to convert agricultural waste into energy.

Emphasize the construction of service facilities in rural communities, such as cultural and entertainment centers, medical and health centers, and education and training centers, to provide farmers with abundant living and learning resources, improving the overall quality of life in the countryside.

4.4 Strengthen support for agricultural industrialization funding

Under the current background of rural revitalization, funding is always the core driving force for promoting the deep development of agricultural industrialization. Strengthening financial support for agricultural industrialization is undoubtedly the cornerstone to ensure its steady progress and truly achieve rural revitalization^[8, 9].

First, a characteristic agricultural product development fund should be established. This type of fund focuses on supporting agricultural products that have regional characteristics and differentiated competitive advantages. Due to their uniqueness, these products have strong market demand but often face difficulties in large-scale promotion due to a lack of funding. By establishing such a fund, strong financial support can be provided to them and promote their marketization process.

Second, it is necessary to encourage financial institutions to provide more favorable loan policies for agricultural industrialization. Greater convenience can be offered to agricultural industrialization projects in terms of loan interest rates, terms, and collateral methods. At the same time, an agricultural industrialization credit risk compensation fund can be established to provide a certain degree of risk protection for financial institutions, incentivizing them to increase their enthusiasm for agricultural industrialization loans.

Third, specialized bonds for agricultural industrialization can be issued. The bond market is an important component of the

capital market. The issuance of specialized bonds for agricultural industrialization can not only provide long-term and stable funding sources for projects but also offer investors a solid investment channel with considerable returns.

5 Conclusion

Rural revitalization, as a key strategy for contemporary China's social development, is not only about material prosperity but also about the innovation of concepts and models. The deep advancement of agricultural industrialization has undoubtedly become an important part of rural revitalization. From the deep development of industrial integration to the attraction of talent, the improvement of infrastructure, and strong financial support, all contribute to creating a sustainable and healthy development blueprint for rural areas.

In the future, rural revitalization will go beyond its traditional framework and transform into a complex and diverse development model, which emphasizes not only economic growth but also the coordinated progress of social, cultural, and ecological aspects. The countryside will no longer be merely a place for economic production but will transform into a platform for the exchange of knowledge, technology, and culture, becoming a demonstration area that combines innovation and practice.

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