

Research on Rural Industry Integration Development Model under the Perspective of Agricultural Business Administration

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Abstracts: Rural industrial integration is a key pathway to realizing modern agriculture and revitalizing rural areas. From the lens of agricultural business management, this paper analyzes development paths, stakeholder coordination, and benefit realization mechanisms. Findings show that integration is driven by secondary–tertiary industry collaboration, technological empowerment, and policy support. Coordination among farmers, enterprises, and cooperatives fosters deeper integration. Brand development, eco-friendly practices, and innovation promote income growth and sustainability. The study offers a structured framework with theoretical and practical value.

Keywords: rural industrial integration, agricultural business administration, integration model

1. Introduction

Rural industrial integration is vital to rural revitalization and modern agriculture. The State Council emphasizes integrating primary, secondary, and tertiary industries to boost farmer incomes and develop a modern agricultural system. General Secretary Xi Jinping also stressed building integrated rural industries to enhance efficiency and prosperity. Driven by evolving markets, new agricultural entities, and growing urban–rural interaction, rural integration now includes more diversified forms. This has energized rural economies and improved competitiveness. However, issues remain: weak farmer organization, short industrial chains, and underutilized technology. These challenges demand a systematic exploration of viable integration models. This paper explores three dimensions from the agribusiness management perspective: diversified integration paths, coordinated stakeholder mechanisms, and benefit-sharing frameworks, aiming to offer practical strategies and theoretical guidance for sustainable rural development.

2. Integration Path Multiple Expansion

2.1 Secondary industry driven, tertiary integration

The secondary industry plays a leading role in rural industrial integration. Developing agricultural processing, warehousing, logistics, and tertiary sectors such as rural tourism and leisure agriculture not only expands agricultural product sales channels but also creates diverse employment opportunities. Among various models, the integration of modern agriculture with tourism stands out, offering tangible benefits for integrated development. Research shows that leveraging cooperative platforms to integrate funds and resources — while promoting financial mutual assistance — can boost rural tourism and agricultural processing, achieving simultaneous growth in both sectors and generating a fusion effect of mutual reinforcement. This cross-sectoral integration enhances the value of agricultural products and invigorates rural economies [1]. National strategies further promote such horizontal expansion of agricultural functions, giving rise to leisure farming, experiential agriculture, and cultural industries — innovative approaches that enrich rural industrial structures.

2.2 Science and technology empowerment, chain reconstruction

Scientific and technological innovation injects new momentum into agricultural industrial integration. With the application of digital agriculture, smart machinery, and online platforms in rural areas, both productivity and industrial organization have transformed significantly. Studies highlight that accelerating the transformation and application of scientific and technological achievements ensures robust agricultural output, fosters new industries and business models, and enhances agricultural quality, efficiency, and competitiveness [2]. For instance, leveraging IoT, big data, and other technologies can optimize supply chains, enabling precision farming, advanced processing, and efficient marketing networks — tightening the linkages among production, processing, sales, and services. By synergizing the “industrial chain, value chain, supply chain, benefit chain, and innovation chain,” agriculture’s multifunctional roles can be expanded, supporting integrated development across sectors. Ultimately, technology-driven models will deepen and broaden the agricultural chain, promoting the transformation and upgrading of rural industries[3].

2.3 Policy guidance, mechanism improvement

Government policy plays a key role in promoting integration. The CPC Central Committee and the State Council have emphasized guiding development with market demand, improving benefit linkage mechanisms, and driving integration through institutional, technological, and business model innovations, underpinned by new urbanization. These efforts aim to advance agricultural supply-side structural reform. In practice, localities combine resource endowment and industrial foundation, introduce special support policies, encourage leading enterprises, cooperatives, family farms and other diversified main bodies to participate in the integrated development, and improve the support system of rural e-commerce, supply chain, finance and other support systems, so as to form a policy synergy[4]. Establishing multi-level, diversified incentive and guarantee mechanisms is crucial to activating stakeholders and fostering upstream-downstream collaboration.

3. Synergistic development of integration main body

3.1 Farmers as the basis, enterprises as a bridge

From the perspective of agricultural business management, integration should center on farmers, with enterprises serving as a bridge. Farmers' dominant role must be respected, guiding them to participate in the industrial chain through land, labor, and resources. Meanwhile, leading and processing enterprises connect farmers by organizing cooperation and providing technology, capital, and market access. For example, over 90,000 agricultural industrialization leading enterprises nationwide have integrated scattered small farmers into large-scale operations and coordinated production-marketing systems through contracts and technical services. Studies show the accelerating “three-in-one” model of leading enterprises, cooperatives, and family farms is effectively promoting farmers' broad participation in integrated development.

