

The Research on the Dynamic Mechanism and Mode of the Integration of Rural Primary, Secondary and Tertiary Industries

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Abstract: The integration of rural industrial development is a fundamental feature of the modern agricultural economy. Promoting the integration of primary, secondary and tertiary industries is an inevitable choice for rural development in the context of the new normal development in China, and the fundamental requirement for the reform of the agricultural supply side. First, this paper combines theories of industrial integration to construct the fundamental framework of the integration of rural primary, secondary and tertiary industries. Second, this paper analyzes the dynamic mechanism of the integration of primary, secondary and tertiary industries in rural areas. Third, this paper also constructs the basic model of rural industry integration. Finally, countermeasures and Suggestions for the integrated development of rural primary, secondary and tertiary industries have been put forward. Overall, this paper is an expansion and supplement of the theory of rural industrial integration and this research has important practical significance for the development of rural industrial integration in China.

1. The background and significance of the integration of rural primary, secondary, and tertiary industries

Agricultural development is the cornerstone of national economic growth. In the 40-year development of reforming and opening up, the modernization process in China is also a course of new agriculturalization where the agricultural economy is showing vigorous development. After data analysis, the main profit growth point of rural areas is in the secondary and tertiary industries of agriculture. But the long-term neglect of the development of the agricultural industry chain has led to multiple social problems such as rural hollowing out in China. The fundamental reason is that rural resources are relatively scarce. But there is an excessive concentration on the development of the rural primary industry and continuous increase in agricultural production costs due to the integration with the secondary and tertiary industries. Therefore, the profit of agricultural products is excessively low. In the process of the continuous development of the agricultural system, farmers cannot get the most of the profits directly from the agricultural process because of the separation of the agricultural industry chain and the disconnection between agricultural production, processing, and sales. Farmers own a relatively low status in the overall industrial chain, and they cannot enjoy the value-added benefits of agricultural product processing. The countryside is a safeguarding role in the agricultural system but bears the greatest risk in the agricultural market. The proposal of rural agricultural supply-side reforms and other strategies has brought a new period of strategic opportunities for the development of rural areas. However, it is still urgent to solve the problems of rural agricultural development on how to solve the separation of rural agricultural production links, how to increase farmers' income, and how to improve farmers' status in profit distribution.

As a result, it is necessary to continue to promote structural reforms on the agricultural supply-side and promote the integration of primary, secondary and tertiary industries in rural areas. The rural industrial integration is an inevitable choice for rural development under the background of Chinese economic development entering the new normal, and it is a fundamental requirement of

agricultural supply-side reform. Rural industrial integration is not only the integration and reorganization of existing rural industries, but also the process of the extension of rural industrial chains and the generation of new production points. This is the main feature of rural industrial integration. On this basis, promoting the integration of primary, secondary and tertiary industries in rural areas through effective organizational methods will help expand the industrial chain of rural production, and facilitate the continuous introduction of advantageous resources into rural areas to improve the level of resource utilization and reduce rural product transaction costs.

The article believes that the integration of rural primary, secondary and tertiary industries is a dynamic development process. Under the multiple effects of technical and political factors, the boundaries of rural industries have gradually become blurred and cross-penetration between industries has occurred. The essence of the integration of rural primary, secondary and tertiary industries is the division of labor and reorganization of rural industries. In the process of rural primary, secondary and tertiary industry integration, the fundamental industry is the primary industry, that is, traditional agricultural planting. All production factors participating in the integration are must be reorganized around the most basic factor of production—land—the root of agriculture (Figure 1). Whether it is to extend the rural industrial chain forward or connect and integrate the rural industrial supply chain backward, the increase in the primary industry will promote the increase in the input and output of the rural secondary industry. The rural economy not only needs to rely on the input of science and technology to achieve development, but also requires the tertiary industry to provide a full range of services for the agricultural economy. This service is not only the increase in quantity but an improvement in quality. The main way to integrate the primary, secondary, and tertiary industries in rural areas will be the introduction of advantageous capital, so that the flow of industrial and commercial capital will be transferred to rural areas to cultivate local industrialization in rural areas, thereby guiding the new division of labor and reorganization of the original rural industries. The integration of primary, secondary and tertiary industries in rural areas will inevitably change the existing industrial market structure in rural areas [1], and then changing the existing interest distribution mechanism in rural areas. The key point of the integration of rural primary, secondary and tertiary industries is how to return the benefits after industrial integration to the countryside and keep more benefits in the countryside [2-4].

