



The Development Path of Agricultural Modernization under the Background of Rural Revitalization

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Abstract: As the largest developing country and socialist country in the world, China has always put the issue of agriculture, rural farmers in the core position, but due to its own unbalanced and inadequate development, rural development is limited. The implementation of the rural revitalization strategy is an important part of China's social and economic development. Its core goal is to comprehensively improve the overall quality of rural industries, talents, ecology, culture and organizations through the modernization of agriculture and rural areas. As one of the key ways of rural revitalization, agricultural modernization is not only related to the take-off of rural economy, but also involves the production and living standards of the broad masses of farmers, and has a far-reaching impact on the sustainable development of the national economy. A large number of practices have proved that agricultural modernization can not only promote rural revitalization, but also narrow the gap between urban and rural areas and open up a new way to achieve common prosperity.

Keywords: agricultural modernization, rural revitalization, industrial structure

1. Research background

Under the background of rural revitalization, agricultural modernization has become an inevitable choice and an important way to meet the development needs of The Times, improve the efficiency and quality of agricultural production, and promote the development of rural economy. At present, China's agricultural development faces a series of problems such as low level of science and technology, unreasonable industrial structure, and imperfect rural infrastructure. Therefore, the development path of agricultural modernization is particularly important. The development path of agricultural modernization should not only closely integrate with national policies, but also carry out differentiated planning according to natural resources, social and economic conditions and agricultural development status in different places, so as to achieve the best organic unity of economic benefits, social benefits and ecological benefits [1].

2. The relationship between agricultural modernization and rural revitalization

Agricultural modernization refers to the use of modern science and technology and modern industry to equip agriculture and realize the transformation of traditional agriculture into mechanized, organized, informationized and green modern agriculture [2]. Through agricultural modernization, the whole chain can reshape the agricultural industry, activate the power of sustainable development, and realize the green development of rural economy. The rural revitalization strategy provides policy support and institutional guarantee for agricultural modernization, and provides policy guarantee and resource support for rural infrastructure construction, industrial transformation and upgrading, and land transfer. Therefore, agricultural modernization and rural revitalization are closely related, the two complement each other and promote each other, and jointly build a new pattern of rural development in China.

2.1 Agricultural modernization is the only way for rural revitalization

When it comes to rural development, it is inseparable from the issue of "three rural areas". To solve the relationship between farmers, rural areas and agriculture is not only the premise but also the goal of rural revitalization. The key to solving the problem of "agriculture, rural areas and farmers" is to combine farmers' life, rural construction and agricultural development, promote agricultural and rural modernization, stimulate the vitality of rural economic development, so as to realize rural revitalization. By promoting agricultural modernization, we can improve the efficiency and quality of agricultural production, optimize the agricultural industrial structure, promote rural economic development, increase farmers' income, improve the rural ecological environment, and realize the integrated economic and social development of urban and rural areas. This coincides with the goal of rural revitalization to achieve prosperous industries, livable ecology, civilized village style, effective governance, and prosperous life.

2.2 Rural revitalization strategy is an important guarantee for agricultural modernization

After the 19th National Congress, the implementation of the rural revitalization strategy has become a breakthrough to solve the problems of "agriculture, rural areas and farmers". "Comprehensively implementing the rural revitalization strategy and promoting the modernization of agriculture and rural areas" has become the strategic direction of current rural development, which provides a good external environment for the development of agricultural modernization [3]. Rural revitalization focuses on optimizing the allocation of rural resources and consolidating the rural industrial base, which will help promote the flow of agricultural production factors and improve the production level of agricultural products. It is conducive to innovating industrial models, promoting the integrated development of rural primary, secondary and tertiary industries, expanding the multiple functions of agriculture, and escorting the development of modern agriculture.

3. Problems facing China's agricultural modernization transformation

3.1 Insufficient input of production factors

The development of modern agriculture is inseparable from the input of various production factor resources. In the context of the widening gap between urban and rural areas, the flow of various production factors from the countryside to the city is more obvious, and the scarcity of rural production factors is further intensified. First of all, there is a large gap in rural capital demand. The specific manifestations are as follows: rural capital investment can not keep up with the growth of demand, the total investment is insufficient, and the structure of agricultural investment is unreasonable, and there is a huge gap between the supply and demand of rural capital [4]. The second is the lack of agricultural technology support. In addition to the low conversion rate of agricultural scientific research results, high research and development costs and equipment prices are also one of the factors that hinder enterprise research and development and farmers' machinery and equipment production input. Finally, China's agricultural human resources are not optimistic. One is that the labor force engaged in agriculture in our country has limited education degree, does not have the higher cultural level. Second, the educational resources related to agricultural informatization and intelligence are limited, resulting in the lack of talents [5].

