

Research on Innovation of Jiangsu Agricultural Green Development Model under the Background of Rural Revitalization

-- Take Southeast Village of Changzhou City as an Example

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Abstract: The report of the 20th National Congress of the Communist Party of China pointed out that we should comprehensively promote rural revitalization and adhere to the priority development of agriculture and rural areas. Agricultural green development aims to alleviate contradictions in the process of economic development by reducing resource consumption and strengthening environmental and ecological governance. It essentially embodies the development concept of harmonious coexistence of man and nature. It is instrumental in achieving high-quality regional economic development and promoting common prosperity. plays an important role in. This article explores the useful experience and innovative paths for realizing Chinese-style modernization in rural areas under the background of rural revitalization by studying the construction of a "village-community integration" agricultural green development model in Southeast Village, Changzhou, Jiangsu Province.

Keywords: Green Development of Agriculture; Changzhou Southeast Village; Rural Revitalization.

1. Introduction

Rural revitalization was proposed by the Communist Party of China around the "three rural" issues in the new era. Rural revitalization includes five aspects of revitalization, namely industrial revitalization, ecological revitalization, cultural revitalization, talent revitalization, and organizational revitalization. [1] The report of the 20th National Congress of the Communist Party of China pointed out that "high-quality development is the primary task of comprehensively building a modern socialist country." As one of the provinces with the most developed industrial economy in the country, Jiangsu Province is also the most important agricultural production area and farmer gathering area in China. It is one of the 13 major grain-producing provinces in the country. Entering the new era, Jiangsu Province accounts for 1.1% of the country's land area, hosts 6% of the population, and creates 10.2% of the total economic output. High-quality development has become a distinctive feature. In the past ten years, Jiangsu has accelerated the formation of a modern agricultural industry construction pattern and strived to create a number of agricultural and rural modernization demonstration benchmarks with Chinese characteristics, characteristics of the times, and Jiangsu characteristics. In the process of realizing common prosperity, Southeast Village in Changzhou City, Jiangsu Province takes "urban-rural integration" as the starting point, "village-community integration" as the path, and aims at green agricultural development. It has achieved remarkable results in the reform and development of rural industries and achieved ecological the perfect transformation of the integrated development of circular agriculture and diversified new business formats.

2. Opportunities of the Times for Green Development of Agriculture in Jiangsu under the Background of Rural Revitalization

(1) Green agricultural development is the only way to achieve common prosperity in rural areas

Rural revitalization emphasizes the priority development of agriculture and rural areas. The implementation of the rural revitalization strategy can effectively solve the problem of lagging development in rural areas in my country, and is of great significance to the early realization of common prosperity and the establishment of a modern economic power. The report of the 20th National Congress of the Communist Party of China proposed that Chinese-style modernization is a modernization that brings common prosperity to all people. In recent years, Jiangsu Province has grasped the realistic logic of promoting green and common prosperity for farmers and rural areas, and found a practical approach from the strategic pattern of Chinese-style modernization, urban-rural integration, and comprehensive promotion of rural revitalization, and has developed a path of ecological greenness, beautiful villages, and industrial characteristics, the revitalization road for farmers to become rich. According to statistics, the annual per capita disposable income of rural residents in Jiangsu will increase from 12,100 yuan to 30,500 yuan in 2023. In the new journey towards the second centenary goal, Jiangsu Province will achieve the development goals of ecologically benefiting the people, ecologically benefiting the people, and ecologically for the people with higher-level and higher-quality development , making a good ecological environment a happiness for the people of Jiangsu . The growth point of life.