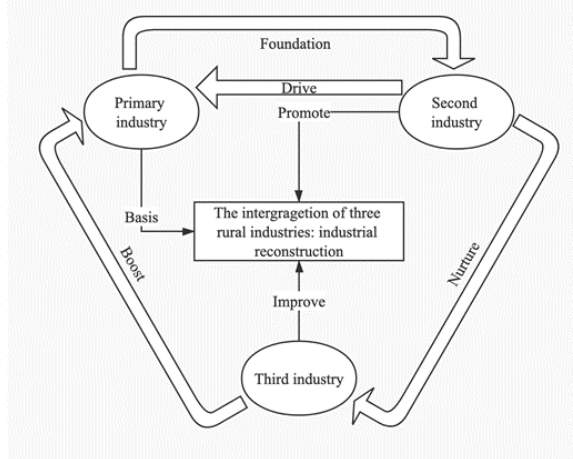


Figure 1 Connotation map of integrated development of rural primary, secondary and tertiary industries

The integration of agricultural industry has become the main driving force of rural development in our country. Scholars have continuously improved the depth of their research, and their research perspectives have also been continuously expanded. At present, the integration of rural primary, secondary and tertiary industries is mainly focused on case analysis and policy recommendations, while there is little research on the structural adjustment, basic framework and motivation of industrial integration of rural primary, secondary and tertiary industries. Existing literature research provides important reference value for this article. On this basis, this article will focus on introducing

the basic model of rural industrial integration and the driving force of integration, while also discussing issues that should be paid attention to in the process of industrial integration [4,5].

2. Analysis on the dynamic mechanism of the rural primary, secondary and tertiary industries integration

To achieve the integration of the primary, secondary and tertiary industries in rural areas, it is necessary to increase the added value and benefits of rural products and achieve the growth of farmers' income. The specific approach is the extension of the agricultural industry chain and the enrichment of industrial forms. In the process of industrial integration, it is necessary to gradually improve the interest linkage mechanism to realize the sharing of risks and profits. At the same time, it is also necessary to be market-oriented, accelerate the construction of a new rural organization model, and feedback the surplus profits from agricultural production to the hands of farmers, thereby activating the entire rural development trend and making the rural primary, secondary and tertiary industries integration to be a new growth point for rural economic development. The pursuit of economic benefits is the main driving force for the integration of primary, secondary and tertiary industries in rural areas. The development of rural industrial integration must also follow certain economic laws [6], that is, to maximize profits and minimize costs. According to Marx's definition, the essence of industrial integration is the process of continuous convergence between industries, ultimately minimizing transaction costs. The integration of primary, secondary and tertiary industries in rural areas is to continuously adjust and restructure on the basis of existing industries, expand the industrial chain of agricultural products, maximize the use of advantageous resources, and promote the increase in the proportion of secondary and tertiary industries in the proportion of rural industries. Specifically, the driving mechanism of rural industrial integration is mainly as follows (Figure 2):

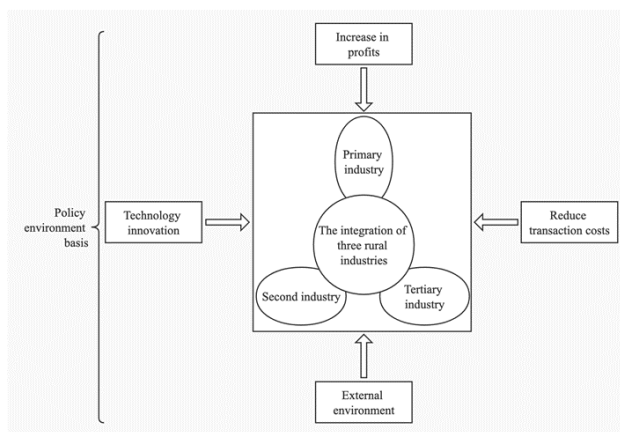


Figure 2 The driving mechanism of the rural primary, secondary and tertiary industries integration

