

# Study on High-quality Development Strategy of Rural Economy Under the Strategy of Agriculture, Rural Areas and Farmers

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**Abstract:** With the in-depth implementation of the "three rural" strategy, the high-quality development of rural economy has become an important goal to achieve rural revitalization. This paper starts with the current situation of rural economic development, analyzes the main challenges facing rural economy, including infrastructure construction lag, unreasonable industrial structure and brain drain and innovation ability. On this basis, the core strategy of high-quality development of rural economy is put forward from three aspects: industrial revitalization, ecological revitalization and talent revitalization. By optimizing the industrial structure and promoting the integration of the primary, secondary and tertiary industries, the agricultural production efficiency is improved; Emphasizing green agriculture and environmental governance to promote sustainable development; Attention should be paid to attracting high-quality talents and improving rural education and training systems to promote innovation and entrepreneurship in rural areas. Through comprehensive measures, we will strive to provide systematic support for the high-quality development of the rural economy and help the smooth implementation of the rural revitalization strategy.

**Keywords:** Agriculture, rural areas and farmers strategy; Rural economy; High-quality development; Development strategy.

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## 1. Introduction

In recent years, China's economy has been developing continuously, the process of urban and rural integration has been advancing, and the issues of "three rural areas" (agriculture, rural areas, farmers) have become the top priority of national economic and social development. The 19th National Congress of the Communist Party of China put forward the implementation of the rural revitalization strategy, which is an important measure to solve the problems of "agriculture, rural areas" in the new era, with the aim of promoting the modernization of agriculture and rural areas and promoting the high-quality development<sup>[1]</sup> of the rural economy through all-round revitalization.

High-quality development of the rural economy can effectively increase the total economic output, optimize the economic structure, promote sustainable development, and improve the living standards and happiness of rural residents. However, at present, China's rural economy still faces many challenges in infrastructure, industrial structure, ecological protection, brain drain and other aspects, which to a certain extent restricts the in-depth promotion of rural revitalization. Therefore, it is necessary to systematically analyze the current situation of rural economic development and the main challenges it faces, and explore the revitalization strategy of industry, ecology, talent, culture, organization and other aspects under the guidance of the "three rural strategies" to promote the rural economy to achieve higher quality development.

## 2. Present Situation and Challenge of High-quality Development of Rural Economy

### 2.1. Analysis of the current situation of rural economic development

With the in-depth implementation of the rural revitalization strategy, China's rural economic development has made remarkable progress. Infrastructure construction has been gradually improved, and the coverage of rural roads, water supply, power supply and networks has been greatly improved, creating favorable conditions for rural economic development. Agricultural production efficiency has improved, and the popularization and application of modern agricultural technologies have gradually extended the agricultural industry chain and promoted the diversified development of the rural economy. In addition, emerging industries such as rural e-commerce and rural tourism have developed rapidly, injecting new vitality into the rural economy. Farmers' income has gradually increased, and some areas have initially achieved an effective link<sup>[2]</sup> between poverty alleviation and rural revitalization.

### 2.2. Major challenges to high-quality rural economic development

However, the rural economy still faces many challenges while developing rapidly. Although China has increased investment in rural infrastructure in recent years, infrastructure construction in some remote areas is still relatively backward, leading to limited development in rural areas. Roads in many remote areas are of poor quality and transportation is inconvenient, making it difficult for agricultural products to be transported to markets quickly and efficiently, increasing the cost of agricultural production and circulation. In addition, water supply and power supply

facilities in rural areas are not perfect, some areas have the problem of water shortage or substandard water quality, and the phenomenon of unstable power supply has also affected the development of local agriculture and rural enterprises. Although the Internet has been widely used in many rural areas, the speed and coverage of broadband network in some remote rural areas still need to be improved, and farmers have difficulties in obtaining information and conducting online transactions, hindering the development of rural e-commerce and smart agriculture. Social infrastructure such as medical care and education is relatively backward, and the living environment and public service level in rural areas are far behind those in cities, thus affecting the retention and attraction<sup>[3]</sup> of rural talents.

