

Research on problems and countermeasures of rural industry integration development

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Abstract. Advancing the integration development of rural industry is not only the important means to raise farmers' income and the objective requirement to promote rural sustainable development, but also the inevitable choice to promote the integration development of urban and rural China, to realize the development of agricultural modernization has the important significance. This article aims at current problems such as the low level of rural industry convergence, the lack of effective guarantee of the benefit linkage mechanism, and puts forward countermeasures to speed up agricultural modernization, improve the innovative ability of rural industry convergence, so as to provide feasible suggestions for the relevant policies of rural industry convergence in our country.

Keywords: Industrial integration, Agricultural industry chain, Agricultural modernization.

1. Introduction

The No.1 Central Document in 2022 stressed the need to promote the integrated development of the primary, secondary and tertiary industries in rural areas. This means that Party committees and governments at all levels need to do their best to do a good job of "integration", give full play to the role of "integration", promote the process of agricultural and rural modernization, and build a new development pattern of seeing mountains and rivers while remembering homesickness, which not only fires the countryside, but also enriched the villagers. The rural industrial integration has made significant achievements since the implementation of the promotion, but because the development of rural industrial integration is still in the initial stage, in the process of gradual exploration of the development of industrial integration also appeared some deficiencies, if not solved in time, will affect its further development.

2. Promoting the role of integrated development of rural industries

First, promote coordinated development between urban and rural areas. To solve the problem of farmers in China, we should have the overall picture. We should not only rely on the traditional agricultural category, but also combine the current urban and rural development strategy to promote the development of rural industry integration. The promotion of rural industrial integration is conducive to the increase of farmers' income and the development of farmers. At the same time, the original farming, production and marketing methods can be changed, which can enable farmers to obtain greater added value of products from the expansion and extension of agricultural industry chain, so as to change the poor and backward rural areas in the past, narrow the gap between urban and rural areas, and promote the formation of urban-rural integration development pattern [1].

Second, increase farmers' income. On the one hand, the integration of rural industries can make the integration subject gain benefits through share distribution and income return according to the transaction scale; on the other hand, it can gain benefits from agricultural production raw materials, production and marketing of agricultural products and their sharing to the expansion and extension of agricultural industry chain. Promoting the integrated development of rural industries is an effective way to increase farmers' income, which can make agriculture share benefits and bear risks with other industries. In addition, the integration of rural industries is also of great benefit to the development of new agricultural industrialization management mode and the concentration of policy advantages.

Third, we need to achieve sustainable rural development. First of all, with the accelerated flow of urban and rural elements and the accelerated process of urban-rural integration, new forms of business

and new business models have been fully penetrated in rural areas. On this basis, the previous agricultural production and planning methods have been gradually rationalized and modernized. Secondly, the integrated development of rural industry can improve a series of problems in the current rural society, so as to achieve sustainable development of the countryside.

Fourth, the effective way to realize agricultural modernization. Rural industry integration can realize intensive allocation of production factors by means of technological progress, and then develop and apply modern production methods and advanced technologies through new technologies and other means to adapt to local conditions, and constantly promote agricultural production efficiency, so as to promote the sound development of agricultural modernization in our country [2].

3. Problems existing in the integrated development of rural industries

First, the level of rural industrial integration is low. First of all, although there are various modes of rural industrial integration and many attempts have been made in rural areas, the existing common problem is that the degree of integration between different industries is low and the degree of integration between different industries is mostly in the early stage. The expansion of agricultural industry chain means to complete a series of product connection work in rural areas, improve the added value of agricultural products in each link from production, processing to sales, and then strive for more value-added profits for farmers. However, at the present stage, farmers' processing of primary agricultural products is relatively simple, and farmers' market profits from products with low added value are also relatively limited, which leads to the decline in the competitiveness of agricultural products. The value-added space of agricultural products also declined further. Although the integration of rural industries has been further developed, and agriculture has been deeply integrated into education, catering, culture, tourism and other fields, and can develop together with the extended emerging industries, the structure of most projects is still characterized by leisure tourism, rather than the deeper development of rural culture, and the overall project planning lacks innovation.

Second, the interest linkage mechanism lacks effective guarantee. Although our present benefit linkage mechanism can protect farmers' normal benefit to a certain extent, so as to avoid the phenomenon of bad enterprises transferring business risk to farmers, however, there are many unreasonable problems in terms of the benefit system established in rural areas at present. For example, the inability to achieve fairness and equity in the sharing and distribution of benefits, and the inability to effectively seek agricultural operators who can effectively balance interests, has caused a major obstacle to the development of rural areas. Nowadays, the benefit linkage mechanism between agricultural enterprises in our country is limited due to the lack of strict rules on the benefit distribution, and most is relatively dispersed, leading farmers to get the limited income, and only the simplest way can be used among each other in selling agricultural products, leasing land and shares. Due to the defects in the process of expanding the agricultural industry chain, it is difficult for farmers to participate in the subsequent relevant processes, and thus unable to make profits and significantly increase their income. In addition, although local governments have participated in the pilot of rural industrial integration and implemented a number of industrial integration systems to attract farmers, due to the lack of a sound benefit distribution mechanism, the state subsidies to farmers' production activities have not been flowing to farmers. Because most farmers do not benefit from the financial support provided by the government, the government has little financial influence and rural industrial integration cannot be further carried out.

