

Exploration of Cultivation Path of New Professional Farmers in Lizhuang Town in the Context of Rural Revitalization

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Abstract: The implementation of the comprehensive rural revitalization strategy is fundamentally about people who are committed to doing a good job in the three rural areas, so agricultural science and technology talents are the first resource, and new professional farmers are the backbone. The shortage of talents has been one of the main factors restricting the revitalization of the countryside. For this reason, it is necessary to pay great attention to the cultivation of new professional farmers, return to the professional attributes of farmers and promote the process of farmers' professionalization. In order to promote the revitalization of rural talents and tap more agricultural talents, we analyze the real dilemma of cultivating new professional farmers, analyze the new demand for talent cultivation in the rural revitalization strategy, clarify the types and positioning of talent cultivation, reveal the cultivation mechanism of new professional farmers, and propose the optimal way of cultivation path as a crucial step to promote traditional farmers to complete the modernization transformation, so as to provide intellectual support and talents for the comprehensive rural revitalization. It also suggests that the optimization of cultivation paths is a crucial step to promote the modernization and transformation of traditional farmers and provide intellectual support and talent guarantee for the comprehensive revitalization of rural areas.

Keywords: New Professional Farmers; Rural Revitalization; Incubation Path.

1. Introduction

1.1. Background and Significance of the Study

New types of professional farmers promote the optimal allocation of labour resources on a wider scale, promote the sustainable development of agriculture and rural areas, respect people's individuality and choices, encourage the enthusiasm and creativity of the masses, and are more in line with the development concepts of "innovation, coordination, greenness, openness and sharing". New vocational farmers are an important way to solve outstanding social problems such as "farmers' shortage" and "who will farm the land", an important guarantee for the success of agricultural development, and an important initiative to raise farmers' income and build a well-off society. The key to rural revitalization is the revitalization of talents, and the cultivation of professional farmers in the new stage is a strategic choice for building a modernized agricultural industrial management system and realizing changes in the mode of agricultural development, and it is a key choice that is related to the success or failure of rural revitalization. The No. 1 Document of the Central Committee in 2018 and 2019 focuses on the significance and role of the cultivation of new professional farmers from the perspective of rural revitalization, and points out that it is necessary to strengthen the construction of vocational education in the countryside and the agriculture-related majors of higher education institutions, and to gradually promote and strengthen It also pointed out that it is necessary to strengthen rural vocational education and the construction of agriculture-related majors in higher education institutions, and gradually promote and strengthen the construction of a new type of professional farmers. The Fifth Plenary Session of the 19th CPC Central Committee also proposed to increase the cultivation of new professional farmers, and by the end of 2020, China had

cultivated more than 20 million new professional farmers, and the No. 1 Document of the Central Committee in 2021 even emphasized the need to promote rural revitalization with talent revitalization, and took the cultivation of high-quality farmers as an important initiative to promote rural reform and agricultural development, and the two central government offices issued the "Opinions on Accelerating the Promotion of Rural Talent Revitalization", which puts forward novel topics for the cultivation of professional farmers with Chinese characteristics in the new era, and points out the direction for the construction of a professional farmer cultivation system in the new period. Based on industrial advantages and development advantages, Anshi Village of Li Zhuang Town has innovatively carried out training on handmade cultural creation, B&B catering and other rural revitalization characteristics, which has improved the skills of villagers, cultivated emerging industries, absorbed the employment of villagers, and practically increased the per capita net income of farmers.

1.2. Literature Review

New types of professional farmers are modern farmers who take up agriculture as their occupation, have appropriate professional skills and earn income from agricultural production and management. The difference between new farmers and traditional farmers is that the former is an actively chosen "occupation", while the latter is a passively labeled "identity". According to Yan Tingwu (2017) and others, there are three main characteristics of new professional farmers, one is that the cultural quality of farmers has an intergenerational transmission effect to a certain extent, the second is that the new generation of farmers is generally reluctant to engage in agricultural production, and the third is that there is a lack of successors in agricultural production, and the cultivation of new professional farmers is becoming

increasingly urgent. Wang Huayun (2022) pointed out that the cultivation of new professional farmers needs to mobilize the social forces of agricultural research institutes, agricultural colleges and universities, agricultural parks, and leading enterprises of agricultural industrialization to build a "one-major, multi-dimensional" system of cultivating professional farmers in the new era. According to Zhang Tiantian and Zhao Yanbin (2022), the policy of cultivating professional farmers shows obvious progressive characteristics. It has experienced four stages: conceptual guidance, system construction, planning navigation, and high-quality development. Wang Yufeng and Liu Meng (2022) pointed out that in the process of organizing the practice of cultivating new vocational farmers, all departments should adhere to the policy of cultivating new vocational farmers formulated by the state as the guide, clarify the conceptual definition of new vocational farmers and the characteristics that new vocational farmers should have, and cultivate a new generation of vocational farmers that meet the needs of modern agricultural development.

