Path Choice of Agricultural Products Industrialization Development under the Background of Rural Revitalization Strategy

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Abstract

With the continuous advancement of urbanization in modern China, the living level of urban persons are flourishing, and the development of most rural areas in China is obviously behind the development level of cities. Agricultural and rural farmers have always been a vital component of modern social construction in China. In part, the village needs to be urgently developed. The study of the Nineteenth National Congress proposed to actively implement the rural revitalization strategy, and the proposal of the rural revitalization strategy is the banner and the general grasp of the "three rural" work at this stage. It is very important to thoroughly explore the optimal path for rural revitalization and to promote the rural revitalization strategy and the industrialization of agricultural products. Based on the analysis of the current situation of rural development and the development of agricultural industrialization, this paper systematically discusses the best strategic path for the development of agricultural product industrialization based on the background of rural revitalization strategy. Implementing the rural revitalization strategy is an inevitable choice to adapt to the new situation, resolve the contradiction of "new three rural areas" and cope with new problems. Rural revitalization can promote modernization and urbanization, and provide stronger and stronger driving force for economic growth.

Key words: Rural Revitalization, Agricultural Industrialization, Agricultural Products, Development Obstacles, Path Selection.

1. Introduction

As fundamental issue about national economy and the people's livelihood, the problem of rura and agriculture peasants is exposed. The issue of solving the "three rural issues" must always be the top priority of the whole party [1]. As the basic industry of China's economy, agriculture's development level is directly related to the coordinated development of other industries in China. With the continuous deepening of the pace of reform and opening up, the gap between urban and rural areas has continued to widen. In order to effectively solve this development problem, the 19th National Congress of the Communist Party has identified rural revitalization as a major development strategy, and implemented rural revitalization strategies to complete agricultural and rural areas. Modernization, realizing the development of urban and rural integration, and building a well-off society in an all-round way.

The prosperity of rural industries is the foundation and driving force for realizing the overall requirements of rural ecological livability, rural civilization, effective governance, and affluence. Only rural industries are prosperous, and rural construction is supported. Expanding agricultural product sales channels, developing agricultural product industrialization roads, and maximizing the income of agricultural production operators are important means for the prosperity of rural industries.

Therefore, we must build and improve the modern agricultural industrial system, production system, management system, and agriculture in order to optimize the agricultural structure, cultivate new agricultural management entities, and promote the socialization of agricultural service systems. Support the protection system and the agricultural socialization service system, and comprehensively promote the modernization of China's agricultural and rural areas.

2. The Status Quo of Rural Development, Development Requirements and the Proposal and Significance of Rural Revitalization Strategy

2.1. The Status Quo and Development Requirements of Rural Development

The crux of the main contradiction is that the development of agricultural and rural areas lags behind, and the biggest imbalance in development is the imbalance between urban and rural development [2]. The biggest incomplete development is the inadequate development of rural areas. After the founding of New China, under the industrialization urbanization priority development strategy, China's rural areas have become resource supply areas for urban development, and the development between urban and rural areas has shown a large gap in terms of infrastructure construction and social services. Agriculture and rural areas have become the biggest
shortcomings for China to achieve modernization. The rapid development of industrialization and urbanization is accompanied by a large influx of rural labor into the cities, forming a new problem of “agriculture, rural areas and farmers” such as the aging of the rural areas, the hollowing out of the countryside and the marginalization of agriculture. The declining rural landscape is in stark contrast to the prosperous urban economy.

At present, China has entered the second half of the late stage of industrialization, and the development of urbanization has also entered the stage of transformation and upgrading in the middle and late stages. It has the material and technical conditions to support the priority development of agriculture and rural areas, as well as the material basis and economic strength of the township and rural areas. Since the 18th National Congress of the Communist Party of China, the "three rural" areas have ushered in unprecedented development opportunities under the great attention of the Party Central Committee [3]. Through new ideas, new policies, and new initiatives to lead the new development of “agriculture, rural areas and farmers”, the development of agriculture and rural areas has achieved great historical achievements. In this context, the time has come for China to launch a rural revitalization strategy. The proposal of the rural revitalization strategy is to solve the inevitable choice of a series of deep-seated contradictions such as “Who will plant the land?” and “How to plant the land?” and the derived rural civilization and governance, and the stability of the social structure.

2.2. The Major Proposal and Significance of the Rural Revitalization Strategy

General Secretary Xi Jinping pointed out in the report of the 19th National Congress that "we must implement the strategy of rural revitalization and adhere to the priority development of agriculture and rural areas." This not only captures the "bull nose" of the current rural development, but also points the direction for future rural development, which has great theoretical and practical significance. The rural revitalization strategy is a mature strategic decision made against the objective reality of China's economic and social development level at this stage.

(1) Implementing the strategy of rural revitalization is an inevitable requirement for building a modernized country

General Secretary Xi Jinping pointed out that "there is no agricultural modernization, no rural prosperity and prosperity, no peasants live and work in peace, and national modernization is incomplete, incomplete and unsound." The particularly poor areas in rural areas are the biggest bottlenecks and shortcomings that restrict China's modernization. At present, the problems of unbalanced and uncoordinated urban and rural development in China are more prominent. The concentrated expression is that the income gap between urban and rural residents is large, the status of agricultural foundation is not stable enough, and the development of various rural undertakings lags behind. These problems not only affect the development of agriculture and rural areas, but also hinder the simultaneous development of the "four modernizations", which is a problem that must be solved and dealt with in the process of comprehensive construction and modernization.

