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From Consolidating Poverty Alleviation to Rural Revitalization: Paths and Strategies for the High-Quality Development of Rural Industries in My Country

-- Taking the Navel Orange Industry in Fengjie County, Chongqing City as an Example

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Abstract: Adhering to the priority development of agriculture and rural areas and comprehensively promoting rural revitalization have fundamental and strategic significance in advancing the coordinated development of urban and rural areas in the new era. Fengjie navel orange industry is an important pillar industry to realize the organic link from consolidating poverty alleviation achievements to rural revitalization in Fengjie County. This paper takes the navel orange industry in Fengjie County, Chongqing City as an example, and uses a research method combining quantitative and qualitative analysis to discuss the high-quality development of rural industries. The study found that the single industrial form and lack of integration are one of the main reasons for the current problems in the navel orange industry in Fengjie County. Continuously optimize navel orange varieties, protect germplasm resources, create standard planting and production demonstration areas, strengthen risk prevention and control of navel orange diseases, make full use of digital technology to strengthen publicity, strengthen deep integration of navel orange industry and local high-quality cultural tourism resources, and strengthen brand and promotion awareness etc. are the main strategies to promote the development of rural industries in Fengjie County with high quality.

Keywords: Poverty Alleviation Achievements; Rural Revitalization; Rural Industry; Rural Development.

1. Background and Significance of the Research

1.1. Background of the Study

China's 14th five-year plan and the 2035 long-term goal outline propose to insist on giving priority to the development of agriculture and rural areas, and comprehensively promote rural revitalization. Rural revitalization is an important exploration in the development process of my country's poverty alleviation, and it is also an inevitable choice in the context of the world's multi-polarization and economic globalization. Some scholars (Mao & Li, 2021) believe that the comprehensive development of the three rural industries has increased the income of farmers and enriched the structure of the rural industrial chain. This is an important measure to accelerate the development of the rural economy; The necessary means to narrow the gap between urban and rural areas and provide a solid foundation for the comprehensive development of the three rural industries; Trung D. Dang; Thong A. Tran (2020) believes that with the accelerated development of rural industrial clusters, These processes increase rural income, reduce the pressure on the government to alleviate poverty, and help create more employment opportunities. Wang Yahua; Su Yiqing (2017) believe that the development of rural industries should be combined with the new development of the "three rural" strategy. It is necessary to correctly understand the relationship between "agriculture", "rural areas" and "farmers", "never ignore agriculture, never forget farmers, and never be indifferent to rural areas"; The road to the integration of the primary, secondary and tertiary industries, give full play to the advantages of policies, and promote the construction of rural industries. Su Yiqing et al. (2016) believed that the rural industry should follow the integration development route of the primary, secondary and tertiary industries. This paper summarizes the characteristics of integration, such as lose control and good integration effect, and summarizes the problems in the process of promoting the integration of the three industries in rural areas, such as unclear understanding of concepts, insufficient understanding of the importance of industrial commons, poor development of horizontal integration, and lack of understanding of industrial integration. The ultimate purpose has to be clarified and other issues.

In order to promote rural revitalization, from policy appeals to social practice, we are committed to breakthroughs in the following issues: How to transform from poverty alleviation to rural revitalization? Whether there is a feasible model to carry out batches of rural revitalization, etc. Behind these issues are all focused on the research and analysis of specific rural industries. Fengjie navel orange in Chongqing is a rural pillar industry in Fengjie County, which has a certain representativeness and influence in the country. This article takes the navel orange industry in Fengjie County, Chongqing as an example. Explore the high-quality development of rural industries.

1.2. Significance of the Research

This study takes the navel orange industry in Fengjie County, Chongqing City as a case study, and systematically analyzes the industrial status of the navel orange industry in Fengjie County, Chongqing City as a rural industry through field research; comprehensively analyzes the plasticity of its development direction; combined with relevant current affairs policies, specifically analyzes Fengjie City in Chongqing The

current situation and background of the county navel orange industry construction; further analyze the risks and opportunities of the navel orange industry in Fengjie County, Chongqing City, and explore effective development strategies. In order to objectively summarize the development status of rural industries, diagnose the development difficulties and causes of rural industries, and explore how to organically develop rural industries Promote the consolidation and expansion of the achievements of poverty alleviation and the effective connection with rural revitalization.