2.1 Reduce transaction costs

The main driving force for the integration of rural primary, secondary and tertiary industries comes from reducing transaction costs. Under the current rural economic development model, relying on low-cost factors and large-scale capital investment, as well as increasing consumption level in China [7] and the increasing demand for agricultural products, rural agricultural development is generally at a relatively good level. However, driven by short-term benefits, most companies are unwilling to invest capital in rural areas, which has severely disconnected the production of agricultural products in rural areas from processing and marketing. Farmers are mainly responsible for the production of agricultural products, but they rarely participate in the processing and sales of agricultural products. For small-scale processing enterprises in rural areas, their competitiveness and scale are relatively weak, and they cannot meet the entire production process of agricultural products. Moreover, market demand information cannot reach these small enterprises in time, which increases the transaction cost of agricultural products in the entire production chain.

With the deepening of homogeneous competition in the agricultural market, the integration of the primary, secondary and tertiary industries in rural areas, the integration of the production and sales of agricultural products into a production chain can not only produce personalized products that consumers like, but also reduce transaction costs of agricultural products from the origin. Producers of agricultural products can also participate in the sales and processing of agricultural products, thereby saving costs incurred by transactions.

2.2 Increase profits after industrial integration

Under the premise of constant returns to scale, the independent operation of production in most rural areas cannot significantly increase production profits. Also, large-scale agricultural production will accelerate the surplus of agricultural products and produce homogeneous competition of agricultural products, thereby reducing agricultural product prices. In this context, the integration of the primary, secondary and tertiary industries in rural areas is through the adaptive allocation of production materials and labor in agricultural production, and the circulation of surplus profits between rural areas to achieve increased production profits. The integration of the primary, secondary and tertiary industries in rural areas can introduce farmers into the links of manufacturing and services. Through measures such as "Internet +", the sales methods and production organization forms of agricultural products can be promoted from the shallower to the deeper, and fragmented and personalized needs can be aggregated into batch orders which can be directly provided by farmers, thereby increasing the profit of agricultural products [2].

2.3 Promote technological innovation

The basis of the integration of primary, secondary and tertiary industries in rural areas is the development of productivity, that is, technological innovation. Technological innovation spreads among different industries to promote the technological integration of different industries, further blurring the boundaries of industries, and finally forming the integration of different industries. At the same time, technological innovation will also change consumer demand for products and create new product markets. The development of the information network has continuously promoted the modernization of traditional agricultural production. The "Internet +" model has completely broken the traditional agricultural production and sales organization system, and promoted farmers to directly participate in the processing and sales links, so that traditional scattered individual farmers have become participants in the smallholder economy. In addition, the development of technological innovation will largely change the organization and development model of traditional agriculture.

2.4 Increase policy support

Since the reform and opening up, China has continuously increased its support for rural economic development (Table 1). From the joint production contract responsibility system to agricultural industrialization, to the current integration of rural primary, secondary and tertiary industries, Chinese rural market reform has been accompanied by rural Promoted by the continuous development of the economy. The Central Document No. 1 in 2014 clearly proposed the separation of rural land ownership, contracting rights, and management rights, which gave farmers the right to use contracted land [8], which accelerated the pace of rural land transfer and laid the foundation for the integration of rural primary, secondary and tertiary industries. Also, the Central Document which has greatly promoted the optimization and adjustment of the agricultural system and the improvement of agricultural development facilities. At the same time, it has also laid a financial foundation for the integrated development of rural primary, secondary and tertiary industries.