(2) Implementing the strategy of rural revitalization is an urgent requirement for solving the main contradictions in our society in the new era

At present, the biggest imbalance is the imbalance between urban and rural development and the imbalance of internal development in rural areas. The biggest insufficiency is the insufficient development of “agriculture, rural areas and farmers”, including the insufficient development of agricultural modernization and the inadequate construction of a new socialist countryside. Employment, medical care, housing, etc. meet the needs of farmers. To solve the problem of insufficient imbalance, we must vigorously implement the rural revitalization strategy, strengthen agriculture, improve the rural areas, and enrich the peasants, and let the villages retain green mountains and green mountains and remember homesickness.

(3) Implementing the strategy of rural revitalization is an important embodiment of the fundamental purpose of implementing the service for the people

The people's heart is the biggest politics, the people's livelihood is the greatest political achievement, and the people's heart is connected with the people's livelihood. The foundation of the government is in agriculture. As a big agricultural country, China's development of agriculture and rural areas is related to the destiny of the country and the happiness of the people. According to the general requirements of the Second Cross, the rural revitalization strategy proposed by the 19th National Congress made clear arrangements and requirements from the aspects of rural management system, land system and property rights system[4]. These adjustments all reflect the "centralization of the people" in the Party Central Committee. The ruling philosophy and work purpose are aimed at satisfying the needs of the broad masses of the people for a better life, allowing the peasants to share the fruits of reform and development and improve their sense of security, sense of acquisition and happiness.
3. The Theoretical Connotation of Rural Revitalization Strategy and Its Practice in Agricultural Products Industrialization

3.1. The Theoretical Connotation of Rural Revitalization Strategy

A new socialist countryside needs to be built in accordance with the general requirements of "production development, ample life, civilized villages, clean villages, and democratic management." "Production development" has changed into "prosperous industry" and "rich life" has become "rich life" and "clean and clean village" has become "eco-livable" and "democratic management" has become "effective governance", also 20 words, but the content it is more comprehensive, the content is more enriched, the level is improved, and the goal is more ambitious. This is not only a simple adjustment of the word, but also a profound change in the direction and concept of development.

Industrial prosperity is the basic condition for realizing rural revitalization, and it is the specific requirements for economic construction in the general layout of the five-in-one. Only when the industry develops can the countryside be stable and the peasants gain income, and the village will prosper. "Prosperity of the industry" is to promote the structural reform of the supply side of agriculture as the main line, to promote the integration of the first, second and third industries in rural areas, and to extend the agricultural industrial chain and value chain.

Ecological livability is the strategic focus of rural revitalization, and it is the specific requirements for rural civilization in the overall layout of the five-in-one. Ecological livability is to promote the further improvement of the rural environment, accelerate the extension of urban infrastructure to rural areas, develop green ecological agriculture, build a modern rural and rural symbiosis, and implement the “Sky Blue, Land Green, Water Net” project to promote landscapes.

The folklore civilization is the soul of realizing the revitalization of the countryside, and it is the specific requirement of the spiritual civilization construction in the general layout of the five in all. The folk culture is to vigorously carry forward the core values of socialism, change the spiritual outlook of the peasants, enhance the peasants' own quality and ideological and moral level, actively carry out the project of changing customs and customs, and advocate the respect for the elderly, the law-abiding, the neighbors and the shackles. Waiting for folk customs, encourage farmers to actively participate in the creation of spiritual and civilized villages and build a spiritual home for farmers.

Effective governance is a powerful guarantee for rural revitalization, and it is the specific requirements of rural construction in the general layout of the five-in-one. The rural areas are the "nerve endings" of the national governance system. Strengthening rural governance is a part of the need to solve the national governance system and the modernization of governance capabilities. Effective governance means to improve the system of rural governance through a combination of autonomy, the rule of law, and the rule of virtue, and to adhere to system governance, comprehensive governance, and governance according to law, to ensure that the majority of peasants live and work in peace and stability, and that the rural society is stable and orderly.

The affluence of life is the ultimate goal of realizing rural revitalization, and it is the general requirement of the economic construction in the general layout of the five-in-one. Wealth must not only be embodied in the material aspect, but also in the spirit and the pursuit of a better life. To be rich in life is to continuously improve the household income level of farmers, continuously narrow the income gap with urban residents, and strive to achieve the comprehensive development of rural material culture and spiritual culture, so that the broad masses of peasants and the people of the whole country can enter a comprehensive well-off society.

In short, rural revitalization is an all-round, comprehensive and comprehensive revitalization that covers all aspects of economy, society and culture [5]. The overall layout is the priority development of agriculture and rural areas. The ultimate goal is to achieve “agricultural strong, rural beauty, and peasant wealth”. The development direction is the modernization of agriculture and rural areas. The important way is the integration of urban and rural development. The effective carrier is the beautiful rural construction. This major strategic deployment is not only an important measure to build a well-off society in an all-round way, but also to build a beautiful China. It is also an action guide for doing a good job in the “three rural” work in the new era.

