

# Research on Agricultural Industry Structure Adjustment and Upgrading under Rural Revitalisation Strategy

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**Keywords:** rural revitalisation strategy; agro-industry; structural adjustment; upgrading

**Abstract:** Under the guidance of comprehensively promoting the rural revitalization policy, adjusting the layout of agricultural industry and optimizing the layout of agricultural industry has become a key way to achieve the goal of rural revitalization. On this basis, taking Linze County of Zhangye City, Gansu Province as an example, this paper analyzed the adjustment and upgrading of agricultural structure under the strategy of rural revitalization for the reference of relevant scholars.

## 1. Introduction

In Linze County, the rural revitalisation strategy is not only the current direction, but also an important navigation for future rural development. Therefore, how to effectively implement this strategy in order to find new ways of agricultural development has become a key issue. This requires a practical approach to determine one's development direction based on regional economic conditions and natural resource conditions. Linze County, in response to its unique resource conditions, has rationally adjusted the structure of its agricultural industry in accordance with its geographic environment, gradually accelerating the modernisation process of agriculture and thus achieving the core objective of sustained growth in farmers' incomes<sup>[1]</sup>.

## 2. Direction of structural adjustment of the agricultural industry

The launch of the rural revitalisation strategy has provided the main direction of industrial restructuring for the industrial development of rural areas. Under the rural revitalisation strategy, agricultural modernisation and new-type urbanisation are important directions for the optimisation and upgrading of China's economic structure in the new period, while the adjustment of rural industries is an indispensable part of this process. By combining the construction of beautiful villages and the fight against poverty, it provides the necessary policy support and financial assistance for the adjustment of rural industries. With the continuous optimisation and upgrading of China's economic structure and the increasing industrialisation of agriculture, farmers' demand for land is growing, while the reform of the rural land transfer system has further promoted the process of rural industrial adjustment. After the implementation of the rural revitalisation strategy, a large wave of entrepreneurship returning to the countryside has also brought a group of scarce professionals for the industrial restructuring of the countryside. How to attract more excellent rural entrepreneurs to join the rural industry has become an urgent problem. The rural revitalisation strategy has brought new development opportunities for the rural industry, but while recognising these opportunities, we should not ignore the challenges encountered in the restructuring of the rural industry after the implementation of the rural revitalisation strategy.

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The industrial layout was further optimised and adjusted. In order to break through the limitations of the traditional agricultural structure, rural revitalisation demonstration areas with unique characteristics have been created around each township. Taking advantage of the county's rich climatic resources and the geographical advantages of each township, it is accelerating the promotion of leading industries with special characteristics, such as pollution-free jujubes, maize seed production, cattle and sheep breeding, highland summer vegetable cultivation, and grapes, to concentrate in advantageous areas. It is also accelerating the construction of the advantageous

industrial agglomeration area and the core area of speciality industries in each township, in order to completely solve the problems of scattered planting areas and small planting scale and backward technical level that exist in the speciality industries. Each township will develop characteristic industries according to its own resource advantages, give full play to its strengths and avoid its shortcomings, and adjust the industrial structure according to local conditions, so as to better promote the increase of farmers' production and income and strengthen the diversified development of characteristic industries.

Firstly, there is a need to make maximum use of the orientation capacity of local leading agricultural companies and to do so with the full support of government policies; to promote the development of the maize seed production industry by taking advantage of the driving role of the leading enterprises and the radiant role of the farmers' professional cooperatives, encourage the centralized and continuous transfer of land resources, continue to improve the corn seed industry, and establish closer cooperation with seed companies to promote standardized production processes; actively develop characteristic agriculture, cultivate and strengthen leading enterprises; Second, the vegetable industry is committed to the development of scale and efficiency, and the goal is to establish a supporting vegetable production base of more than 500 mu, actively promote the cultivation technology of greenhouse facilities, improve the quality and safety level of vegetables, and increase farmers' income; Third, the government should invest in the county to build a unified standard vegetable wholesale market to facilitate vegetable growers to trade. In addition, the farmers' professional co-operative organisations should also be supported more vigorously to establish unified service outlets; fourth, for the forest and fruit industry, careful management is needed. The jujube industry is taken as the main focus of development, and efforts are made to form an advantage in the development of industrialisation, with the core objectives of increasing output and achieving pollution-free production. At the same time, it is also committed to expanding the popularity and market sales channels of Linze's small jujube, constantly introducing new varieties to replace outdated species, and striving to create a standardised jujube planting base; Fifthly, animal husbandry is one of the city's leading industries for farmers to increase their incomes and get rich, and it is also a pillar industry for the county's economic growth, and therefore it is necessary to increase the support for the development of animal husbandry and to improve the farmers' motivation for farming. Eventually, the development of edible fungi, Chinese herbs, flowers, stevia, asparagus and vegetable seed production industries were also considered. Through the co-operation model of "Company + Co-operative + Farmer", farmers were provided with guidance on the development of the vegetable seed industry[2]. Ultimately, the company is responsible for seed procurement and sales, ensuring that farmers can participate in the development of speciality industries. It needs to actively promote the development of water-saving irrigation agriculture in the Gobi area, strengthen the awareness of water resources protection and conservation, improve the utilization rate of water resources. Gobi agriculture is a unique mode of agricultural development in Northwest China. In order to continuously improve the basic irrigation facilities in the Gobi Agricultural Town of Zaldun, we have invested in the construction of Gobi new forest and fruit and aquaculture demonstration sites, and have made use of the technological strength of the Jiuquan Dayu Water Conservation Company to form water-saving and irrigated agriculture with special characteristics. At the same time, it has strengthened efforts to protect water resources and the water environment, improve land utilisation and achieve sustainable economic development. The Banqiao Agricultural Science and Technology Demonstration Park and the Xinhua Ecological Zone Field Project have been launched, and the operation mode of "park + enterprise + farmers" has been implemented to help alleviate poverty with precision and attract poor households from the surrounding countryside to work in the park, thus promoting the second lifting of farmers out of poverty and realizing the wealth of their labour.