(2) Green development of agriculture is an inevitable

requirement for realizing Chinese-style modernization

Promoting the harmonious coexistence between man and nature is one of the essential requirements of Chinese modernization. Implementing the green development strategy is an inevitable choice for my country to accelerate the transformation of its development model and realize the “five-in-one” development of social economy. The green and healthy development of agriculture is an important part of the construction of ecological civilization, an urgent need to realize agricultural and rural modernization, and an important starting point for supply-side structural reform. The report of the 20th National Congress of the Communist Party of China once again made it clear that “we adhere to the concept that clear waters and lush mountains are gold and silver mountains, adhere to the integrated protection and systematic management of mountains, rivers, forests, farmlands, lakes, grass and sand, and the ecological civilization system has become more complete, and ecological environment protection has taken a historic turn.” **“Green ”has gradually become a bright background for China's agricultural development .** Since 2012, Jiangsu has adhered to ecological priority and green development, placed “agriculture, rural areas and farmers” at the top of its overall work, focused on the three aspects of “stability, advancement and prosperity” of agriculture , and strived to create a new situation in agricultural and rural modernization. In 2020, Suzhou, Jiangsu Province released the “Suzhou City takes the lead in basically realizing agricultural and rural modernization evaluation and assessment indicator system (2020-2022) (Trial)”. This is the country’s first agricultural and rural modernization evaluation index system. It is the “timetable” and “roadmap” set by the Central Committee and the Jiangsu Provincial Party Committee for the implementation of the rural revitalization strategy in Suzhou. It also provides Jiangsu’s plan for the country to basically realize agricultural and rural modernization. It has taken an important step in exploring a new journey of socialist rural revitalization with Chinese characteristics. The report of the 20th National Congress of the Communist Party of China put forward a series of new goals, new requirements and new arrangements for the green development of agriculture and the construction of ecological civilization, which provides fundamental compliance and action guidelines for building a beautiful China.

3. Research on the Innovative Model of Agricultural Green Development in Jiangsu under the Background of Rural Revitalization --Taking Southeast Village in Changzhou City as an Example

Southeast Village, located in Xixiashu Town, Xinbei District, Changzhou City, is the only village in the town that currently maintains large-scale modern agricultural farming. Southeast Village was once a well-known “three-no”village with no resource advantages, no location advantages, and no collective income. Before 2004, the total village-level collective economic income of the village was only 130,000 yuan, and the average annual income of farmers was only 10,030 yuan. It was one of the poor villages in New Taipei District. In recent years, Southeast Village has closely followed the pace of building a moderately prosperous society

in an all-round way, seized strategic opportunities for rural revitalization , adhered to the development model of “branch-driven, industry-driven, and village-community linkage” to achieve deep integration of primary, secondary, and tertiary industries. Southeast Village has successively won honors such as a democratic and law-governed village in Jiangsu Province, a model village with strong rice industry and enriching the people, and the most beautiful village in Changzhou City. Through the study of the green development path of agriculture in Southeast Village, Changzhou, we explore Jiangsu’s practice of green transformation of rural production and lifestyle and modernization of agriculture and rural areas .

(1) Party building leads to ecological common prosperity, and the “red party flag” in cooperatives activates the green momentum of the “land of plenty” in the new era

For rural revitalization, grassroots party organizations are the engine. In recent years, the Party organization of Southeast Village in Changzhou, Jiangsu Province has deeply integrated party building work with key tasks such as the construction of beautiful countryside, targeted poverty alleviation, cultivation of characteristic industries, and rural governance , focusing on the most direct and practical interests of “the farmers + Cooperative” model as the carrier, with the goal of “the party flag is red in the cooperative , leading the rural development to be green ” , the party organization is built on the industrial chain, and the party flag is planted on the road to wealth.

In 2015, Southeast Village truly formed a “branch + cooperative + farmer” business model and an industrialized production scale of organic rice. The core agricultural area of Southeast Village accounts for 100% of the green prevention and control area, reducing the incidence of insect pests in rice fields by more than 60%, reducing the amount of chemical pesticides applied by more than 30%, and forming a series of organic, green, and ecological soft rice of different grades; independent brands “Xiashu Brand” rice has passed the green food and organic product certification and has become a provincial famous product.

In the past ten years, the land in Southeast Village has realized the organizational management model of “unity of village and community”, with unified planting, unified management and unified marketing by the cooperative. Through the “company + cooperative + farmer” business model, villagers are encouraged to invest idle properties and land into shares, turning villagers into shareholders, farmers into employees, and the income of the village collective and villagers continues to increase. In the new era, Southeast Village focuses on the integrated development of rice industry, farming culture and eco-tourism, and has successfully embarked on a path of “green prosperity” in beautiful countryside. In 2022, the General Party Branch of Southeast Village in Xixiashu Town, Changzhou City was awarded the title of “Advanced Group for Rural Revitalization in Jiangsu Province” by the Jiangsu Provincial Party Committee and Provincial Government.