3.2. Realistic Difficulties in Implementing the Rural Revitalization Strategy

After the founding of New China, under the influence of the priority development strategy of heavy industry and the resulting fiscal investment city bias policy, China's agriculture is not only a weak industry, but also a weak industry [6]. Although China's total grain output has achieved “twelve consecutive increases” from 2004 to 2015, the growth rate of farmers' income has been higher than that of urban residents for several consecutive years, and the level of rural public services has been continuously improved. However, the implementation of the rural revitalization strategy remains Faced with certain difficulties. As pointed out in the No. 1 Document of the Central Committee in 2018, at present, the problem of insufficient development imbalance in China is most prominent in rural areas, including the urgent need to improve the quality of
agricultural supply, the large amount of debts in rural infrastructure and people's livelihood, and the need for rural governance systems and governance capabilities. Strengthen, and so on.

① Low agricultural supply quality

At present, the main contradiction of China's agricultural development has changed from a lack of total to a structural contradiction, mainly manifested in the stage of oversupply and insufficient supply, low-end supply, and low-end supply. Taking China's grain production as an example, in 2016, although China's total grain output declined compared with 2015, grain output stopped “twelve consecutive increases”, but still reached a considerable 61.26 million tons, of which rice was 200.7075 million tons, wheat 1288.45 million tons, corn 219.52 million tons. From the composition of grain yield, rice accounted for 33.6% of the total, wheat was 20.9%, and corn was 35.6%. Among the three most important food crops, wheat production accounted for the lowest proportion, and corn production accounted for the lowest. From the perspective of the planting structure of these three food crops (see Table 1), the proportion of wheat is also low.

According to Table 1, the cultivation of wheat decreased by 4.75% from 1995 to 2016, while the cultivation of corn increased by 6.86%. The direct result of this condition is a large amount of corn storage. In 2015, China's corn ending stocks reached 230 million tons. As far as the total supply and demand of China's grain is concerned, there is a gap of 50 billion jin between supply and demand, which needs to be filled in from the international market. However, China's total grain imports in 2016 reached 227.64 billion jin, which is nearly 180 billion jin more than the domestic supply and demand gap. The most important imported product is soybean [7]. The current annual production of soybeans in China is more than 23 billion jin. In 2016, China imported 166.5 billion kilograms of soybeans, which is more than 7 times of domestic production. One of the important reasons for this situation is the long-term lack of investment in agricultural science and technology, and the yield of soybeans has been at a low level. It can be seen that how to improve the quality of supply and adjust the optimal supply structure has become the primary problem facing rural revitalization.

<table>
<thead>
<tr>
<th>Year</th>
<th>Paddy</th>
<th>Wheat</th>
<th>Corn</th>
</tr>
</thead>
<tbody>
<tr>
<td>1995</td>
<td>20.51</td>
<td>19.26</td>
<td>15.20</td>
</tr>
<tr>
<td>2000</td>
<td>19.17</td>
<td>17.05</td>
<td>14.75</td>
</tr>
<tr>
<td>2005</td>
<td>18.55</td>
<td>14.66</td>
<td>16.95</td>
</tr>
<tr>
<td>2010</td>
<td>18.59</td>
<td>15.10</td>
<td>20.23</td>
</tr>
<tr>
<td>2015</td>
<td>18.16</td>
<td>14.51</td>
<td>22.91</td>
</tr>
<tr>
<td>2016</td>
<td>18.11</td>
<td>14.51</td>
<td>22.06</td>
</tr>
</tbody>
</table>

② Farmers continue to increase income

Promoting farmers' continuous income increase is an important principle of the rural revitalization strategy. Since the reform and opening up, relying on the improvement of agricultural output, diversification of family management, and migrant workers, the per capita net income of farmers has increased from 133.6 yuan in 1978 to 10772 yuan in 2015. The per capita net income in 2015 was 1978. More than 80 times, the growth can be described as rapid. However, in recent years, affected by various factors, the pressure on farmers to continue to increase their income has increased, and the momentum of increase in income has been weak. In the five years
from 2011 to 2015, the per capita net income of farmers has gradually decreased from the previous year, from 17.88% in 2011 to 8.90% in 2015 (see Table 2).

<table>
<thead>
<tr>
<th>years</th>
<th>Per capita net income of rural residents(yuan)</th>
<th>Increased from the previous year(yuan)</th>
<th>Increase from the previous year(yuan)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>5919.0</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2011</td>
<td>6977.3</td>
<td>1058.3</td>
<td>17.88</td>
</tr>
<tr>
<td>2012</td>
<td>7916.6</td>
<td>939.6</td>
<td>13.47</td>
</tr>
<tr>
<td>2013</td>
<td>8895.9</td>
<td>979.3</td>
<td>12.37</td>
</tr>
<tr>
<td>2014</td>
<td>9892.0</td>
<td>996.9</td>
<td>11.21</td>
</tr>
<tr>
<td>2015</td>
<td>10772.0</td>
<td>880</td>
<td>8.90</td>
</tr>
</tbody>
</table>

Taking the per capita disposable income of rural residents according to the new statistics as an example, from 2013 to 2016, the per capita disposable wage income and net transfer income of farmers increased slightly in the per capita disposable income of farmers, while per capita disposable The proportion of net operating income decreased slightly, and the net income per capita disposable property was basically flat. Judging from the proportion of the four income components of farmers' disposable income, no proportion of income has increased significantly, which also reflects the difficulty of farmers' continued income increase.