Third, the emerging agricultural management body is not mature enough. Leading agricultural enterprises and specialized cooperatives have made remarkable progress in both number and scope, becoming the pillar of rural industrial development. But in the process of rural industry integration development, there are also a series of problems. First of all, the current agricultural operating subjects in rural areas have small production scale, limited technology and management level, and low ability to participate in the integration of rural industries, so it is difficult to effectively play and use in the

process of promoting the integration of rural industries. Secondly, the number of farmer specialized cooperatives is increasing, but the trade type still has much room for improvement. At present, most of the business activities of our farmers' professional cooperatives are agricultural machinery, crop cultivation and so on, with relatively single operation type and a series of activities of production, processing and sales being relatively imperfect. At the same time, some farmers' professional cooperatives lack of cooperation and integrity, and do not play a role in the training of farmers. Finally, although there are many well-known agricultural leading enterprises in our country, the processing technology of these enterprises is still in its infancy, and the production degree of each stage does not meet the standard, so the final production of agricultural products cannot meet the required requirements, therefore, agricultural leading enterprises should improve their ability to boost the integration of rural industries from various aspects.

4. Solutions for the integrated development of rural industries

First, accelerate the development of agricultural digital economy. Agriculture is the basic condition of all rural life, but also the important source of high-quality development in rural areas, therefore, rural industrial integration must be based on agriculture. First of all, rural industrial integration should closely combine agriculture with digital technology, and support the development of modern agriculture with information, data, technology and other elements. Second, we should expand the industrial chain of agriculture, improve the division of labor, cooperation and distribution among various departments, and accelerate the transformation of the mode of agricultural development to promote the transformation of agriculture from increasing production to improving quality. Finally, it is necessary to speed up the construction of modern agricultural characteristic industrial system, develop rural characteristic industries, promote the construction of modern agricultural industrial parks and key modern agricultural projects, form a modern agricultural characteristic industrial system with its own characteristics, advanced technology and complete chain, and build a strong industrial county, town and village of the whole industrial chain.

Second, we will improve the ability of rural industries to integrate and innovate. On the basis of making the primary industry the best and ecological, each village should expand and strengthen the secondary industry, and improve and revitalize the development of the tertiary industry. Only in this way can the development of the industry be promoted. To achieve the above goals, firstly, we should fully explore the diversified functions of agriculture, expand agricultural industry chain and value chain, and expand the functions of agriculture in promoting industrial integration, so as to make full use of the resource advantages of agriculture and rural areas, and promote the efficient and organic combination of rural tourism with education, leisure, health care and other industries. At the same time, ecological protection should be organically linked to various rural industries, ecology should be integrated into the whole process of development, and ecological processing should be vigorously developed to promote the green development of agricultural products from planting to processing. In addition, we should promote the development of rural service industry, vigorously develop rural tourism and e-commerce, and constantly innovate the sales methods of agricultural products to solve the problem of difficult sales of agricultural products.

Third, improve the mechanism for linking interests. It is the key point of rural industry development to establish interest connection mechanism. The integration of the primary, secondary and tertiary industries in rural areas cannot be completely built on the basis of small-scale agricultural production. It is necessary to effectively connect the management modes of cooperative operation and family farm with the production modes, integrate the resource advantages of different industries, and achieve maximum benefits. Only in this way can the flexibility and production enthusiasm of each business subject be mobilized, so as to promote the comprehensive, efficient and high-quality new industrial integration. At the same time, we should fully safeguard the fundamental interests of farmers, respect the fundamental will of farmers, based on the hero position of farmers, so that more and more farmers can participate in the integration of rural industry. Secondly, It is necessary to

support and guide the development of stock cooperative agriculture, and actively maintain the organic relationship between small farmers and modern agriculture, so as to form a close economic interest community between the main body of rural industry integration and small farmers, and finally promote the healthy and orderly development of rural industry integration.

Fourth, strengthen infrastructure development. Perfect rural infrastructure construction is a prerequisite for the integrated development of the primary, secondary and tertiary industries in rural areas. The construction of rural infrastructure with a high starting point and high standards can not only effectively stimulate the economy, but also further promote industrial integration and the improvement of farmers' living standards. First of all, we should strengthen the rural land consolidation, the construction of farmland water conservancy infrastructure and the transformation of medium and low yield farmland. Secondly, we should improve the rural water, electricity, road, communication and other infrastructure. At the same time, we should build rural tourism road, power supply, water supply and other supporting facilities that meet the development needs of leisure agriculture and sightseeing agriculture. Promote the technology integration and integrated application of information technology with production, processing, circulation, management, service and consumption, improve the level of technology and equipment, and lay a solid information foundation for the integrated development of rural industries [3].

Finally, we will improve resources and environmental factors. On the one hand, we should give full play to the leading role of financial input and attract financial capital and social forces to participate in the development of rural industries. On the other hand, we should innovate rural financial service mechanism and actively develop rural digital inclusive finance. In addition, on the basis of maintaining the relationship between farmers and land, we will deepen the reform of the rural land system and optimize the allocation of all types of land resources. We should not only actively seek diverse new modes of land supply, but also give priority to protecting the land for rural industrial development and constantly optimize the land security policy for rural industrial development.

5. Conclusion

It is necessary to build a whole industrial chain of agriculture, integrate agriculture with modern industry and commerce, realize the industrialization of agricultural management, and realize the secondary production of agriculture. We should integrate agriculture with modern service industries, make agriculture three industries, integrate the Internet into agriculture, develop ecological agriculture, landscape agriculture and healthy agriculture, and realize "socialized ecological agriculture". Rural revitalization should follow the idea of "extending the industrial chain, upgrading the value chain, and improving the interest chain", promote the integrated development of the primary, secondary and tertiary industries in rural areas, integrate farmers' income into every link of the rural industrial chain, mobilize the enthusiasm of the masses, promote the transformation and development of agriculture in the new era, build a modern system, and promote the integration of urban and rural development.

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