(2) Optimize the layout of “three living spaces” and create a cluster effect of green development of human capital “peacock flying southeast”

For rural revitalization, industry is the foundation and talent are the key. People are the main driving force of rural development. The Changzhou Southeast Village party organization makes full use of the local characteristics and resource endowments of green development to implement the

talent introduction plan of “Peacocks fly southeast to build nests to attract phoenixes”, cultivating them to gradually grow into a new generation of “local elites” and become the source of rural development, the main force of rural construction. Southeast Village has attracted and recruited green production technical talents, green business promotion talents, rural development planners, rural tourism cultural operators, boutique B&B operators, intangible cultural heritage inheritors, and online marketing planners, all kinds of “new farmers”, “Young talents such as “Tu Expert” and “Tian Xiucui” gathered in the village. Yinju Xiangli came to Southeast Village, a Chinese rural lifestyle and county cultural tourism industry operator established in 2015. The team officially operated its first project in East China in early 2021, “Rice Field Ideal Boutique B&B”. This project not only carries the function of a B&B to create a slow life in the countryside, but also creates a free space and docking platform for communication, cooperation, learning and sharing, and entrepreneurship and creation.

In order to allow local villagers, agricultural technology experts, cultural tourism makers, and urban and rural tourists to start a business in the village, work safely, live comfortably, and travel happily, the Southeast Village Party Organization aims at orderly governance of the countryside and construction of rural civilization and optimizes configuration, professional planning, and rational layout of the “three living spaces” of rural ecology, production, and life as an opportunity to create a “beautiful southeast” local scene with efficient production, humanistic harmony, ecological livability, and beautiful life. Starting from standardizing and adjusting villagers' production and living practices, the Southeast Village Party organization advocates green development and environmentally friendly life concepts, accelerates the development goals of conserving resources and protecting the spatial pattern, industrial structure, production methods, and lifestyle of the village environment, and integrates the entire village. It is divided into the rice industry demonstration area in the north, the rice field park area in the middle, the folk food experience area in the south and the image display area in the east. The construction blueprint that highlights the beauty of governance, development, harmony, ecology and culture is beautifully spread out in the “Three Lives Space” of Southeast Village.

(3) Green finance increases efficiency and adds “color”, and the “golden lever” leverages the development potential of the leisure and agricultural tourism industry in Southeast Village

The so-called green finance refers to a financial service model innovation that comprehensively uses financial tools such as green credit and industrial fiscal and financial policy tools to promote the sustainable development of the economy, society and the financial industry. In 2021, the Jiangsu Provincial Government issued the “Guiding Opinions on Vigorously Developing Green Finance” (referred to as the “Green Finance 30”). The “Opinions” start from four major systems: policy system, organizational system, product system, and risk control system. A green financial development framework with Jiangsu characteristics has been established to guide and encourage more financial resources to support energy conservation, emission reduction and green development, ensuring that the “double carbon” goal is achieved as scheduled.

In order to increase support for green industry funds, Changzhou Xinbei District has vigorously created a new

engine for regional green development through the development of green finance. In 2019, Changzhou Xinbei District Finance Bureau issued “Several Opinions on Fiscal and Financial Support for Rural Revitalization Strategies” to accelerate the construction of a “five-in-one” fiscal and financial collaborative support mechanism for agriculture, including finance, funds, banks, insurance, and guarantees, to promote high-quality agricultural development. Southeast Village's B&B project, Southeast Courtyard, received 2.6 million yuan in district financial support.