The difficulty of increasing farmers' income can also be reflected in the growth rate of migrant workers. According to the “2016 Migrant Workers Monitoring Survey Report” issued by the National Bureau of Statistics, from 2011 to 2016, the growth rate of migrant workers has been declining year by year, with growth rates of 3.4%, 3%, 1.7%, 1.3%, and 0.4%, respectively. 0.3%. The proportion of migrant workers in total migrant workers also dropped from 62.8% in 2011 to 60.1% in 2016. In 2016, the average monthly income of migrant workers was 3,275 yuan, an increase of 203 yuan over the previous year. Although it increased by 6.6%, the growth rate dropped by 0.6 percentage points from the previous year. From 2013 to 2016 (see Table 3), the per capita disposable wage income of farmers has been about 40%, and gradually surpassing the proportion of net operating income has become the largest source of income for farmers. The decline in the growth rate of out-of-peasants is bound to further increase the difficulty for farmers to continue to increase their income.

③ Insufficient supply of rural public goods

On the one hand, rural infrastructure construction is lagging behind. For example, nearly two-thirds of the country's cultivated land is low- and medium-yield, and the area of drought and flood protection is less than 40% [8]. In terms of agricultural irrigation, agricultural water consumption accounts for more than 70% of the total social water consumption, but the effective utilization rate is only 40%. The aging damage rate of large-scale irrigation and drainage pumping stations is nearly 75%, and the construction of small-scale farmland water conservancy facilities is backward. According to the statistics of the Ministry of Water Resources, the national agricultural irrigation water shortage has reached more than 30 billion cubic meters. Another example is the construction of rural roads. Rural roads are short-term for urban and rural transportation, especially in the western region. By the end of 2013, the rate of asphalt (cement) roads in the villages was only 65.04%. Moreover, the quality of roads in most rural areas is not high, and the technical level is generally low. The level of rural road technology grades and other roads account for more than 80% of the mileage of rural roads. On the other hand, the gap between rural social undertakings and cities is obvious. Taking compulsory education as an example, the gap between urban and rural areas, both in terms of teachers and teaching equipment, is very obvious. According to the “2015 National Compulsory Education Balanced Development Supervision and Evaluation Work Report” issued by the Office of the State Council’s Education Steering Committee, in 2014, the number of teachers in the national primary schools was 96.5% higher than that of the prescribed education, and 87.3% in rural areas. The proportion of undergraduate and above junior high school teachers in the country is 87.8% and 73.3% respectively. There is still a big gap between the education and teaching, facilities and equipment conditions of rural schools in urban schools. The value of teaching equipment for rural primary school students is 723 yuan, which is only 54.2% of urban primary schools. The average value of rural junior high school students is 1298 yuan, which is only equivalent to 67.0% of urban junior high schools. The proportion of rural primary schools accessing the Internet is 74.8%, which is 20% lower than that of cities. In terms of health care, according to the 2016 Statistical Bulletin on the Development of Health and Family Planning in China, at the end of 2016, there were 7.41 million beds in medical and health institutions nationwide, and the number of beds in medical and health institutions per 1,000 population was 5.37, among the total number of health workers. The number of technicians is 8.454 million. In rural areas, health resources are
relatively limited. There are 37,000 township hospitals in 39,000 towns and towns across the country, with a total of 1.224 million beds. The number of beds in township health centers per thousand rural population is 1.26, and the number of health workers is 1.321 million (including health technology). 11.16 million people).

### Table 3. Per capita disposable income of rural residents

<table>
<thead>
<tr>
<th>Year</th>
<th>P 1 (yuan)</th>
<th>P 2 (yuan)</th>
<th>Proportion (%)</th>
<th>P 3 (yuan)</th>
<th>Proportion (%)</th>
<th>P 4 (yuan)</th>
<th>Proportion (%)</th>
<th>P 5 (yuan)</th>
<th>Proportion (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013</td>
<td>9430</td>
<td>3653</td>
<td>38.7</td>
<td>3935</td>
<td>41.7</td>
<td>195</td>
<td>2.1</td>
<td>1648</td>
<td>17.5</td>
</tr>
<tr>
<td>2014</td>
<td>10489</td>
<td>4152</td>
<td>39.6</td>
<td>4237</td>
<td>40.4</td>
<td>222</td>
<td>2.1</td>
<td>1877</td>
<td>17.9</td>
</tr>
<tr>
<td>2015</td>
<td>11422</td>
<td>4600</td>
<td>40.3</td>
<td>4504</td>
<td>39.4</td>
<td>252</td>
<td>2.2</td>
<td>2066</td>
<td>18.1</td>
</tr>
<tr>
<td>2016</td>
<td>12363</td>
<td>5022</td>
<td>40.6</td>
<td>4741</td>
<td>38.4</td>
<td>272</td>
<td>2.2</td>
<td>2328</td>
<td>18.8</td>
</tr>
</tbody>
</table>