2. Main Problems and Attribution Analysis of the Current Fengjie Navel Orange Industry

From the beginning of poverty alleviation in 2014 to the end of 2020, the six-year marathon race has achieved phased victories in poverty alleviation. Poverty alleviation is inherently a arduous and difficult task. However, rural revitalization must not only prevent the occurrence of poverty, but also achieve "prosperous industries, livable ecology, civilized rural customs, effective governance, and affluent life", which is even more challenging.

In the development of rural industries, there are problems related to the integrated development of the primary, secondary, and tertiary industries. The existence of these problems makes the process of rural revitalization slow and has a certain impact. The primary industry is agriculture (including forestry, animal husbandry, fishery, etc.), the secondary industry is industry (including mining, manufacturing, tap water, electricity, steam, hot water, gas) and construction, and the tertiary industry is the most complex. Refers to industries other than the primary and secondary industries, mainly including non-material production sectors such as transportation, communications, commerce, catering, finance, education, and public services. Compared with traditional agriculture, the integration of the primary, secondary, and tertiary industries can greatly increase land efficiency and increase the value of land use; for a single chain of production, the integration of the primary, secondary, and tertiary industries can realize multiple chains at the same time, and can avoid single-chain production. Risks brought about by the cycle of the chain industry, expand the buffer area to deal with risks, plan from a global perspective, and achieve comprehensive income increase. In this case, through analysis, it is found that some problems are caused by the single industry line and single form. In addition, the degree of integration and development of the secondary industry and the primary and tertiary industries is low, and the progress is slow. With the rapid development of society, the development strategy is still stuck in the past, resulting in slow industrial development, low land use efficiency, and industrial chain risks. higher.

3. Suggestions on High-Quality Development Strategy of Fengjie Navel Orange Industry

In the context of rural revitalization, in the face of existing problems, policies should be used to promote the organic integration of the primary, secondary, and tertiary industries. The primary industry related to Fengjie navel orange has a good academic research foundation and field research space; the secondary industry can also advance steadily, so in the process of tertiary industry integration, the following development strategy suggestions are given.

3.1. Strengthen the Breeding of Varieties and Optimize the Structure of Varieties

Relying on the national citrus industry system, the Citrus Research Institute of Southwest University and other scientific research institutions, Fengjie navel orange cooperates to carry out excellent gene research, introduces no less than 3 excellent new citrus varieties every year to carry out regional tests, and selects excellent varieties for promotion; organizes professional and technical personnel to go deep Base, comprehensively observe and excavate excellent single-plant scion mainly 72-1, and cultivate and rejuvenate local varieties with independent property rights through survival of the fittest and selection of the best. Oriented by market demand, further optimize the variety structure of navel oranges, and cooperate with the government to issue variety optimization support policies. The government uniformly introduces high-quality varieties such as Longhui red navel oranges, and eliminates a batch of poor quality and low benefits by means of new planting seedlings, grafting and high replacement, Aging and degraded varieties, increase the proportion of early-maturing navel orange varieties, and gradually adjust the structure ratio of early, middle and late-maturing varieties to 3:4:3.

3.2. Strengthen the Protection of Germplasm Resources and Strengthen the Management of Seedling Transportation

Carry out centralized protection of high-quality citrus germplasm resources, build 72-1 navel orange, 91 navel orange, 95-1 navel orange, Kuiyou and other germplasm resource protection nurseries, and create a national fruit tree germplasm resource Chongqing Fengjie navel orange germplasm resource bank; sampling according to proportion Submit for inspection, and resolutely destroy seedlings carrying quarantine diseases.

3.3. Improve Production and Planting Technical Standards and Create High-Quality Navel Orange Demonstration Areas

Cooperate with citrus scientific research institutes to revise and improve the "Fengjie Navel Orange Standardized Production and Planting Technical Regulations", promote "agricultural technology follow-up", standardize demonstration bases, and "good orange family" to promote standard production and planting techniques through multiple media and channels, The coverage rate of standardized production and planting technology is over 80%. According to different factors such as the characteristics of navel orange varieties, the altitude, soil and climate of various places, and focusing on the growth geographical environment, infrastructure, planting mode, management level, sales situation, etc., the joint government formulated the "Fengjie County High-quality Navel Orange Demonstration Area Establishment Standards"; As the main body, actively apply for the establishment of high-quality navel orange demonstration areas, export navel orange base demonstration areas, and organic navel orange base demonstration areas. Increase technical guidance, publicity and marketing, and project support in the process of applying for the

establishment of townships, and complete infrastructure such as water and electricity networks, water and fertilizer integration, and mechanized and labor-saving equipment.