2. Overview of New Professional Farmer Cultivation and Rural Revitalization Strategy

2.1. Concepts Related to New Professional Farmers

In 1966, the American scholar Eric Wolfe made a definitional distinction between traditional and professional farmers in his book *The Farmer*, in which he argued that traditional farmers made their living mainly from farming, while professional farmers used agriculture as an industry and made profits from it. From this, we can see that traditional farmers emphasize a status attribute, while professional farmers are more inclined to be an occupational attribute. Based on our country's reality, new professional farmers are agricultural compound talents who meet the development requirements of the times, and who are literate, technologically savvy, good at management, and good at administration. The main body of the cultivation of new professional farmers mainly includes young and strong farmers, college graduates, entrepreneurial wealth leaders, returning rural migrant workers, etc. These people often have a certain degree of management ability and independent learning ability, and at the same time, they also master the Internet knowledge and new technologies, have a high level of competence and a strong willingness to build the countryside. The new vocational farmer training project meets the real needs of modern agricultural construction and the practical needs of rural revitalization.

2.2. Background of the Rural Revitalization Strategy

The report of the 19th National Congress pointed out that the issue of agriculture, rural areas and peasants is a fundamental issue related to the national economy and people's livelihood, and we must always take the solution of the "Three Rural Issues" as the top priority of the work of the whole party, and the proposal of the rural revitalization strategy is closely related to the increasingly serious phenomenon of the decline of rural areas in our country. China's resident population in rural areas in the last decade or so, a rapid and large-scale reduction, resulting in China's rural

"hollowing out" has aggravated the trend. 2000 years later, the completion of a moderately prosperous society in all aspects of China's economic and social development of the top priority, the development of the countryside is to achieve the goal of the most important, the state put forward the The State put forward the grand strategies of "comprehensively prospering the rural economy and accelerating the process of urbanization", "integrating urban and rural development, and promoting the construction of new socialist countryside", and "promoting the integration of urban and rural development". Immediately after that, the 19th CPC National Congress Report put forward the idea of implementing the "Rural Revitalization Strategy", which put forward a clearer and more comprehensive idea, more practical and concrete measures, and more mature conditions for implementation, pointing out the direction for truly realizing the modernization of the countryside, and the development of urban-rural integration. The implementation of the rural revitalization strategy is a necessary way to change the slow and backward state of rural development and to narrow the gap between urban and rural areas.

3. Problems in the Cultivation of New Professional Farmers in Lizhuang Township

3.1. Incomplete Top-Level Design and Problems in Cultivation Programs

The cultivation of new professional farmers in the context of rural revitalization requires the unity and cooperation of many departments and institutions, but due to the lack of relevant documents and system support, many departments are difficult to carry out effective cooperation, which makes it difficult to effectively clarify the responsibilities of the relevant departments during the cultivation process, and results in the lack of effective clarity in the formulation of the cultivation program. Secondly, in the process of cultivating new professional farmers, many regions have not adjusted their agricultural development structure in accordance with the actual rural development situation in the region, and the objectives of cultivating new professional farmers have not been clearly defined, which has led to varying degrees of impact on the final results of cultivation.

3.2. Incomplete Cultivation Mechanism and Unclear Responsibility of Cultivation Main Body

The cultivation of new professional farmers in the context of rural revitalization cannot be achieved overnight, but many regions are not aware of the long-term and systematic nature of this work. As a result, when the relevant documents are issued, there is no clear department in charge and no coordinating department, and there is no comprehensive planning and coordination based on the actual development situation and actual needs of local farmers. First of all, when many departments receive the corresponding cultivation tasks, they lack awareness of their own responsibilities and obligations, which results in many departments often adopting the same work steps and work content in the actual work, and thus, the content of work is duplicated. As a result, there is a great deal of duplication of work.