Rural governance is not strong

Modernization of rural governance is an important part of the modernization of state governance. At present, the weakening of rural governance capacity is mainly reflected in the following aspects: First, the township government's ability to manage is not strong [9]. The core of rural social governance is the government. Under the influence of the pressure-based system, the township government takes the county-level government's assessment indicators for townships as the logic of action, and the township government's work focuses on the assessment indicators of county-level governments, and the township government becomes a “suspended” government. At the same time, the greater financial pressure has also restricted the public service functions of township governments. According to a report issued by the National Audit Office, 3,465 township governments across the country have a debt ratio of more than 100%, and the national township government has a liability for repayment, guarantee or bailout of 30.710 billion yuan and 11.602 billion yuan respectively. Yuan and 46.15 billion yuan. Under the greater financial pressure, many township governments have made wages and guarantees a priority, and public service capabilities have been greatly reduced. Second, the two committees of the village are not running smoothly. According to the government work report made by Premier Li Keqiang at a meeting of the 13th National People's Congress, China's urbanization rate has reached 58.5%. The level of urbanization in China can be described as rapid development [10,11]. At the same time of rapid development of urbanization, the rural population has rapidly decreased, and rural areas in many areas have become hollow villages and hollow villages. Since the rural outflow is mainly a young and strong labor force, the outflow of rural population means the loss of the rural “elite”. The remaining rural population is mainly elderly people and children with weak political participation. In this respect, "the rural party members and cadres lack the support of excellent groups and affect the combat effectiveness of rural grassroots party organizations." On the other hand, the villagers' self-governing organizations are difficult to operate, and many public affairs in the village cannot be solved Third, the development of new rural communities poses challenges to rural governance. Under the original rural governance model, the interior of the village is an acquaintance society, and the cost of governance is relatively low. The new community is usually composed of several villages and even a dozen villages. The original village order, including the power structure, has been broken. The cost of governance is relatively high. Under such circumstances, how to achieve effective governance of new rural communities has become a real problem.

3.3. The Realization Path of Rural Revitalization Strategy

The proposal of rural revitalization strategy is based on the changes in the main contradictions of our society in the new era, responding to the outstanding problems in the current economic and social development process, putting the country and the city in an equally important position, in order to achieve “two hundred years” A major strategic deployment made with the goal. To achieve rural revitalization, we need to start from a variety of aspects and play a set of combination punches.

(1) Developing agricultural modernization is the basis for rural revitalization

Agriculture is the foundation of the national economy, and rural areas are the biggest shortcomings that constrain the overall well-off society. The development of agricultural modernization is a strategic choice to upgrade the level of rural economy, and is also a powerful starting point for promoting the simultaneous development of urbanization, new industrialization, and Informationization. Cities and rural areas are the community of destiny [12]. We must adhere to the priority development of agriculture and rural areas, and allocate resources elements to the “three rural” areas, encourage more capital, talents, and technology to flow to rural areas, promote the modernization of agriculture and rural areas, and promote the integration of urban and rural development; It is necessary to establish a sound system and policy system for urban and rural integration development, transform agricultural development methods, develop various forms of moderate scale operations,
improve the quality and competitiveness of agricultural products, strengthen scientific and technological support functions, and develop green and modern agriculture.

**Figure 2.** Realistic difficulties in implementing the rural revitalization strategy

(2) **Liberating and developing rural productivity is the foundation for rural revitalization**

Without the liberation of rural productivity, rural revitalization will not be achieved. We must adhere to the reform of “three changes” (resources, assets, stocks, and farmers), and promote the transfer of rural land, revitalize collective assets, develop a new rural collective economy, and develop large-scale operations and develop distinctive brands. The combination of agriculture will truly realize the increase in income of farmers. At the same time, handle the relationship between the government and the market. On the one hand, give full play to the decisive role of the market in the allocation of agricultural resources, improve the efficiency of agricultural resource utilization, and rationalize the prices of land, resources, and environmental factors. On the other hand, better play the role of the government, strengthen the government's market supervision and public service functions, maintain market order, encourage and protect the cultivation of agricultural products, and ensure the safety of agricultural development.

(3) **Perfecting the rural governance system is the guarantee for rural revitalization**

The grassroots organizations of the party are the foundation of all the work and combat effectiveness of the party. The governance of the rural grassroots party organizations is not good, and it is directly related to whether the rural revitalization strategy can be effectively implemented and implemented. The report of the 19th National Congress of the Communist Party of China puts forward “the rural grassroots system that strengthens rural grassroots work and improves the combination of autonomy, the rule of law and the rule of virtue.” Maintaining social order by means of the rule of law, standardizing people's behavior is with moral power, and mobilizing the enthusiasm and initiative of the masses in an autonomous manner. The three are interrelated and organically supplemented. Among them, the rule of law is the guarantee, the rule of virtue is the foundation, and the villager autonomy is fundamental. Combining the three organically and constructing a new rural governance system with Chinese characteristics is conducive to the advancement of the rural governance system and the modernization process of governance capacity.

(4) **Cultivating a new "three rural" work team is the link to achieve rural rejuvenation**

To achieve rural revitalization, talent and technology are the key. At present, the factors restricting China's agricultural development and rural revitalization are insufficient investment in science and technology, the scientific and technological content of agricultural products is not high, and the farmers' knowledge quality is difficult to adapt to the development needs of society. To realize rural revitalization, it is necessary to play the supporting role of science and technology and talents, increase investment in agricultural science and technology funds, improve the agricultural science and technology innovation system and the science and technology extension service system[11]. At the same time, encourage the willing young people to return to their hometowns through the policy of discount loans and establish a sound double Create a support service system, strengthen business knowledge training for farmers, village cadres and new business entities, and
“cultivate a new “three rural” work team that understands agriculture, loves the countryside, and loves farmers, and provides strong talents for rural revitalization. Guarantee.

