

The Exploration of Modern New Agriculture

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Abstract: Leisure agriculture is a new kind of industry with a variety of functions, it is to speed up the agricultural industrial structure adjustment, driving the development of relevant industries, solve the problem of agriculture, rural areas and farmers, inheritance history and culture, improve the level of environmental protection is a long-term practical significance this paper analyzes the new agriculture at present market vacancy, and introduces the new type of agricultural management direction and future development trend.

1 Introduction

With push forward the process of urbanization, the urban area is increasing, more and more urban population, urban green space in the area is smaller and smaller, people's living standards greatly improved in recent years, the rapid development of the third industry and upgrading, the emergence of new agriculture gradually to the in front of everybody, garden of agricultural expo pavilion, sightseeing, tourism land to grow the athletics, generated by the new holiday into our daily life, as we are a way of entertainment. New agriculture is a comprehensive new type of agriculture area, which refers to the use of rural forests, streams, grasslands and other rural natural scenery, equipped with small earthen houses, camping areas, barbecue areas, water areas, catering, physical exercise areas and various recreational facilities, to provide tourists with comprehensive new places and services. As a result, the development of agriculture is transformed from a single material production activity to a collection of life, sightseeing, delicious food, shopping and other comprehensive activities. The development of agricultural production also forms a huge industrial system, providing considerable economic benefits for the development of rural areas. Nowadays, people, especially city dwellers, have less and less access to nature. As a new form of entertainment, new agriculture enables urban residents to get close to nature and relax, and at the same time, agricultural production can be carried out to maintain the balanced development of urban ecosystem. In addition, in the period when the Internet reform has been deeply applied to all walks of life, how to adapt to the consumer purchase mode in the Internet era and quickly realize the transformation and upgrading of traditional new agriculture projects to Internet new agriculture has become the key to the rapid and healthy development of China's new agriculture.

2 The Market Situation of New Agriculture

Most of the new projects concerning agriculture in China are limited to some rural farmhouse and natural scenery, but these cannot fully meet the basic requirements of tourists on food, accommodation, travel and other aspects, let alone provide tourists with personalized services. Therefore in the new agriculture this new height field is still close to the blank. There are only a few new agricultural companies providing multi-directional integrated services in China, with few competitors and weak competitiveness, so they have great market potential. The company will fully grasp the opportunity, take advantage of market advantages, quickly occupy the market. In the initial stage of establishment, the market business was initially determined in land lease, aquatic product breeding, poultry breeding, ecological greenhouses and farmhouse. We will try our best to expand the original ecological agriculture circle based on new entertainment, and at the same time,

carry out farming experience and agricultural products planting projects. We will gradually make the company bigger and stronger through our sincere services and positive publicity, and continue to expand the market. In the gradual development of b2c and other business. Analysis of the audiences of new agriculture. The target customers of the new agricultural services are: white-collar workers who are busy every day, retired urban residents, large fresh supermarkets, primary and secondary school students who feel the needs of nature and so on. New agriculture is an agricultural sightseeing park integrating the appreciation of natural scenery, fitness in mountains and forests, experience of farming, science popularization of natural ecology, photography activities and experience of farmhouse food. The farm garden vigorously promotes healthy life, the theme is mountain fitness, herb health, farming experience, close to nature, ecological life, green health. The park will be built into an ecological park with good ecological circulation, beautiful landscape, ecological harmony and full of wild and rural flavor. To expand as far as possible to fitness, new forest activities as the main forest tour park; Carry out farming experience and herb cultivation experience activities, ecological tea garden and herb garden in accordance with good agricultural practices; A new suburban fitness farm leading ecological and healthy life; With a unique charm style.

3 The Development and Management of New Agriculture

3.1. Lease the Land

The land is provided by the farm garden, and people can establish a leasing relationship with the new agriculture, renting the land provided by the farm garden for planting, and the farm garden provides seeds, fertilizers and other comprehensive technical support. So that people who are busy with work can take care of the land like their children, return to nature, and finally enjoy the green and organic food grown by them, so that they can truly have close contact with nature.

3.2. Farming Development

Establish multiple greenhouses, adopt soilless cultivation and other technologies to cultivate organic green vegetables and fruits, and connect with relevant agricultural food distributors. Establish feeding centers, fish ponds, etc., and mainly conduct the breeding of chickens, ducks, geese, cattle, pigs, sheep, etc. It can not only provide safe meat for people, but also produce manure which can be used to ferment and produce biogas for farm life. It is also a natural organic fertilizer.

3.3. B2C Sales Mode

Carry out B2C (business-to-customer) retail sales. This new way of agricultural production and life with cross-era significance is bound to generate strong vitality and broad development prospects, and will also be pursued by domestic agricultural academia and new tourism.