Accelerating the development process of rural tourism. Danxia Scenic Area, located in Linze Ni Jiaying Township, is a place with rich tourism resources. In order to maximise the attractiveness of the scenic area, it is necessary to promote Danxia's tourism resources to the county, further expand the tourism industry chain, and attract many tourists into the countryside. In addition, it is also

committed to creating a tourism route of "enjoying the Danxia landforms and visiting the beautiful countryside", and developing a variety of tourism projects such as speciality lodgings, fruit and vegetable picking, hot springs and desert exploration. Farmers are also encouraged to make seven-coloured screens and handicrafts for monks to worship Buddha in their spare time to enhance tourists' memories of the Danxia Scenic Area.

### **3. Safeguards**

Promoting the development of industrial clusters in green agriculture. At present, there are still some problems in China's green agricultural industry, restricting the development of green agricultural industry clustering. Green vegetables are known for their non-polluting and non-dependent production characteristics of chemical fertilisers, with the enhancement of people's health awareness, green agricultural products are favoured, the market potential is huge. Increase the scientific and technological training of farmers to improve their quality and scientific cultivation level. In this context, it is necessary to firmly embark on the forefront of green ecological organic agriculture, constantly improve agricultural quality, strengthen farmers' awareness of green agricultural products brands, and strive to promote the transformation and upgrading of traditional agriculture to modern green agriculture. According to the requirements of industrial integration, a number of modern agricultural demonstration bases with distinctive characteristics and outstanding advantages will be built. We will promote the construction and development of agricultural demonstration enterprises. Promote the standardization and scale of facility agriculture and increase the added value of products. With innovative business entities as the core, we are committed to building a modern agricultural business structure and actively implementing the development strategy of "leading enterprises + cooperatives (family farms) + farmers" to accelerate the connection between leading enterprises and leading industries, while the cooperatives also promote farmers to achieve the "two full-coverage" objectives". Logistics, warehousing, cold chain and processing are regarded as key links to improve the efficiency of the short supplement to agriculture, increase farmers' income and promote employment. All efforts will be made to promote the extension of the chain to ensure that the links of production, warehousing, further processing, logistics and sales are perfected, so as to realise the integrated development of the whole industry chain. In addition, it encourages greater support for primary and secondary education in rural areas, strengthens assistance to teacher training colleges, and fosters more educational specialists through specific training methods, thereby raising the overall cultural level of rural areas. It is necessary to provide skills training for qualified laborers, including nursery, grafting and maintenance of agricultural machinery related to agricultural production, in order to provide sufficient quality human resources to support the restructuring of rural industries.

In order to improve the living environment in rural areas, a comprehensive campaign to make them free of rubbish is being promoted. Comprehensive village renovation and upgrading projects are being pushed forward to accelerate the formation of a new normal for village appearance, and efforts are being made to create a beautiful and livable new socialist countryside with a new outlook. With the goal of creating villages suitable for living and working, we continue to optimise the production and living environment in rural areas, enhance residents' awareness of environmental protection, ensure that household rubbish is not discarded indiscriminately, and are promoting garbage-free activities across the board. We are committed to creating model counties for rural revitalisation and rural habitat improvement. It insists on making the ecological beauty of the countryside and a clean and tidy living environment the "first move" in the implementation of the rural revitalisation strategy, taking beautiful greenery as the ecological feature and cleanliness as the common goal pursued by both urban and rural areas, so as to achieve the best living environment through urban and rural linkages, thus enhancing the sense of gain and happiness of the people.

### **4. Conclusion**

Industry is the fundamental support of rural revitalization, and the development of industry

should be regarded as the fundamental policy of rural steady growth. On the basis of consolidating and upgrading existing characteristic industries, we should pay attention to the in-depth development of advantageous resources and accelerate the development of new characteristic industries. We will make every effort to promote the innovative development of agricultural industry models, push forward the development of agricultural industries towards agglomeration, scale, and medium-to-high-end development, make every effort to improve the development of agricultural industrialization, and speed up the construction of a modern industrial.

### **Acknowledgements**

Foundation Project: 2021 Project of Sichuan Research Center of e-commerce and modern logistics (DSWL21-9)

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