(5) Deepening the reform of various rural systems is the core of rural revitalization

To implement the rural revitalization strategy, it is also necessary to improve and reform the various rural systems so that the peasants can fully and comprehensively benefit the reform dividend. The report of the 19th National Congress pointed out: "Consolidate and improve the basic rural management system, deepen the reform of the rural land system, deepen the reform of the rural collective property rights system, improve the agricultural support and protection system, develop various forms of moderate scale operations, and improve the agricultural socialized service system." The improvement of this series of policies and systems is conducive to mobilizing the enthusiasm of farmers for production and life, is conducive to the sustainable development of agriculture, is conducive to consolidating the basic position of agriculture, is conducive to increasing the output of agricultural products, and is conducive to ensuring national food security and achieving national Long-term stability.

![Figure 3. The realization path of rural revitalization strategy](image)

3.4. Thoughts on the Problems and Countermeasures of the Industrialization Development of Agricultural Products

(1) The connotation of industrialization of agricultural products

Agricultural products refer to primary products derived from agriculture, that is, plants, animals, microorganisms and their products obtained in agricultural activities.

The industrialization of agricultural products is an organizational form and management mechanism that integrates the production, processing and sales of agricultural products into one, and forms an organic combination and mutual promotion. In the form of production organization, the pre-production, mid-production and post-production links of agricultural production are linked into a complete industrial system through interest linkages; in terms of management methods and contents, adapting to the requirements of the market economy, implementing cultivation, production, supply and marketing, Integration of trade, industry and agriculture; in the purpose of production and management, improve the overall operating profit of industrialized organizations, improve the value-added ability and comparative benefits of agriculture, and gradually form a virtuous cycle mechanism of agricultural self-accumulation and self-development, and achieve agricultural production increase and farmers' income increase.

(2) The main problems in the development of agricultural product industrialization

1) The planting base is not concentrated, and the base construction is difficult.

Base construction is the premise and basis for the industrialization of agricultural products. China has a vast territory and an uneven agricultural development area. The cultivation of agricultural products is generally dominated by retail investors. It is difficult to achieve centralized management of base construction and industrialization is difficult.

2) Storage, preservation and processing are difficult, which affects the effective development of the industry.

Doing a good job in processing and transformation is a key part of solving the problem of raw material sales, improving efficiency and increasing output value, and is the core of extending the industrial chain and industrialization. Traditional agricultural products usually have a short shelf life, are highly perishable and
deteriorated, and are difficult to store and preserve. At present, they are generally cultivated by retail investors, unable to form economies of scale and seriously affect the effective development of industrialization.

3) Lack of core leading processing enterprises, leading to slow industrial development

Leading agricultural products processing enterprises are the key links to develop markets, guide production, deepen processing, gain value-added benefits, and extend the industrial chain.

4) Uncompleted integrated management system, resulting in loose industrial chain

From the development status quo, the production and management of agricultural products are still dominated by scattered farmers, and the scale operation is insufficient. Although there are a certain number of processing enterprises, but there is no leading enterprise, there is no contractual restriction between growers, processing enterprises and professional markets. It is only a kind of market trading relationship. The management system of integrated services such as production, supply and marketing, trade, agriculture, agriculture, science and education has not yet been formed. The industrial chain of processing enterprises and professional markets with farmers has not formed, and the production and sales links are loose and neither adapts. The fierce market competition has also caused the growers to suffer huge losses in the face of natural disasters and market risks, causing peasants to have doubts about large-scale planting, which has seriously affected the development of agricultural industrialization.

5) No brand effect is formed, resulting in narrow sales of products

There is a common problem in the development of agricultural industrialization in various parts of China: many places only pay attention to one product through trademark registration as a brand, and neglect the painstaking management of the brand, so that it develops into a boutique brand. However, how to manage the brand and make it a well-known brand, this work is still not in place. This brand that is not known to the world obviously will not bring good sales.

4. Difficulties and Countermeasures in the Development of Agricultural Products Industrialization

4.1 Increase the Construction of Production Bases

Base construction is the foundation and premise of industrial development. As an industry to develop, we must first ensure that its planting area has an appropriate scale. On the one hand, on the basis of the original base, continue to increase the intensity of base construction, so that the base construction can meet the requirements of being able to open to traffic, can discharge irrigation, integrate garden roads, and standardize the ditches, and all the bases should be contiguously planted. Conducive to unified management, better meet the requirements of crop rotation for crop cultivation, which is conducive to the prevention and control of pests and diseases, but also conducive to technical guidance and external sales. On the other hand, it is necessary to appropriately expand the planting area, so as to meet the industrial development. Need.

4.2 Increase Efforts to Create and Support Leading Enterprises

Creating a leading enterprise is a work that cannot be delayed in extending the industrialization chain. First, cultivate and grow existing enterprises. On the basis of existing processing equipment and production, the government gives certain policies to encourage enterprises to introduce capital, technology, equipment and talents, accelerate technological transformation, expand existing processing scale, and actively develop new products [20]. Take the road of finishing and roughing, deep processing and primary processing, and gradually become the leading enterprise in processing. Second, actively do a good job in attracting investment, create more favorable policies, selectively introduce some large-scale and competitive enterprises, raise funds from various sources, and set up a group of leading enterprises for processing and transformation, and truly lead the leading enterprises. Drive and radiate to solve the “bottleneck” problem of industrialization.