3.4. Implement Soil Improvement, Strictly Supervise Inputs, and Strengthen Disease Prevention and Control

Comprehensively promote soil testing and formula fertilization, and replace chemical fertilizers with organic fertilizers. With the government leading and market operation mode, an operation mechanism of "measurement-proportion-production-supply-application" has been established, and the coverage rate of soil testing and formula fertilization in navel orange orchards will exceed 95%. Support the promotion of the application of integrated equipment for water, fertilizer and medicine, explore the layout of equipment in line with actual production, and achieve a coverage rate of more than 30% of navel orange orchards in three years. Comprehensively promote the cultivation and planting of green manure and grass under the orchard forest, choose the main cultivar of purple vetch (vetch), white clover, sagegrass, etc. "People" as a breakthrough point, carry out demonstration planting in one year, strive to achieve full coverage of orchards in two years, and consolidate and improve in three years. Guide navel orange planting and management entities to scientifically use fertilizer and pesticide inputs, establish a record ledger for inputs, and carry out in-depth "double reduction" campaigns for chemical fertilizers and pesticides, with a reduction of more than 1% in three years. Adhere to "prevention first and combine prevention and control", ensure the implementation of funds for disease and pest control, do a good job in forecasting and forecasting of citrus fruit fly, canker disease, Huanglongbing, etc. The fruit fly damage rate is controlled within 1%, effectively curbing the spread of citrus canker, resolutely preventing the invasion of Huanglongbing, and ensuring industrial safety.

3.5. Strengthen Brand Building and Promotion, and Implement Hierarchical and Classified Sales

A brand system based on the "Fengjie Navel Orange" regional public brand should be established, relying on the company's own brand, and "two products and one standard" to give full play to the main role of the navel orange planting and management enterprises in the market, and also support enterprises in creating distinctive and personalized brands. corporate brand. Strengthen the promotion of navel orange planting and marketing enterprises to identify more than one Chongqing famous brand agricultural product every year, and more than five newly certified navel oranges "two products and one standard" each year, and build a national green food raw material (Fengjie navel orange) standardized production base. It should follow the market rules, pay attention to the needs of consumers, take Orange Expo as the main line, refine the promotion content of monthly activities and integrate multiple promotion channels, combine "online + offline", make full use of "traditional media + new media", strengthen domestic Publicity, expand overseas promotion, conduct integrated publicity and promotion of Fengjie navel orange, Fengjie tourism, and Fengjie investment promotion, comprehensively enhance the brand awareness and influence of Fengjie navel orange, and achieve a brand value of Fengjie navel orange exceeding 30 billion yuan. Upgrade the sorting equipment, establish a matrix sorting system, classify and classify navel oranges according to the appearance, appearance, fruit diameter, sugar content, VC content and other indicators, and classify and optimize the design of navel oranges according to the quality of different varieties of navel oranges and online and offline channels Fruit labels, box labels and packaging.

3.6. Broaden Sales Channels and Smooth Logistics System

Consolidate and develop the physical market, actively participate in urban marketing, and actively connect agricultural supermarkets with important wholesale markets across the country. Improve the level of online sales and deepen cooperation with large well-known e-commerce platforms such as JD.com. Strengthen the systematic training of live broadcasting and e-commerce operators, make full use of new media platforms such as Douyin and Kuaishou, and promote Fengjie navel oranges to become "Internet celebrities". The online sales of Fengjie navel oranges exceeded 1 billion yuan. Expand foreign markets. Improve the county, township, and village three-level logistics system, promote the deep integration of the "navel orange" industry and the delivery logistics industry, accelerate the layout of Fengjie navel orange e-commerce center, and achieve full coverage of delivery logistics services in villages (communities) in navel orange production areas. Accelerate the construction of logistics warehouses in JD.com, SF Express, etc., implement "one-piece shipping" to reduce the logistics cost of Fengjie navel oranges, and further enhance the market competitiveness of Fengjie navel oranges.