3.4. Farmhouse Style Service

In the management mode of farmhouse, fruits, vegetables and meat are provided by the farm garden. For people who come here to rent land for new forms of entertainment. The establishment of a large agricultural new parent-child park, for children to create a really healthy and green amusement park, but also for parents to create a baby to get close to nature a good place. We combine e-commerce with new agriculture effectively. People can enter our company's official website for land lease negotiation, reservation of fruits, vegetables and meat, reservation of farmhouse rooms and meals, and so on. To provide people with money saving, time-saving, convenient, fast, efficient, safe and innovative new agricultural services. The new type of agriculture can be used as a tool to promote the new type of agriculture, an information sharing platform for the general public. The effective combination of e-commerce and new agriculture, people can enter the corresponding website for land leasing negotiation reservation, fruit and vegetable meat reservation, farmhouse room and meal

reservation and so on. To provide people with money saving, time-saving, convenient, fast, efficient, safe and innovative new agricultural services. The company's website is mainly engaged in new agricultural intermediary services, including the cultivation of green vegetables, fruits, rice, aquatic products and poultry. Combined with the Internet and other advanced communication methods for product reservation, product packaging and transportation of the whole process. The new type of agriculture takes the trading of agricultural and sideline products as the main profit model. Other income is: land rental fee, land management fee, agri-la management, simple processing and retail of fruits and vegetables, etc. The fruits, vegetables and meat are all provided by the agri-la. For people who come here to rent land for new forms of entertainment. Carry out B2C (business-to-customer) retail sales. An emerging agricultural production and life style with cross-era significance will generate strong vitality and broad development prospects, and will also be pursued by domestic agricultural academia and new tourism.

4 The Future Development Trend of New Agriculture

The quality of the product and the quality of the service, new agriculture advocate is green and healthy organic, accordingly, the product that comes out from new agriculture must hold quality and quality strictly, accomplish true green pure natural without fertilizer. Agricultural supplies suppliers must hold the distribution of the products of the operating license; otherwise it is illegal to operate. Crop seeds for sale must be approved or approved by the provincial agricultural department (check the approval and identification number of the variety). Imported or cross-regional seeds should be accompanied by quarantine certificate. Pesticides and fertilizers must have product registration license, production license and standard certificate. Product packaging and use instructions should comply with the requirements of national norms, is a legitimate standard of the product. The deposit of agricultural production data should have independent and special storehouse. If we want to develop a new type of agriculture, Internet plus is an indispensable operation mode. We can use the online and offline dual operation mode to maximize our interests. The initial rural e-commerce started from the e-commerce end to the rural physical commerce, that is, from online to offline. Logistics distribution is the key to the layout of rural market. New farmers, who are also the genes of Internet, innovation, culture and self-organization, provide the driving force for the rise of rural E-commerce. Talent flow back, new farmers increase, rural e-commerce practitioners more science and technology. Management and development of operation mode, integration of local high-quality agricultural products resources, introduction of new products and new technologies, small-scale demonstration planting and cultivation in the park, building local agricultural products brand, formulating specifications and standards for featured agricultural products, and adopting the company and farmers to expand product output; Create high-quality environmental art of new agricultural projects, improve tourists' taste of life and aesthetic taste, increase places for tourists' taste and health maintenance, and realize the organic unity of mental health and physical health. Build a national sales channel, through the clever combination of agricultural production and entertainment, urban residents to provide quality and healthy agricultural products at the same time to achieve farmers to get rich.

5 Conclusion

With the continuous development of the country and society, agricultural achievements are obvious to all. Agriculture is closely related to our lifestyle and quality of life. The development of agriculture will usher in new opportunities and challenges. While agriculture provides us with physical and spiritual satisfaction, it also inherits the ancient traditions of our ancestors in the good historical conditions. Rational utilization and exploitation of natural resources is our obligation and plays an irreplaceable role in changing the deterioration of ecological environment, harmonious coexistence between man and nature, and building an environment-friendly society. The evolution of Internet + new agricultural operation mode is a process of reform. Firstly, it is reflected in the

transformation of the outermost sales mode and marketing mode, and then it leads to the transformation of the internal production mode, new service delivery mode and procurement mode, and finally it leads to the transformation of the entire management system. In the process of Internet + new agriculture development, traditional leisure agriculture projects can be transformed and upgraded according to the above evolution process. For new investment in the construction of the new agricultural projects, you will need to completely according to the requirements of the Internet consumers purchase decision model, the sales model, marketing model, production mode, new services, procurement model, strategic management, accounting and financial management, administration and human resource management mode and so on carries on the innovation design, the construction of new Internet + new agricultural operation mode, to adapt to the request of the era of the Internet revolution.

Agricultural outlet is in modernization, agricultural modernization is key in science and technology progress. We must pay more attention to and rely on the progress of agricultural science and technology and follow the path of connote development than ever before. Contradictions and problems are the orientation of scientific and technological innovation. The whole party must hold high the great banner of socialism with Chinese characteristics, firmly establish confidence in the path, theory, system and culture of socialism with Chinese characteristics, and ensure that the cause of the party and the country will always advance triumphantly in the right direction. We must firmly grasp the stage characteristics of China's development, firmly grasp the people yearning for a better life, put forward the new mentality, new strategy and new initiatives, continue to push forward "five one" the overall layout, coordination advances the strategy of "four comprehensive" layout, runoff to build a well-off society in an all-round way, and win the great victory of socialism with Chinese characteristics, in order to achieve the great rejuvenation of the Chinese nation the Chinese dream of unremitting struggle.

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