4.3 Increase the Creation of Pollution-Free Food Brands

Increase the propaganda of pollution-free health foods. The cultivation process of agricultural products is less polluted by pesticides, so that consumers can know; on the other hand, the creation of brands should also have an authoritative certification system to support valuable brands. China's Henan, Shandong, Shaanxi, Fujian and other places have a wide variety of agricultural products. So, how will they participate in market competition and become a leader? This requires the establishment of a unified certification system for agricultural products, in order to order the market competition, and only under the guidance of a unified standard, the production and processing of agricultural products can be ruled.

4.4 Further Increase Scientific and Technological Innovation

The development of industrialization of agricultural products needs scientific and technological support, otherwise its industrialization chain is difficult to extend. From the perspective of planting, the large-scale
production of agricultural products mainly has factors such as disease prevalence and variety degradation. From the perspective of processing and transformation, the industrialization of agricultural products is mainly affected by mechanical peeling, short peeling and fresh-keeping technology. However, due to the lack of development of health foods and the low technological content of processed products, in order to ensure the sustainable development of yam industrialization, it is necessary to increase the intensity of scientific and technological innovation. First, all government departments should attach great importance to it, strengthen science and technology to promote and increase financial support, concentrate on limited research funds, solve 1-2 key technical problems every year, and develop a number of practical and foolproof types that are easy for growers to master. "Production technology of agricultural products to increase the planting level of growers.

4.5. Strengthen Organizational Management and Primary Product Processing and Transformation Efforts

Due to the strong seasonal production of agricultural products, it is difficult to store and sell quickly after mining. However, due to the current low conversion rate of primary products processing, many growers have been excavated, in order to sell out as early as possible, competing to kill prices, and finally The growers suffered losses. Therefore, strengthening organizational management and processing transformation is an effective measure to break the vicious circle of “multiple price falls and less price increases”. As far as the current situation is concerned, there is still a lack of leading enterprises in the industrialization of agricultural products. The relationship between agricultural product processing enterprises and farmers is relatively loose. Therefore, if the development model of ‘enterprise + farmers’ is obviously not conducive to the development of agricultural industrialization, Adopting the industrialization mode of ‘enterprise + association + farmer households’, improving market intermediary organizations, relying on agricultural product associations, and communicating production and marketing channels, the phenomenon of small production and large market disconnection between farmers can be solved to a certain extent. In addition, the processing and transformation of primary products of agricultural products should be developed in multiple directions and at multiple levels. “Fine” and “rough” should be combined to meet the needs of different levels. At the same time, it is necessary to increase the number of processed products and improve the quality of processed products.

4.6. Actively Explore the Mode of Operation and Distribution of Agricultural Production Cooperatives or Industrial Associations

As can be seen from the above provisions, the allocation method is actually a combination of capital allocation and performance allocation. In this regard, the dynamic equity incentive model is also a good theory that can be used in the field of distribution. The dynamic equity incentive model is also very useful for optimizing the shareholding system of farmers' professional cooperatives. The initial share of the peasant is the proportion of the shares invested by the means of production, and the distribution of the cooperative income is only based on the proportion of the shares, regardless of the contribution of each individual is a flawed system, to improve the incentive of this traditional shareholding system. Insufficient deficiencies need to be dealt with using a dynamic equity incentive model.

In summary, after the introduction of the dynamic equity incentive model, the agricultural product industry associations (or cooperatives) that implement enterprise management can better balance the interests of different groups in the organization in terms of distribution and equity setting, and they will also be able to enhance incentives. Greatly improving the state of harmony within the organization, the exploration of such reforms is worth trying.

4. The Improvement Path of Agricultural Product Industrialization Development

In the process of industrialization of agricultural products, there are still many deficiencies, which need to be continuously improved and improved in practice. The demonstration bases for agricultural products will drive the overall development of industrialization. Therefore, it is necessary to work together with local governments at all levels and farmers. Promote the industrialized operation of agricultural products and promote the sustainable development of agricultural economy.

① Cultivate leading industries and establish industrial bases

Large-scale operation is the basic guarantee for the development of industrialized production of agricultural products. Only when the scale is formed to a certain extent can intensive production be produced and the brand effect be created, thus laying a good foundation for industrialization development. Therefore, we should cultivate the leading industries of agricultural production based on local characteristics and based on the advantages of local resources. Conduct a comprehensive survey of local agricultural resources, understand the local geographical advantages, and make a scientific and rational industrial development strategy based on local conditions in the detailed analysis of the grain market. In the process of determining the leading industries, we
must combine the local superior resources to maximize the value of the featured industries. After determining the leading industries, it is necessary to establish an agricultural product industrial base, and to form a large-scale operation, driven by the production base, through the radiation effect, the production scale can be gradually expanded to form a group effect, thereby gradually determining the business model of agricultural product industrialization.