Improved and efficient green financial policies have enhanced the trust and support for green financial products among modern agricultural business entities in Southeast Village. In the process of building the “Central Axis of Cultural Tourism in the Yangtze River Delta and the Leisure and Resort Center of the Yangtze River Delta”, the rice-based Southeast Village seizes the opportunities of the times and historical heritage, and plans to integrate culture, tourism and agriculture with the characteristics of “industry + ecology + humanities”, turning “lucid waters and lush mountains” into “golden and silver mountains”. On the basis of doing a good job in the main business of rice planting, Southeast Village also plans to build creative leisure agriculture and carefully builds an ecological leisure area. The whole village has achieved “three new and one drive”, that is, the new development of the organic rice industry in the village, the new improvement of farmers' living standards, and the new changes in the appearance of the village, which has led to new results in the construction of beautiful countryside. **Camping picnics, farming** experience, labor practice, rural aesthetics, cute pet paradise, rice cultural industry tourism, drama rural summer camp - a series of creative leisure projects have been implemented in the countryside, making Southeast Village a center for youth nature education, popular science education, and corporate team building. It is a resource distribution center and rural tourism destination for special rural tourism “immersive experience” activities such as parent-child study tours, etc. It has also become a display area for efficient agriculture in the new era, an experience area for ecological civilization, a pilot area for urban-rural integration, and a check-in place for green countryside.

4. Challenges and Reflections Faced by Jiangsu's Agricultural Green Development in the Context of Rural Revitalization

Green development is an important component of high-quality development. The report of the 20th National Congress of the Communist Party of China once again emphasized: We must firmly establish and practice the concept that clear waters and lush mountains are valuable assets, and plan development from the perspective of harmonious coexistence between man and nature. As an economically powerful province in China, Jiangsu's agricultural development history has gone through the development process of “traditional agriculture-chemical agriculture-sustainable green agriculture”. In Jiangsu's land area of only 100,000 square kilometers, excluding the large river and lake water network, the limited land area supports the lives, residences and work of more than 85 million people. The territory is densely covered with towns, residential buildings, factories, and transportation facilities., the density of land development and utilization is very rare.

While Jiangsu's grain output continues to achieve high yields, it corresponds to the core indicators for measuring and tracking the level of agricultural green production. Jiangsu's agricultural development has been caused by resource and environmental capacity overload, high agricultural non-point source pollution, surge in agricultural film usage, and high output demand. Problems such as the abuse of chemical fertilizers, the imbalance of regional agricultural green development levels between southern and northern Jiangsu, and improper disposal of aquaculture waste have become increasingly prominent. Data from China's Agricultural Green Development Report 2022 show that China's agricultural pesticide use in 2022 will be approximately 248,300 tons. [2] The number of chemical fertilizers applied to Jiangsu's cultivated land in 2020 was 610.80kg / hm², which is higher than the national average (389.25kg g/hm²) is 56.92 % higher. Compared with other provinces across the country, Jiangsu ranked 29th in terms of chemical fertilizer application per hectare of cultivated land in 2020, ranking relatively low. The dominance of the "chemical agriculture" production method has not fundamentally changed. Compared with the national average level, Jiangsu's agricultural film application amount in 2020 was 24.45k g / hm², which was 38.14 % higher than the national average level (17.70k g / hm²). [3] Jiangsu's agricultural development is in the process of transforming from "chemical agriculture" to sustainable green agriculture.

Therefore, Jiangsu Province should deepen the guiding ideology of agricultural green development, enhance the awareness of green production among agricultural business

entities, break through the limitations of traditional agriculture's over-reliance on pesticides and fertilizers, and carry out green design of the entire agricultural system before, during, and after production, in order to "respect The concept of "nature, conforming to nature, and protecting nature" cultivates "ecological farmers" and promotes the formation of green ecological values in agricultural business entities. While comparing itself with itself, Jiangsu should look at the whole country, implement green ecological civilization ideas into work in all fields, establish a development orientation for regional agricultural green production benchmarks, accelerate the establishment of a collaborative innovation mechanism for Jiangsu's agricultural green development in the context of the integration of the Yangtze River Delta, and build A long-term mechanism for a recyclable and sustainable ecological agricultural industry chain will build a "strong, rich, beautiful and high" new Jiangsu with green development of agriculture and collaborative innovation.

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