At present, many rural areas are still dominated by traditional agriculture, with a single industry and low added value, making it difficult to form a sustainable economic growth model. Most traditional agricultural production relies on natural resources, with low scientific and technological content and low production efficiency, resulting in a lack of innovative impetus for rural economic development. At the same time, competition in the agricultural product market is fierce, product homogeneity is serious, agricultural product prices are greatly affected by market fluctuations, and farmers' income growth is weak. The development of the secondary and tertiary industries in rural areas lags behind, and the integration of agriculture with other industries is low, making it difficult to form an industrial pattern of diversified and interconnected development. Many regions lack deep-processing enterprises for agricultural products and have a short industrial chain for agricultural products, making it difficult to increase the added value of agriculture. In addition, although emerging industries such as rural tourism and rural e-commerce have achieved certain development in some regions, their overall scale is small and their development is uneven, which makes it difficult to form a universal effect nationwide. The unreasonable industrial structure also leads to the outflow of rural labor force, and most young labor force choose to go out for work. The labor force structure in rural areas is seriously aging, and the innovation vitality is insufficient.

The brain drain and lack of innovation ability is one of the core challenges restricting the high-quality development of rural economy. In recent years, with the acceleration of urbanization, a large number of rural labor force, especially young and skilled talents, have flocked to cities in search of higher income and quality of life. This phenomenon has led to a serious aging of the rural population structure, a shortage of labor force, and a lack of innovative talents have further weakened the innovation vitality and development potential of rural areas.

### **3. The Core Strategy of High-quality Development of Rural Economy Under the Strategy of Agriculture, Rural Areas and Farmers**

#### **3.1. Industrial revitalization strategy**

Industrial revitalization is not only to improve agricultural production capacity, but also to promote the integrated development of the primary, secondary and tertiary industries, to optimize and upgrade the industrial structure, so as to enhance the overall competitiveness and sustainability of the

rural economy. Under the guidance of the strategy of agriculture, rural industry revitalization needs to rely on the optimization of industrial structure and scientific and technological innovation to promote agricultural modernization and diversified development, so as to improve the quality and efficiency<sup>[4]</sup> of rural economy.

##### **3.1.1. Optimize the industrial structure and promote the integration of the primary, secondary and tertiary industries**

Promoting the extension and upgrading of the agricultural industry chain is a key link in optimizing the industrial structure. Traditional agriculture is mostly concentrated in planting and primary production, with low added value of products, making it difficult to achieve high profits in a highly competitive market. By developing secondary and tertiary industries such as processing and sales of agricultural products, the production, processing, sales and service of agricultural products can be organically integrated to form a complete industrial chain and increase the added value of agricultural products. For example, the development of deep processing enterprises of agricultural products, the in-depth processing of agricultural products through modern technology, improve the market value of products, but also can create more job opportunities, promote the diversification of rural economy.

Rural e-commerce and rural tourism, as emerging industries, have great development potential and are an important starting point to promote the integration of rural industries. With the help of the Internet platform, rural e-commerce breaks the geographical restrictions of traditional agricultural products sales, and farmers can directly sell their products to consumers, realizing the "upward movement of agricultural products" and greatly improving agricultural income. As a new engine of rural economic development, rural tourism can effectively promote the integration of rural three industries and enhance the economic value of agriculture and rural areas by utilizing rural natural resources, history, culture and folk customs.

In order to further promote the integration of primary, secondary and tertiary industries, it is necessary to strengthen policy support and build a sound rural infrastructure and service system, such as transportation, logistics and information services, so as to provide a good development environment for the integration of rural industries. At the same time, the government should strengthen support for farmers' cooperatives, leading agricultural enterprises and other economic entities, help them play an exemplary and leading role in the process of industrial integration, and encourage more rural households to participate in industrial upgrading and structural optimization.

##### **3.1.2. Strengthen innovation in agricultural science and technology and improve agricultural production efficiency**

Agricultural scientific and technological innovation is an important driving force for promoting high-quality rural economic development. With the acceleration of the global agricultural modernization process, relying on traditional agricultural production methods can no longer meet the growing market demand and competitive pressure. By strengthening agricultural scientific and technological innovation and promoting intelligent, mechanized and refined agricultural production, we can not only improve agricultural production efficiency, but also effectively address challenges such as climate change and resource shortage, and ensure

food security and sustainable agricultural development.