3.2 The supply chain mechanism is imperfect

For a long time, the main sales mode of agricultural products in our country is that farmers sell primary agricultural products directly to the market. This mode makes farmers' economic benefits limited, coupled with the asymmetric information of agricultural products market, it is difficult for suppliers of agricultural products to assess the market demand, so the supply of agricultural products market is not guaranteed, and the contradiction between supply and demand in agricultural products market is becoming increasingly fierce.

3.3 The standard system of agricultural products is relatively backward

Improving the standard system of agricultural products and strengthening the quality orientation of agricultural products are key measures to deepen the structural reform of the agricultural supply side and promote the revitalization of rural industries. In the practice of rural revitalization, based on the rapid development of network technology, China adopts the sales model of "agricultural products + digitalization". However, due to the weak awareness of the construction of agricultural production standards in China and the relatively backward product standard system, the quality of agricultural products produced is uneven, and then consumer demand is not met, and the phenomenon of reduced willingness to buy, which seriously hinders the construction of a new agricultural management system.

4. Development path of agricultural modernization

4.1 Promote the structural reform of agricultural supply side and build the "three major systems" of agriculture

At present, under the double pressure of the requirements of building modern countries and the worsening of the international agricultural market environment, agricultural production development situation in our country is severe, and the main contradiction in agriculture has changed from insufficient total supply to a structural contradiction. The concrete manifestation is the coexistence of oversupply and insufficient supply. Therefore, it is a realistic need to promote the structural reform of the agricultural supply side and build the "three major systems" of agriculture [6]. First, to meet the market demand, adjust the supply type and quality of products, optimize the product structure, and build a modern agricultural production system; Secondly, strengthen the relationship between enterprises, cooperatives and farmers, cultivate new management subjects, optimize management structure, and build modern agricultural management system; Finally, based on the comparative advantage of regional resources, optimize the industrial structure, plan the development trend of agricultural

industry, and build a modern agricultural industrial system.

4.2 Establish a modern market system for agricultural products

The marketization of agricultural products is an important symbol of agricultural modernization. At present, China's agricultural products market is facing a series of problems such as unreasonable production structure and low economic benefit of products. Therefore, in order to improve the quality and efficiency of agriculture and competitiveness, we must further play the role of market mechanism. On the one hand, we must improve the regulation mechanism of agricultural products market. We should clarify the main objectives of regulation, reduce price intervention in the agricultural market, make prices more accurately reflect the relationship between market supply and demand, improve the efficiency of resource allocation, and strive to solve the main contradiction between supply and demand. On the other hand, we should promote market-oriented reform of agricultural prices, improve the pricing mechanism for agricultural products, and separate prices from subsidies.

4.3 Strengthen agricultural infrastructure construction

Good rural infrastructure is an important material basis for improving rural productivity, developing modern agriculture, increasing farmers' income, comprehensively improving rural appearance and building modern rural areas, and is also the premise and basis for high-quality agricultural development[7]. Therefore, it is necessary to increase the capital investment in facility construction, encourage government finance to invest in rural areas, attract more financial institutions and organizations to settle in rural areas through practical government subsidies and tax incentives, reasonably guide funds including private capital into agriculture and rural areas, and help agricultural modernization.

5. Conclusion

Agricultural modernization is an important component of China's socialist modernization country construction, of great significance for fully building a socialist modernization country and realizing common prosperity for all the people. Agriculture as the basis of economic construction, industrial transformation is an inevitable trend. At the same time, the countryside as the carrier of agricultural development, under the background of rural revitalization strategy, agricultural development facing modernization is the meaning of the problem. To promote the construction of modern agriculture, it is necessary to construct the "three systems" of modern agricultural industry system, production system and management system as the top priority, while building a modern market system of agricultural products, giving full play to the regulation mechanism of the market, so as to improve the marketization level of agricultural products and accelerate the realization of agricultural modernization.

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