Table 1. Supportive provisions for the rural primary, secondary and tertiary industries integration in Central Document No.1

Year	Supportive provisions for the rural primary, secondary and tertiary industries integration in Central Document No.1
2015	Promote the integrated development of the primary, secondary and tertiary industries in rural areas. To increase farmers' income, we must extend the agricultural industry

	chain and increase the added value of agriculture. Based on resource advantages and guided by market demand, we will vigorously develop characteristic planting and breeding industries, agricultural products processing industries, and rural service industries. Support the development of one village, one product, one township (county) and one industry, strengthen the county economy, and drive farmers to get richer [2] [1] [5] [9].
2016	Improve the linkage mechanism between the agricultural industry chain and the interests of farmers. Promote the close integration of agricultural production and marketing, the deep integration of rural primary, secondary and tertiary industries, and promote the integration of agricultural industry chain and value chain enhancement, so that farmers can share the value-added benefits of industrial integration and development, and cultivate farmers a new model for increasing revenue [10-16].
2017	Deepen the reform of the rural collective property rights system. Implement the "three-rights separation" method for collective ownership of rural land, rural household contracting rights, and land management rights. Accelerate the registration and issuance of rights to rural contracted land, and expand the scope of pilot projects across the province. Coordinate and promote the reform of rural land expropriation, collective business construction land entering the market, and the reform of the homestead system [10-16].
2018	Construct a system of integrated development of rural primary, secondary and tertiary industries. Vigorously develop multiple functions of agriculture, extend the industrial chain, enhance the value chain, and improve the benefit chain. Through various forms such as guaranteed dividends, share cooperation, and profit return, farmers can reasonably share the value-added benefits of the entire industrial chain [1] [3] [5] [11] [15] [17-29].

3. Main mode of the rural primary, secondary, and tertiary industrial integration

With the national strategy's inclination to the economic development of rural areas and the continuous improvement of rural infrastructure, there are a large number of rural primary, secondary and tertiary industries have emerged in China [2], mainly leisure agriculture and agricultural product e-commerce. In the process of integration of primary, secondary and tertiary industries in rural areas, different regions have adopted different integration models according to their own developmental conditions. Different scholars divide the integration of rural primary, secondary and tertiary industries into different types based on their own understanding, including decentralized cooperation, vertical integration, and modern e-commerce (Table 2). This article mainly looks at the integration of primary, secondary and tertiary industries in rural areas from the perspective of industrial integration [3][27], and thus divides it into three modes: industrial penetration integration, functional extension integration, and industrial extension integration (Figure 3).

Table 2 Types of the rural primary, secondary, and tertiary industrial integration with different classification standards

Market supply and demand perspective	Factorial agriculture, sightseeing agriculture, ecological agriculture, comprehensive agriculture, such as Sun (2005), Li (2006), etc.
Cross-industry perspective	Industrial integration, industrial chain extension, cross- industry, comprehensive integration, such as Ma (2015), etc.
Product cross perspective	"1+1""1+2""1+3" and other integrated development models, such as Zhang (2015), etc.
Fusion direction perspective	The forward and reverse integration of agricultural product processing industry and service industry, such as Jiang (2015), etc.

Note: This table is mainly compiled with reference to Lu (2016).