3.3. New Vocational Farmer Cultivation Content and Cultivation Methods are Single

In the process of cultivation, there is no detailed investigation and analysis of local farmers' needs in advance, resulting in a lack of effective basis for the development of cultivation content and cultivation goals. Secondly, as the cultivation targets are farmers, their professional skills are not high, so they need professional personnel to give corresponding training, but many places have not introduced corresponding training institutions and lecturers, resulting in a lack of all-round and systematic cultivation programs in the process of cultivation of farmers, and lastly, there is a lack of cooperation and exchanges with third-party social institutions, which makes it difficult to introduce diversified cultivation strategies in the actual cultivation process, thus resulting in a lack of effective basis for the cultivation of new professional farmers. Finally, the lack of cooperation and exchange with third-party social organizations makes it difficult to effectively introduce diversified cultivation strategies in the actual cultivation process, resulting in the lack of corresponding improvement in the cultivation of new professional farmers.

3.4. Unclear Employment Direction of New Vocational Farmers

The purpose of the cultivation of new vocational farmers is to effectively help the majority of farmers to improve their economic income, but many areas in the cultivation of new vocational farmers, only to determine the cultivation of the goals and objectives, the introduction of the corresponding cultivation methods and work content, but not the new vocational farmers as the focus of the implementation of the employment of new vocational farmers, resulting in the lack of clear understanding of the future development of the new vocational farmers in the cultivation of farmers, so that their confidence in the actual study and work is low, greatly affecting their learning and work enthusiasm. As a result, many farmers lack a clear understanding of future development when participating in the cultivation of new vocational farmers, making them less confident in their actual learning and work, greatly affecting their motivation to learn and work, and not conducive to the development of the cultivation of new vocational farmers.

4. Optimization of Cultivation Path of New Professional Farmers in Lizhuang Township

4.1. Strengthen Top-Level Design and Improve Cultivation Planning

Firstly, the responsibilities of different departments in the cultivation process should be clarified, cultivation programs should be formulated, and long-term planning should be clarified effectively. Secondly, government departments in different regions should make corresponding structural adjustments based on the actual situation of local rural social development, so as to determine the objectives of local cultivation of new types of professional farmers, and ensure the effectiveness of the cultivation results on the basis of this. Finally, government departments in different regions should strictly formulate corresponding cultivation programs and

improve the cultivation system based on local conditions. Vocational education institutions should take the lead, and social training institutions should be introduced to set up corresponding cultivation programs based on the actual needs of farmers, so as to ensure the effective connection between different departments and institutions.

4.2. Improve the Cultivation Mechanism to Ensure the Effectiveness of Division of Labor and Collaboration

Construct a working system of farmer training with local governments as the leading role, the agricultural department as the main body of responsibility, and multi-departmental synergy and cooperation. Led by the agricultural department, with the joint participation of human resources and social security, education, science and technology and other relevant departments in charge, it is responsible for studying and approving farmer training programs reported by departments at lower levels and coordinating farmer training funds, and guiding the resolution of major problems in farmer education and training. By integrating the training programs of each department, duplication of training and waste of resources across departments is avoided, so that each department can form a synergy to carry out vocational training for new types of farmers, and the effect of "1+1>2" is achieved.

4.3. Strengthen the Improvement of Cultivation Methods and Contents.

Before the cultivation work begins, conduct effective investigation and research on the needs of local farmers, and formulate cultivation objectives and cultivation content system based on the local agricultural development planning guidelines, so as to introduce better cultivation methods. Secondly, the rational allocation and improvement of training teachers should be strengthened, and systematic and comprehensive content development should be carried out for the cultivation of new professional farmers. In this regard, it is necessary to introduce high-quality teachers to ensure the effectiveness of the cultivation of new professional farmers, and at the same time, to effectively analyze the differences in the content of the entire training, so as to equip the corresponding teachers, and at the same time to actively strengthen the cooperation and exchange with agricultural technology promotion agencies, agricultural service institutions, agricultural colleges and universities.

4.4. Implementation of Industrialized Employment of New Vocational Farmers

The employment of new vocational farmers should be optimized and distributed according to the distribution and intensity of the industrial economic chain in each region, and a regional grouping of training methods should be developed to strengthen the linkage between the government, farmers, enterprises and schools, and to work together to build a platform and resources for training and employment. The formation of "enterprise + cooperative/base + farmers" mode of agricultural industrialization, so that farmers and agricultural production, dealers seamless docking, the formation of agricultural industrialization of talent training, science and technology promotion, technical services, such as one-stop smooth links, the real realization of the new vocational farmers in the integrated development of production, marketing and scientific research, on the road of

sustainable development of cultivation. development of the cultivation road.

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