3.7. Promote the Digitization of Navel Orange Industry

The construction and application of big data in the navel orange industry has improved the digitization level of the whole industry chain of planting, production, processing, sales and service in the navel orange industry. Build a Fengjie navel orange big data comprehensive service information platform to provide farmers, distributors, etc. with information on agricultural materials sales, technical services, and market transactions. Strengthen the training of management personnel of smart orchards to improve the management level. Promote smart orchards to create new formats by relying on characteristic scenic spots and tourist routes, and enhance the value of industrial digitalization.

3.8. Improve Labor-Saving Equipment

Based on the characteristics of Fengjie navel orange planting distribution, topography and other characteristics, deepen cooperation with scientific research institutes of universities, strengthen technical research, explore, develop, manufacture and promote modern production equipment suitable for Fengjie mountain orchard planting, picking, and transshipment, and implement appropriate opportunities in three years 10,000 mu of orchards were modernized, 20 kilometers of mountain rail transport vehicles were newly installed, and the mechanization rate exceeded 50%. Industrial R&D and design capabilities are strong. Deepen the cooperation with scientific research institutes of universities and colleges, and establish the "Fengjie Navel Orange Science and Technology Collaborative Innovation Center" to provide scientific and technological support for the entire navel orange industry chain and strengthen technical research.

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Cooperate in the breeding of excellent new varieties of navel oranges, carry out research and application of production inputs such as new fertilizers and pest control drugs, and develop, manufacture and promote modern production equipment and commercial processing equipment that meet the requirements of Fengjie mountain orchard planting, picking, and transshipment. Implement the upgrading and upgrading of equipment in the existing navel orange sorting and processing plant, build a matrix processing system for the navel orange industry, and improve the level of primary processing. Planning and packaging a batch of scientific and technological research projects, attracting domestic scientific research institutes and high-quality enterprises in the industry to focus on resources such as navel orange flowers, fruits, and leaves, to carry out technological research on navel orange intensive processing, and to increase the added value of the navel orange industry.

3.9. Develop Green Ecological Cycle Industry

In addition to expanding the series of navel orange products, it is also necessary to promote the integrated development of planting and animal husbandry, support the cultivation of "fruit and marsh" ecological cycle orchards, optimize the ecological environment of the fruit industry, realize the circular link between the planting system and the breeding system, and increase the production of livestock and poultry manure. Utilization rate of pollution resources.

3.10.Build a Social Service System and Deeply Promote Integrated Development

Promote the integrated development of fruit tourism. Relying on well-known scenic spots such as Baidi City, the top of the Three Gorges, and the Tiankeng Ground Fissure, we will give full play to the natural beauty of Fengjie navel oranges "flowers and fruits in the same tree", and take advantage of festivals such as the Farmer's Harvest Festival and the Navel Orange Gardening Festival to launch boutique navel orange picking routes to create a The high-standard sightseeing and picking experience park cultivates "Orange Family Joy", promotes the integrated development of fruit and tourism, and enhances the space for industrial development.

Promote the integrated development of Shicheng. Continue to create the brand of "Poem Orange Fengjie, the Top of the Three Gorges", build a "Poetry Orange Town", tell the story of Fengjie navel orange, continue to integrate cultural elements such as navel orange culture, poetry city culture, food culture, etc., develop creative products for navel orange culture and tourism, and expand " Navel orange + culture" integrated development.

Innovate the integrated development of industry and city. Strengthen the guidance of planning, in the process of urban development and construction, deeply implant the elements of navel orange into "food, accommodation, travel, shopping and entertainment", and build a citrus expo park; explore the integration of industries, and deeply integrate the navel orange industry with other advantageous industries and new investment attraction industries in Fengjie, mutual improvement.

This study analyzes the problems existing in the development of the navel orange industry in Fengjie County, Chongqing City, and combines the existing research results and local political, economic, cultural, educational and other resources to provide support for the integrated development of the primary, secondary and tertiary industries of the navel orange industry in Fengjie County, Chongqing City. Relevant policy recommendations were made; on the basis of the coordinated development of urban and rural areas, the development of the navel orange industry was used as a connection point to continue to promote the strategy of rural revitalization. Consolidating and expanding the effective connection between poverty alleviation and rural revitalization is an important support for accelerating the modernization of Chinese-style agriculture and rural areas and realizing the common prosperity of farmers and rural areas. More in-depth and precise research is still needed. The project will continue to solidly promote the rural revitalization strategy and focus on high-quality industries Make unremitting efforts to develop research.

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