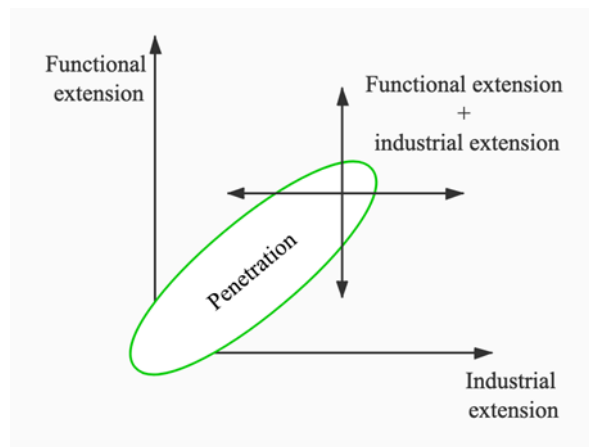


Figure 3 Main mode of integration of three rural industries

3.1 Penetration integration

Penetration integration mainly refers to the continuous transformation of the agricultural production chain by other industries, which is mainly manifested in the resource endowment of other advanced industries and cross-border use of advanced technologies to innovate and change traditional agricultural production models, such as the changes for rural agricultural product sales model by "Internet +" strategy, the penetration of big data and cloud computing into the agricultural industry, etc. The development of informatization has continuously simplified the agricultural production process and significantly improved production efficiency [3,30], thereby fundamentally changing the traditional agricultural production model. The specific process of osmotic integration mainly focuses on the integration of advanced production technologies and elements into agricultural production to drive innovation in traditional agricultural industries.

Typical example: The rural primary, secondary and tertiary industry integration development project in Wuyi County, Zhejiang Province is a typical penetration integration. Wuyi is a traditional agricultural county with rich resources of agricultural products such as tea and fruits. It is a well-known tea hometown and a national medicine base in China. However, the planting efficiency and sales of agricultural products have always been two major problems that have plagued rural development in Wuyi County. In order to improve planting efficiency and expand sales channels, the rural areas of Wuyi County has increased their planting efficiency by introducing large-scale tea, Chinese medicine and other large companies to absorb high-tech technology on a large scale. With the help of the company's sales platform and the combination between "Internet +" with other measures, the sales channels of agricultural products is widely expanded and effectively solve the sales problems.

3.2 Functional expansion integration

Agricultural production does not exist in isolation. In the process of production movement, it will inevitably be connected with other industries. Therefore, the essential reason for this integration mode is the overall relevance and linkage of rural industries, the usage of agricultural production factors and other industrial elements across borders to develop together. The actual integration process mainly refers to the process of intersecting agricultural production and leisure tourism and other tourism industries, and continuously exploring the value of ecological leisure tourism and tourism in rural areas. Function-expanding integration will inevitably apply new rural functions such as agricultural leisure to the industrial chain of rural tourism, and gradually develop into a new rural economic development model based on leisure and sightseeing agriculture. Among them, the

development of rural tourism resources can drive the sales of rural specialty products, create an agricultural cultural connotation and attraction with a rural cultural flavor [31], and thereby promoting tourists' demand for rural tourism.

Typical example: The rural primary, secondary and tertiary industry integration project in Shangyu District, Shaoxing, Zhejiang Province, is a typical functional expansion integration. The rural areas of Shangyu District take "Four Seasons Fairy Fruit" as the core and rely mainly on farmhouse to create a rural tourism model integrating consumption, sightseeing and leisure. In addition to the "Four Seasons Fairy Fruits" picking garden in rural areas, there are also many leisure and entertainment projects such as farming culture, leisure catering, fishing areas, and main deduction squares which forms a consumer-oriented economic development model based on leisure manor agriculture.

3.3 Industrial extension integration [3]

The industrial extension integration is mainly based on traditional agricultural production, the processing of agricultural products, and the process of integrating the entire process of agricultural production. The main reason for its formation is that business entities such as large farmers in rural areas promote the extension of the rural industrial chain in order to obtain more production profits. The backward extension of rural industries can connect the supply chain of seeds and fertilizers, the forward extension can connect the processing and sales of agricultural products, and the sideways can extend leisure agriculture and rural tourism. Through the expansion of the entire industrial chain, the integration of primary, secondary and tertiary industries will be realized, and the ancillary value of agriculture will be increased while increasing the profits that farmers obtain from the industrial chain. The integration of primary and secondary industries can reduce the sales and processing costs of agricultural products through direct production in rural areas, that is, the formation of agricultural product processing industry; the integration of primary and tertiary industries can form an agricultural service industry based on leisure agriculture and sightseeing agriculture. From the above-mentioned integration mechanism, the extended integration of agricultural industry is mainly based on traditional agricultural production to drive the development and integration of secondary and tertiary industries. Realize the supply of agricultural production materials and production equipment in rural areas through industrial integration. At the same time, use the development of agricultural industrialization to process the planted agricultural products and expand the development of agricultural products; use the "Internet +" model to conduct zero-distance sales of processed agricultural products to expand the consumer population of agricultural products. In the process of agricultural extension integration, as the quantity of agricultural products is enriched, the branches of the agricultural industry chain will become larger and larger, and the new agricultural industry model will surely enable farmers to obtain more benefits from the industry chain.