② Strengthening the scientific and technological strength of industrial bases
Science and technology is an important condition for promoting the industrialization of agricultural products. Only by making full use of scientific production methods can we establish an industrialized business model. Therefore, in the industrialization base, we should increase the research and development of science and technology, and thus promote the process of industrialization. To implement industrialized management, it is necessary to start from the planting method, the choice of seeds is the key, and the basic elements of scientific planting, so we must increase the research and development of seeds. In order to ensure the large-scale operation of industrialization, agricultural technology research institutions and related enterprises can be jointly operated to conduct in-depth research on seed varieties, and then form a large-scale business model from seed cultivation to production to facilitate industrial production. In addition, in the construction of industrial production bases, the intermediate links such as fertilization and pest control should also increase investment in science and technology, give full play to the advantages of industrialization, promote the improvement of agricultural output, optimize the adjustment of agricultural structure, and ensure the development of industrialization of agricultural products.

③ Increase financial support and increase financial support
We will implement the state's fiscal transfer payments and incentive subsidies for major agricultural production areas, and support the construction of agricultural industrial parks and warehousing and logistics facilities. The municipal finance shall co-ordinate a certain amount of funds each year to support the development of industrialization, and focus on supporting leading enterprises to expand production capacity. When arranging relevant funds, priority is given to supporting farmers' agricultural products professional cooperatives to carry out information, training, product quality standards and certification, agricultural product production infrastructure construction, marketing and technology promotion services. Agricultural product processing enterprises that have obtained the well-known trademarks, geographical indications and famous brands recognized by the state and the province will also be rewarded according to the promotion of independent innovation policies and quality policy.

④ Actively cultivate and regulate the agricultural product market and promote the orderly competition of agricultural products circulation
According to the actual production and sales of agricultural products, taking into account rural acquisitions and urban sales, a number of regional agricultural product logistics centers with multiple functions such as bazaars and wholesale markets are established in agricultural product distribution centers and transportation hubs. We will build a rural agricultural product market, develop rural brokers, and effectively solve the problem of farmers' agricultural products sales. Gradually carry out agricultural futures trading, providing farmers with services to discover future prices and avoid risks. Opening up the market and strengthening management are two aspects that complement each other and are indispensable in the circulation management of agricultural products. They cannot be opposed. In accordance with the relevant regulations of the State Council and the provincial government, we must first put a good first pass, implement a market access system for all operators engaged in agricultural product acquisition activities, and adhere to the "management department to review the acquisition qualification, the registration of the industrial and commercial administrative department" system. Regularly review the enterprises that have obtained the acquisition qualifications, guide the enterprises to operate legally, and safeguard the legitimate rights and interests of farmers' growers.

⑤ Establish a new socialized service system and establish an agricultural product safety information system
According to the actual operation of agricultural products, the government should provide perfect services for farmers in terms of capital operation, production technical guidance and policy consultation through the transformation of government functions and the improvement of service levels. For leading agricultural products enterprises, they can organize and hold national exhibitions and other activities to promote and promote corporate brands and increase the visibility of leading industrial enterprises; priority can be given to leading enterprises to apply for national and provincial high-tech projects and scientific and technological achievements transformation projects. Various scientific research and development projects such as agricultural science and technology demonstration projects will enhance the technological progress and product development level of enterprises. Ensure the stability of agricultural production. It is necessary to establish a safe information system for agricultural products and strengthen the safety supervision of agricultural products in view of the safety of agricultural products and the hidden dangers of the impact of industrialization of agricultural products. The agricultural product safety information system must include at least the following functions: First, it can collect agricultural product market information in a timely manner, and supply and

demand of agricultural products at home and abroad, and make predictions earlier. The second is to accurately collect the storage situation of farmers and make a correct judgment on the storage scale of farmers. The third is to collect information on the production of agricultural products and make an objective evaluation of the agricultural production capacity of farmers. The fourth is to collect consumption information and make accurate predictions on the scale and growth rate of consumption for various purposes. This is not only the proper meaning of safeguarding the safety of agricultural products, but also an important aspect of making agricultural products industrialized enterprises have a relatively relaxed environment.

Figure 4. The improvement path of agricultural product industrialization development

5. Conclusions

In the process of implementing the rural revitalization strategy, all regions, departments, and agricultural producers and activists guided the spirit of the 19th National Congress of the Communist Party of China and Xi Jinping’s new era of socialism with Chinese characteristics as the guideline, condensing strength, working hard, and facing difficulties. Strive for promising efforts to identify the development path of agricultural industry suitable for agricultural economic and social development. The industrialized operation mode of agricultural products is an inevitable trend in the development of agricultural production and an important embodiment of the development level of agricultural productivity. The industrialized production of agricultural products is conducive to large-scale operation, optimizing and integrating agricultural production resources, giving full play to the potential of agricultural production, forming a one-stop service system for production, processing and sales, ensuring farmers' economic income, and effectively improving the agricultural economic level. In order to speed up the process of industrialized production of agricultural products, it also needs the strong support of local governments, giving preferential treatment from the aspects of capital, technology and policies, and urging the agricultural R&D department to accelerate the research and development of new varieties and new technologies, and increase the intensity of peasant propaganda will increase the enthusiasm of farmers to join industrial production. The industrialized production of agricultural products is conducive to the optimal allocation of various production factors, and can effectively link the production and sales supply chain, guarantee agricultural production and sales, and create a favorable environment for comprehensively improving the level of agricultural economic development. In accordance with local conditions and precise policies, we will build vast rural areas into a happy home with prosperous industry, ecologically livable, civilized, effective governance and affluent life.
References