3.2 Cooperative linkage, benefit sharing

Farmers' professional cooperatives are a bridge between farmers and the market and industry, and they play an important role in integrated development. Studies have concluded that cooperatives, as an important form of organization for rural economic development, play a key role in promoting the process of rural industrial integration. Cooperatives are able to help farmers enter deep processing and marketing through resource integration and the advantages of economies of scale, forming a benefit linkage mechanism [1]. For example, the model of cooperatives + enterprises + farmers enables the output and income of the primary and secondary industries to be jointly enhanced, and farmers share the value-added income through shares and dividends. Strengthening the benefit linkage mechanism of cooperatives with farmers and enterprises is conducive to promoting the concentration of production factors to the integration project, and improving the efficiency of agricultural output and the level of farmers' income.

3.3 Multiple Participation and Linkage Promotion

Rural industrial integration relies on the joint participation of various actors to achieve coordinated development. The model evolves through the combined efforts of governments, enterprises, cooperatives, financial institutions, and research bodies. Experts highlight models such as “guaranteed income + dividends” and “land rent + wages + rebates” that help farmers share the added value of integration. Local governments also attract capital and talent through demonstration parks and industrial alliances. By the end of 2023, 300 national demonstration parks and 300 modern agricultural industrial parks had been established, forming distinctive industrial clusters that support full-chain rural development. Ultimately, shared interests and responsibilities among farmers, enterprises, and cooperatives are vital to integration. A collaborative governance mechanism should define rights and responsibilities, ensure transparent information sharing, and promote mutual benefit among village collectives, enterprises, and farmers.

4. Synergistic release of integration benefits

4.1 Brand building and value enhancement

Brand is an important link of rural industrial integration. The integration mode centered on brand building helps to enhance the market competitiveness of agricultural products and the cultural connotation of agricultural products. Based on the resource endowment, strengthen the characteristics of industrial brands, such as “Qianjiang crayfish”, “Yangshan peach”, “Luochuan apple” and so on, formed a number of agricultural products with market influence. Brand. These brands on the one hand enhance the value of local agricultural products, and on the other hand drive the synergistic development of upstream and downstream industries, such as processing, warehousing, logistics, tourism and other chain linkage. Research has pointed out that brand building not only improves the popularity and premium capacity of agricultural products, but also directly benefits farmers and enhances the industrial competitiveness of rural areas in the long term[2].

4.2 Eco-friendly and green development

Ecological protection is a key prerequisite for sustainable rural industrial integration. In this model, upholding green development and eco-friendly practices is essential. On one hand, local governments enhance rural environmental protection by integrating agriculture with tourism and ecological industries, preserving natural landscapes and traditional culture. On the other, they steer rural industries toward low-carbon, circular development through ecological sectors like water-saving agriculture, organic farming, and forestry. Emphasizing both protection and development while fostering eco-industries and renewable energy projects boosts resource efficiency and environmental quality[5]. For instance, integration projects often include environmental assessments and establish ecological compensation mechanisms to achieve both economic and environmental gains. These practices support the transition of agriculture from high input and pollution toward greener, more efficient production.

4.3 Innovation-driven, sustainable development

Innovation is the endogenous driving force for the continuous upgrading of the integration mode. By introducing new models, new technologies and new mechanisms, it can provide lasting power for rural industrial integration. Integration projects should focus on the combination of industry, academia and research, and encourage agricultural universities and research institutes to participate in technology research and development and application demonstration; at the same time, promote Internet+Agriculture, e-commerce platforms, and financial innovations to realize the efficient docking of information flow, capital flow and logistics. The study proposes to deepen the connotation of integration and improve the quality of the industry through “five-chain synergy”. In this process, the continuous innovation drive will make the rural industrial integration mode evolve, such as the emergence of new ways of processing agricultural products, rural digital economy, new agricultural service industry, etc., so as to realize the long-term sustainable development of rural industry.

5. Conclusion

In summary, Rural industrial integration requires comprehensive strategies in path selection, stakeholder coordination, and benefit realization. First, the integration path must be diversified, emphasizing synergy between secondary and tertiary industries, industrial chain reconstruction through technological empowerment, and improved policy guidance. Second, coordinated development among stakeholders is essential — placing farmers at the center, leveraging the bridging role of leading enterprises and cooperatives, and promoting integration through multi-stakeholder collaboration and benefit-sharing mechanisms. Third, efforts should focus on enhancing brand value, embracing green practices, and fostering innovation to ensure simultaneous growth in agricultural income, industrial efficiency, and ecological sustainability. Overall, rural industrial integration is a necessary path toward rural revitalization and agricultural modernization, requiring strong policy support and market-driven mechanisms to sustain income growth and industrial advancement.

Acknowledgments

Source of the project: 2023 Chongqing Municipal Education Commission project, name: Exploration and research on the rural local talent training model under the background of the rural revitalization strategy (No.: Z233105).

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