

# The Path of "Internet Plus" Promoting the Transformation of Agricultural Economic Development Mode

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**ABSTRACT.** *Nowadays, Internet plus has become an inevitable trend in the transformation of all sectors of society. After the advent of the "Internet plus" era, in order to further promote the scientific transformation of the mode of agricultural economic development, we need to improve the comprehensive application of Internet thinking and transform the corresponding mode of agricultural production by means of Internet technology. By understanding the current situation of agricultural economic development under the internet background, the path of "internet plus" to promote the transformation of agricultural economic development is discussed, and corresponding practice ideas are put forward to understand the stable development of agricultural economy.*

**KEYWORDS:** *Internet plus, agricultural economy, development mode, path transformation*

## 1. The background of "Internet plus"

Under the background of the full development of computer technology, Internet plus has been widely concerned by all circles of the society. If it can be combined with any industry, it can form a more suitable operation mode to adapt to social change. On the one hand, "Internet plus" itself is a transformation of traditional industrial chain. Under the joint action of different factors, it can build a more suitable network service platform for the progress and development of the industry, create a good platform for the establishment and construction of network space structure, and fundamentally promote the comprehensive transformation of the industrial structure, and realize the transformation and development of traditional industries [1]. On the other hand, "Internet plus" is also a representative of the new business format. Its essence is to use information technology as a productive force and build a complete transaction mode, providing a platform for the transformation of industrial development mode. So as to truly create a more effective and complete control process, and create a good platform for the transformation and progress of

large-scale industrial structure. In the "Internet plus" mode, network system and operation mechanism will integrate the data of language mode and non structural mode, so as to achieve the comprehensive value of the resource allocation structure, and establish a precise allocation of market development plan in the true sense. In the information economy system, the use of service-oriented model to effectively realize the sharing of resources and scientific allocation, whether input service or output service, can build a complete service industry management and control mode, so as to maintain the comprehensive value of upgrading management mechanism and improve the quality of economic development. The corresponding industrial structure is to take the initiative in the market competition with the help of large-scale production system and competitive power, improve the market share of the industry, and finally achieve the information development goal of high quality and high added value [2].

## **2. The status quo of agricultural economic development under the background of "Internet plus"**

Since 2016, our government has put forward a clear request for modern agriculture, and we hope that agriculture can actively build an Internet plus platform. In recent years, Internet cloud computing and big data technology has been integrated into the process of agricultural safety production, and have been widely used in the process of agricultural development [3]. Based on the "Internet plus" background, government support is important to the development of Internet technology. However, there are still many imperfections in the development of agriculture in different regions of China. In the developed coastal areas, the agricultural economy develops rapidly, while in other areas, the information is relatively closed, which will affect the overall agricultural economic development. With the popularity of the "Internet plus" mode, more people will realize the importance of information technology. E-commerce platform, an advanced way of sales, has been gradually accepted by the masses.

## **3. "Internet plus" promotes effective transformation of agricultural economic development mode**

### ***3.1 Formulating the national agricultural development plan of "Internet plus"***

Internet plus is undoubtedly the direction of the future development of Chinese agriculture. The government plays a guiding role in the development of domestic agriculture. At the same time, Internet plus is regarded as the national development strategy, and a feasible agricultural development plan is formulated for it. The formulation of the "Internet plus" agricultural economic development plan should focus on reality and aim at the future. We can analyze the development trend of the Internet by defining its detailed development goals, main tasks and Implementation Paths, according to the national economic and social development planning outline cycle, combined with the current situation of China's agricultural development. In

the process of agricultural economic development, the state should make effective use of Internet technology and realize the transformation of agricultural economy by establishing scientific agricultural production.

### ***3.2 Promoting agricultural precision development by combining information technology***

In the Internet era, in order to promote the further development of agricultural economy, we must use more intelligent, more comprehensive and more rapid information technology to track the agricultural production process in real time to ensure the production quality and food safety. The sensor can monitor the growth environment and growth of agricultural products in real time, and control the production quality. In addition, Internet technology can also be used to establish a targeted information database for each kind of agricultural product to record the planting environment, planting requirements, growth conditions and other information, so as to provide more powerful data support for subsequent agricultural production. By monitoring and recording the growth process of agricultural products, we can show the whole process to consumers, provide the guarantee for the quality and marketing of products, and further promote the development of agricultural economy.

### ***3.3 Building a better e-commerce platform and innovating the sales mode of agricultural products***

With the development of Internet technology, the development of Internet plus agriculture has been developing rapidly, and it has brought more opportunities for agricultural economic development. Based on the analysis of the actual transformation situation, reasonable use of e-commerce platform convenience, fast and other advantages, can speed up the circulation of agricultural products, and intuitive understanding of consumer demand, reasonable adjustment of production activities, carding the entire consumption process, improving the overall agricultural economic benefits. In view of the actual development of agricultural economy, only by improving the order business management mechanism, taking e-commerce platform as an important support, and constantly innovating the marketing system of agricultural products, can we continuously strengthen the relationship between agricultural production activities and farmers, and further do a good job in the trading of agricultural products, so as to ensure the interconnection between sales and production activities and avoid the emergence of agricultural production Objective of birth blindness. In the process of agricultural economic development, based on e-commerce platform, more attention should be paid to the network sales of agricultural products, so as to form a comprehensive and integrated agricultural product sales mode. In the process of agricultural economic development, we can use Jingdong, Tmall and other platforms to continuously expand the sales channels and scope of agricultural products, and do a good job of online and offline sales services. After the introduction of a new sales model, more agricultural e-commerce

can accurately judge the demand of agricultural products market, analyze the changes of market information, and ensure the comprehensive service.

### ***3.4 Paying attention to the construction of rural Internet infrastructure***

In order to understand the effective combination of agricultural development and Internet, we must pay attention to the construction of rural Internet infrastructure. In this process, we should optimize the plan according to the overall development of rural areas, and solve the problems of rural network also expand the coverage of rural networks. At the same time, relevant personnel should constantly innovate technology and develop more suitable and practical network facilities for rural areas. In addition, it is also necessary to tap into resources more broadly related to agricultural development, establish rural network service platform, and improve the infrastructure system of Agricultural Internet, so as to provide the guarantee for the effective use of Internet technology in rural areas.

## **4. Conclusion**

In short, based on the new era, the "Internet plus" and agricultural integration has formed a brand new form of agricultural development. The analysis from the macro level of the government promotes the sustainable development of agricultural economy, and also makes the agricultural operators find out how to maximize the interests from the micro level, so as to promote the sustainable progress and development of agricultural economy. While strengthening the understanding of Internet technology, we should rationally use the advantages of the technological platform, establish and improve the development mechanism, innovate the sales mode of agricultural products, and pay more attention to the construction of Internet plus infrastructure, so as to achieve the goal of fine development of agriculture and achieve higher economic and social benefits.

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