Agricultural mechanization is the foundation for improving production efficiency. The use of modern agricultural machinery and equipment can greatly reduce agricultural labor intensity and improve production efficiency. By promoting advanced agricultural machinery and equipment, such as precision fertilization, plant protection drones and intelligent irrigation systems, farmers can manage their fields more efficiently, reduce resource waste and improve production efficiency. At the same time, agricultural mechanization can also effectively solve the problem of insufficient rural labor force, especially in areas with a serious aging labor force, mechanization can replace manpower to complete most of the farmland operations and ensure the stability of agricultural production.

### **3.2. Ecological revitalization strategy**

Ecological revitalization not only focuses on the improvement of agricultural production efficiency, but also emphasizes the protection of the ecological environment in the process to achieve a harmonious coexistence between man and nature.

#### **3.2.1. Promoting green agriculture to promote sustainable development**

With the introduction of advanced agricultural technology, such as sensors, drones and big data analysis, farmers can monitor crop growth conditions and soil moisture in real time, apply fertilizer and irrigation accurately, reduce resource waste and improve production efficiency. Data-based agricultural management will help achieve efficient and green agricultural production and promote the sustainable development of rural economy.

#### **3.2.2. Strengthen environmental governance and ecological protection**

Water pollution, soil pollution and air pollution exist in many rural areas, affecting farmers' quality of life and the safety of agricultural production. Therefore, the government should increase investment in rural environmental governance, promote rural sewage treatment, garbage classification and treatment, agricultural non-point source pollution control and other work to improve the ecological environment in rural areas. For example, through the construction of sewage treatment facilities and garbage disposal stations, to achieve the harmless treatment of rural sewage and garbage, and improve the quality of rural living environment.

The ecosystem in rural areas consists of mountains, water, forests, fields, lakes and other elements, which depend on each other and form the basis of rural ecology. The government should strengthen the protection of the ecological system, carry out ecological restoration projects, restore the damaged ecological environment, and improve the functions of the ecological system. Environmental protection publicity and education activities should be carried out to raise farmers' awareness of ecological and environmental protection and encourage them to participate in the protection of ecological and environmental protection.

### **3.3. Talent revitalization strategy**

High-quality talents are not only an important driving force for rural economic development, but also a key factor for realizing innovation and entrepreneurship, promoting industrial upgrading and promoting social progress. Therefore, attracting and retaining high-quality talents, as

well as improving the rural education and training system, have become the core tasks to realize the revitalization of rural talents.

Rural areas generally face the problem of brain drain, and many young people choose to seek better development opportunities in the city, which affects the innovation vitality of the countryside. Therefore, the government and all sectors of society should actively take measures to create a good environment and atmosphere to attract more high-quality talents to take root in rural areas.

Education is the fundamental way to cultivate talents, and the quality of rural education has a direct impact on the cultivation and development of talents. Therefore, we must increase the investment in rural education, improve the quality of education, and train talents who meet the needs of rural economic development. The government should increase financial support for rural schools, improve the treatment and training level of teachers, and attract excellent teachers to teach in rural areas. At the same time, by introducing social forces, we should encourage high-quality education resources to be inclined to rural areas, carry out diversified education cooperation, and encourage high-quality urban education resources to be sent to rural areas. The teaching level of rural schools should be improved in the form of inter-school cooperation and teacher exchanges, and students' innovative and practical ability should be cultivated. To meet the actual needs of rural economic development, vocational training courses combined with local characteristic industries have been set up to train talents with practical skills.

## **4. Concluding Remarks**

Under the guidance of the "three rural areas" strategy, high-quality rural economic development is not only the basis for realizing comprehensive rural revitalization, but also an important part of promoting national modernization and social progress. Through in-depth analysis of the current situation of rural economy and the challenges it faces, this paper makes clear the core strategies of optimizing industrial structure, promoting ecological construction, attracting high-quality talents and other aspects. The high-quality development of rural economy cannot be achieved without the joint efforts of governments at all levels, social organizations and rural residents. The government should continue to increase policy support, optimize resource allocation, and encourage social capital to invest in rural construction. At the same time, rural residents should actively participate in economic activities, improve their own qualities and skills, give full play to their collective wisdom, and jointly promote rural development. Only by adhering to green development, innovation-driven development and cultural confidence can we truly achieve high-quality and sustainable development of rural economy, and finally realize all-round revitalization of rural areas and common prosperity of farmers.

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