Typical example: Haiyan Rural Primary, Secondary and Tertiary Industry Integration Project in Zhejiang Province is a typical industrial extension integration. In the process of industrial integration, Haiyan Village has introduced agricultural product processing projects, distribution projects and cultural expo park projects, etc., extending the separate agricultural production chain on a large scale, turning the rural economy into an integrated economic system with a collection of production, processing, and consumption. Among them, the livestock and poultry product processing project is mainly responsible for the processing of agricultural products, the agricultural product distribution center project is responsible for the transportation and sales of agricultural products. The Qinglian Cultural Expo Park project starts from the perspective of consumption, cultivating the construction of rural ecological civilization, promoting rural consumption and driving the development of the rural economy [32].

4. Suggestions on the integrated development of rural primary, secondary and tertiary industries

- Attach great importance to the development of rural areas and expand investment in educational resources. In order to promote the rural primary [2], secondary and tertiary

industrial integration development, agricultural production must be placed in an important position, and a series of policies and regulations must be adopted to support agricultural development and protect the legitimate rights and interests of farmers. In the meantime, efforts should be made to strengthen investment in rural infrastructure, pay attention to rural education, improve the cultural level [24] and overall quality of the rural population, and give full play to the main role of farmers in the entire process of industrial integration. The scientific and technological quality of large agricultural growers and farmers' ability to achieve self-enrichment should be improved through farmer education and skill training, so that laws and regulations can be better implemented in practice.

- Deepen the exploration of rural resource endowments and promote rural industrial integration. In order to further promote the integration of rural industries, it is necessary to fully excavate the advantageous resource endowments in the rural areas and develop endowments as the main rural brand, so as to ensure the profit of the entire agricultural economic chain. Meanwhile, in order to avoid excessive competition, it is necessary to have certain differences between regional advantageous resource endowments. In the process of promoting the rural primary, secondary, and tertiary industrial integration development, we should focus on the localized processing of advantageous resources and the process of integrating them with leisure agriculture, that is, the original outflow value will be digested internally, thereby promoting farmers' value-added income.
- Improve the rural property rights system and protect the rights and interests of farmers. In the process of promoting the rural primary, secondary, and tertiary industrial integration development, it is necessary to actively build an interest linkage mechanism and strengthen the awareness of risk sharing and benefit sharing, so that the various interest entities in the integration process can mutually benefit and win-win. Deepen the reform of the rural land system, and continuously stimulate the resource endowment of the rural areas. Land is the prerequisite for integration which has the foundation for agricultural development. Without a mature land transfer system, there will be no large-scale agricultural production. Therefore, it is necessary to deepen the reform of the rural property rights system, accelerate the reform of the rural economic shareholding system, vigorously develop the shareholding system as the main land contracting model and subdivide collective management into individual farmers, thereby increasing farmers' enthusiasm for production.
- Strengthen the construction of rural ecological civilization and encourage rural areas to take the development path of "green water and green mountains are golden mountains and silver mountains". In the process of rural economic development, efforts should be made to reduce the pollution of groundwater and other ecosystems by transforming low- and medium-yielding cultivated land and increasing effective irrigation area. Extend the industrial chain of agricultural economy through the promotion of large-scale farmers' contracted production planting methods to cultivate new agricultural business entities so as to improve the level of food security. At the same time, strengthen the reuse of resources such as straws in rural areas, prevent random dumping of garbage and arbitrary burning of straws, improve the level of rural ecological civilization construction, and establish a development awareness that combines rural economic development with ecological protection.

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